

Attachment 1: Economic Development Grants 2023-24 Evaluation Summary

The below provides a summary of details for applications submitted under the 2023-24 Economic Development Grants, including:

- project scope;
- amount of funding requested;
- evaluation; and
- panel score and recommendation.

Economic Development Grants – Recommended

1. Business Boosted: Marketing Masterclass Series

Applicant	Project Description	Panel Score	Funding Requested
Spacecubed Ventures Pty Ltd	<p>Business Boosted: Marketing Masterclass Series</p> <p>The marketing masterclass series will assist local businesses by increasing their marketing capabilities, assisting them with the creation of digital assets and support their network growth through building new relationships within the local business community.</p> <p>The proposed masterclass series will include 3 workshops that provide educational opportunities on cutting-edge marketing techniques, technologies and trends. This will include the development of content using the on-site Green Room.</p> <p>The proposed project provides a shared learning environment that fosters collaboration and networking. The workshops encourage local businesses to collaborate through identifying opportunities for shared marketing campaigns, events or promotions.</p>	76	\$7,500
<p>Panel Assessment</p> <ul style="list-style-type: none"> • The applicant demonstrates that the proposed project will deliver multiple economic benefits to the local economy. The project provides an opportunity for 			



<p>businesses to collaborate and network. The project also fosters innovative business practices by learning new approaches to marketing.</p> <ul style="list-style-type: none"> • Applicant demonstrates that workshops can help develop skills to market local businesses to attract more visitors and spending in Town. • Applicant provides evidence of extensive experience managing similar events and gives the panel confidence that project is feasible.
<p>Panel recommend project funding of \$7,500</p>

2. Reach Her Inc’s Business Education & Networking Events

Applicant	Project Description	Panel Score	Funding Requested
Reach Her Inc	<p>Reach Her Inc’s Business Education & Networking Events</p> <p>Reach Her Inc proposed to create an initiative that provides access to business networking events, co-working space and industry mentoring.</p> <p>The focus of the initiative is to reach women with business ideas for startups as well as providing space, visibility, education and networking opportunities for local women in all stages of their business.</p> <p>Reach Her Inc propose to run a series of 16 Business Education Workshops (2- hour sessions) with 2 industry mentorship sessions and networking events.</p> <p>The business education workshops will equip individuals with practical business foundations and strategic planning capabilities, assisting aspiring business owners to launch their business to the market.</p>	75.5	\$10,000
<p>Panel Assessment</p> <ul style="list-style-type: none"> • Applicant demonstrates that their project will bring benefit to the local business community by fostering networking and collaboration. • Project addresses community priority of facilitating an inclusive community that celebrates diversity by targeting women from diverse backgrounds. • Applicant demonstrates project is feasible with clear budget, risks and evidence of experience with similar initiatives. 			
<p>Panel recommend project funding of \$10,000</p>			

3. Local business development, improvement and training: how to access government and industry funding

Applicant	Project Description	Panel Score	Funding Requested
<p>Naja Business Consulting Services</p>	<p>Local business development, improvement and training: how to access government and industry funding</p> <p>To conduct seminars and provide insights for businesses into how to access and apply for government and industry funding.</p> <p>Four seminars will be held for local businesses to guide them through the grant writing and application processes, explain how to navigate government approvals and develop key business strategies to access funding.</p> <p>This is planned to be done by working through successful case studies and providing the steps necessary, insights and inspiration, and identifying grant sources for attendees.</p>	66.5	\$9,320
<p>Panel Assessment</p> <ul style="list-style-type: none"> • Project provides opportunities to upskill local business to grow through sourcing funds from government and private grant programs. • Application demonstrates that the project will provide an opportunity for businesses to network and share experience with each other on best practices to develop strategies to source funding. • Applicant demonstrates that they have experience in delivering similar workshops, providing confidence that the project is feasible. 			
<p>Panel recommend project funding of \$9,320</p>			

Economic Development Grants – Not Recommended

4. Community Health Outreach: Mobile Vaccination Program for Local Businesses



Applicant	Project Description	Panel Score	Funding Requested
Grove Medical Victoria Park	<p>Community Health Outreach: Mobile Vaccination Program for Local Businesses The proposed project aims to increase the flu and COVID-19 vaccination rates among local employees.</p> <p>The initiative brings on-site vaccinations to workplaces, overcoming barriers of time and accessibility. It fosters a health-conscious partnership with local businesses, contributing to public health and herd immunity.</p> <p>Grant funding is requested to purchase vaccines and to equip mobile units with staff to deliver directly to work places across the Town.</p>	52.5	\$10,000
<p>Panel Assessment</p> <ul style="list-style-type: none"> Judging panel recognises that ensuring the workforce is healthy indirectly benefits all businesses within the community. The application does not address the assessment criteria. The application does not provide enough details to demonstrate how the project will help create a platform for businesses to network and connect. 			
<p>Panel does not recommend funding application</p>			

5. Innovation & Digital Tech Seminars

Applicant	Project Description	Panel Score	Funding Requested
Mike Ghasemi Research	<p>Innovation & Digital Tech Seminars A series of monthly seminars tailored for Small and Medium Enterprises (SMEs), we'll delve into the imperative shift towards digitalization and its profound impact on modern businesses.</p> <p>Over three sessions, spanning three hours each, participants will discover why embracing digital transformation is no longer a choice but a necessity for sustainable growth.</p> <p>From unlocking new opportunities to leveraging cutting-edge technology tools, this seminar promises</p>	50	\$10,000



	to equip SMEs with the knowledge and insights to thrive in today's dynamic digital landscape.		
<p>Panel Assessment</p> <ul style="list-style-type: none"> Panel identified that the application demonstrates that their project has the potential to facilitate local business growth by helping businesses increase their marketing capacity. But application does not provide enough detail on the proposed workshops. Not enough detail provided on budget, venue and speakers to demonstrate the project is feasible. 			
<p>Panel does not recommend funding application</p>			

6. FoodSafe 361

Applicant	Project Description	Panel Score	Funding Requested
DICAPE PTY LTD	<p>FoodSafe 360</p> <p>The funding requested would be used to develop a digital platform designed for food businesses to maintain food safety standards.</p> <p>This digital solution ensures compliance, accountability, and continuous improvement through real-time monitoring and reporting. FoodSafe360 enables businesses to streamline internal processes, providing staff with tools for adherence to safety protocols.</p> <p>The app will provide customizable checklists, automated reminders, and instant feedback mechanisms, the platform fosters a culture of accountability among employees.</p>	42.5	\$10,000
<p>Panel Assessment</p> <ul style="list-style-type: none"> Funding requested would be used by a business to develop and market an application and is mostly benefiting a single business and a wider market outside the Town of Victoria Park. The application does not demonstrate how the funding will benefit local businesses within the Town of Victoria Park. Applications with similar functions and names exist in the already market. 			
<p>Panel does not recommend funding application</p>			

7. Marketing for new venue, expanding the Vic Park strip.

Applicant	Project Description	Panel Score	Funding Requested
Swan River Distillery	<p>Marketing for new venue, expanding the Vic Park strip</p> <p>The objective of this project is to attract visitors to the venue opening of Swan River Distillery and the surrounding areas of Vic Park.</p> <p>Swan River Distillery will be a new and unseen before venue in the Perth region as a boutique gin bar with a pub feel. There will be significant construction to improve the current location and make it appeal to new customers. The marketing project aims to attract visitors to the area through advertising of this substantial improvement and new hospitality venue.</p> <p>The location of our venue is currently an under-utilised space and by having Swan River Distillery there, it will expand the strip further with a new hospitality venue.</p>	39.5	\$3,000
<p>Panel Assessment</p> <ul style="list-style-type: none"> • Application has potential to promote the tourism industry and venues within the Town of Victoria Park. However, application does not demonstrate how the project will bring broad economic benefit to a group of businesses. • Funding will be used largely to promote one venue and does not benefit multiple businesses directly. 			
<p>Panel does not recommend funding application</p>			

7. Smart Bin Monitoring

Applicant	Project Description	Panel Score	Funding Requested
Narrowband Technologies Australia	<p>Smart Bin Monitoring</p> <p>Creating a hardware device that can smartly monitor the status of rubbish bins in the town of</p>	33.5	\$10,000



	<p>Victoria park using Locally made Hardware on a LoRa Network, Enabling IoT and Smart City technology to flourish within the town.</p> <p>The devices are designed in house to specifically suit the towns public rubbish bin requirements allowing near-real time monitoring of rubbish levels to ensure prompt emptying of public bins and smarter route planning for rubbish removal vehicles. The network will also allow other smart devices to be controlled and monitored like public toilets etc.</p>		
<p>Panel Assessment</p> <ul style="list-style-type: none"> • Application has potential to foster innovation but does not clearly demonstrate how the bin technology will help deliver a higher-level smart city network. • Applicant does not directly benefit local businesses. Application requests funding to provide a service to the Town of Victoria Park. 			
<p>Panel does not recommend funding application</p>			

9. ALT Delivery Service

Applicant	Project Description	Panel Score	Funding Requested
LEONARD ALTO	<p>ALT Delivery Service Funding requested will fund the purchase of capital required to create a delivery service for their food business.</p>	31.5	\$10,000
<p>Panel Assessment</p> <ul style="list-style-type: none"> • Application does not address assessment criteria. • Funding is used for operational expenses that bring direct benefits to only a single business. 			
<p>Panel does not recommend funding application</p>			