



**WE'RE OPEN
VIC PARK**



TOWN OF
VICTORIA PARK

ECONOMIC DEVELOPMENT GRANTS

2023-2024





ECONOMIC DEVELOPMENT GRANTS

The 2023–24 Economic Development Grants program provides support for initiatives developed by the local business community that will benefit the Town of Victoria Park local economy.

Open: 9am 12 January 2024

Closes: 5pm 12 February 2024

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Funding

Maximum value: \$10,000 incl. GST

How do I know if my project is eligible?

Please contact the Place Leader (Economic Development) at **business@vicpark.wa.gov.au** to discuss your project prior to applying to ensure eligibility.

Call: (08) 9311 8111

Email: business@vicpark.wa.gov.au

Operational funding such as wages, salaries or administrative overheads are not eligible.

ELIGIBILITY CHECKLIST

Applicants must:

- ☐ Hold Public Liability insurance of \$10 million;
- ☐ Own or hold the appropriate permission to use any intellectual property associated with the proposed project, activity or program;
- ☐ Have no outstanding debt to the Town;
- ☐ Have satisfactory acquittal of any previous grant; and
- ☐ Meet any additional eligibility criteria for the Business Grant category being applied for.

Applicants must also be one of the below:

- ☐ Be a Small Business or Medium Business whose principal place of trading is within the Town of Victoria Park Local Government Area; or
- ☐ Be an Incorporated Association where the proposed project, activity or program is to take place primarily within the Town of Victoria Park Local Government Area; or
- ☐ Be an unincorporated association, group or individual with formal support of an auspice organization, where the proposed project, activity or program is to take place primarily within the Town of Victoria Park Local Government Area

Canvassing or lobbying to the Mayor, Councillors or Town of Victoria Park employees in relation to any grant application will result in the applications being deemed ineligible.

ASSESSMENT CRITERIA

Applications will be assessed against the following criteria

1. **The proposed project, activity or program occurs within, or substantially benefits economic development outcomes within the Town of Victoria Park Business (10%)**
 - High scores will be awarded for applications that demonstrate that the proposal will generate benefits for multiple businesses and the local economy.
 - Low scores will be awarded to a proposal that will not generate outcomes that benefit local businesses and only assist a single business.
2. **The applicant can demonstrate the feasibility of the proposed project, activity or program and their capability to successfully deliver the proposed project, activity or program (30%)**
 - High scores will be awarded if the applicant has identified critical risk, budget, external approvals and delivery needs, realistically accounted for these in their timeframes and budget.
 - The application demonstrates experience in delivering similar projects or programs and shows judges that the project is likely to be delivered successfully.
3. **The proposed project, activity or program will deliver at least one substantial broad benefit to the local economy, including: (60%)**
 - a. Substantial improvements to the amenity of the public realm that will attract visitors to the area;
 - b. Substantial activation of underutilised or vacant spaces that will attract visitors or investment to the area;
 - c. Provide a unique and visible retail or service offering that will attract visitors to the Town of Victoria Park;
 - d. Foster networking and collaboration between local businesses;
 - e. Provide unique, regionally significant promotion, development or investment for the Town of Victoria Park's local economy; and/or
 - f. Foster innovation industries or innovative business practices in the Town of Victoria Park's local economy.
 - The application demonstrates the project delivers exceptional outcomes in relation to one or two listed benefits, or very good outcomes for 3 or more listed benefits.
 - The application demonstrates the proposed project, activity or program is a discrete piece of work and is not, in the opinion of the Town of the Victoria Park, a standard operational expense.

WHAT ARE SOME EXAMPLES OF PROJECTS?

- Networking or training events for local businesses
- Activations that can have a broader benefit than one business (eg parklet collaborations, shopfront activations)
- Business collaborations to encourage visitation and engagement
- Local tours or destination marketing initiatives that promote businesses
- Innovative projects that assist local businesses by improving the way they do business.



Vic Park Health Expo

An expo to showcase the Town's health, wellness, medical, holistic and sports businesses.



Tech Trails at Tech Park

A networking event to facilitate collaboration and showcase businesses at Bentley Tech Park.



Food & Drink Walking Tours

A local walking tour that promoted local vendors across Victoria Park.

ASSESSMENT PROCESS

Applicants should receive notification of the outcome of an application within 60 days of the application closing date.

Each application will be judged by a panel of at least three staff members. The assessment criteria they will judge the application on is the assessment criteria + the applicant's eligibility. Final determination of grant recipients is through Council.

The Town reserves the right to request further information in considering any application, as well as the right to reject any application that does not meet the criteria.

If the Town receives more funding applications than it can support, successful applications are those that best satisfy the assessment criteria.

Businesses can not apply for multiple grants within the same category within the financial year.

FAQ

How do I know if my project is eligible?

Contact the Place Leader (Economic Development) to talk through your project.

Call: (08) 9311 8111

Email: business@vicpark.wa.gov.au

How will I know if my application has been successful?

The Place Leader (Economic Development) will contact you within 60 days of the application closing date.

I've been awarded a grant! What are the next steps?

The Place Leader (Economic Development) will be in touch with a letter of agreement for you to sign, outlining the terms and conditions of the grant. From there, invoicing will occur and your money will be paid to you.

Can I claim GST?

Yes. GST should be included on your invoice to the Town when claiming your grant.

Can I claim retrospectively for projects already completed?

No. Grants will not be paid retrospectively for projects that have already started or completed. Applications must be submitted before the project commences.



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