

## Instructions

Welcome to the acquittal form for the 2022/23 Business Grants program.

This acquittal form will take you through what is required to acquit your grant. There are 5 sections to this form

1. Instructions (current section)
2. Final Project Budget
3. Project Photos
4. Deliverable Achievement Report & Project Learnings
5. Feedback

Please complete the acquittal form by the due date on your Letter of Agreement. Please note that failure to do so may result in exclusion from future Town of Victoria Park programs.

By submitting this form you certify that all details within are true and complete, and that this is an accurate final report of your project

If you have any questions about the acquittal process, please don't hesitate to contact the Economic Development team on 9311 8111 or [business@vicpark.wa.gov.au](mailto:business@vicpark.wa.gov.au)

## Budget

**\* indicates a required field**

### Instructions

Please complete the income and expenditure tables on this page. Then, review the budget, and variance information that is automatically calculated and ensure it is correct.

### Income Sources

Please list all income sources that you received from delivery of this project. **Include GST**  
**For example, Ticket Sales (x300) = \$6000**

Please note that if your project does not generate income, you may leave this section blank. Please **do not** include the grant money received as an income source.

Income	\$ Inc GST
Stallholder Fees	\$7,680.00
Food Truck Fees	\$450.00
Sponsorship Donations	\$1,475.00
Mayoral Donation	\$500.00
	\$
	\$
	\$

# Economic Development Grant 2022/23

## 2022/23 Business Grants Acquittal Form

Application No. EcoDev222300007 From Archer St Physiotherapy Centre

Form Submitted 23 Jan 2024, 12:45PM AWST

	\$
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### Expenditure Sources

Please list each expenditure item for your project, **including GST**. Please split the cost of each item into the amount you are claiming from the grant money (**\$ from grant**) and the amount you are paying yourself (**\$ from self**). Any expenditure items that have been paid using the grant money must have a receipt attached from the original supplier.

Please note: expenditure items must match what was in your original quote and agreed to in your Letter of Agreement. Any changes to the proposed use of your funding, please check with [business@vicpark.wa.gov.au](mailto:business@vicpark.wa.gov.au) before proceeding.

Expenditure Item	\$ From Grant	\$ From Self	Total Line Cost
		Must be a dollar amount.	This number/amount is calculated.
Security Event Day	\$	\$329.45	\$329.45
Security Overnight	\$	\$600.00	\$600.00
Event Paramedics	\$	\$572.00	\$572.00
Event Insurance	\$	\$331.32	\$331.32
Vinyl Banners	\$	\$279.40	\$279.40
Corflute Signs	\$	\$290.40	\$290.40
Flyers & Posters	\$	\$191.40	\$191.40
Equipment Hire	\$10,812.12	\$	\$10,812.12
Council Fees (bins, letters, reserve hire)	\$	\$1,377.64	\$1,377.64
Flyer printing	\$	\$1,475.10	\$1,475.10
Flyer Drop	\$	\$1,695.10	\$1,695.10
Parking Signs	\$	\$420.00	\$420.00
PA, Speakers and Electronics	\$	\$1,063.46	\$1,063.46
Star Pickets, bunting	\$	\$109.03	\$109.03
Electronics	\$	\$24.00	\$24.00
Entertainment	\$	\$550.00	\$550.00

### Expenditure Evidence

Upload files here \*

Filename: Carlisle Events Hire Receipt 17Nov23.pdf

File size: 872.2 kB

A minimum of 1 file must be attached.

Please upload receipts for all items fully or partially funded by your grant. .

## Budget Summary

**This section is autocalculated.**

This is a summary of the overall profit/loss of the project. No action is required.

Note: Total Profit = Total Income - Total Expenditure.

<b>Total Profit</b>	<b>Total Income</b>	<b>Total Expenditure</b>
-\$10,015.42	\$10,105.00	\$20,120.42
This number/amount is calculated.	This number/amount is calculated.	This number/amount is calculated.

## Grant Fund Variance

**This section is autocalculated.**

This variance compares the grant money sent to the grantee, compared to the final expenditure. Variance = Grant Received - Grant Expenditure

<b>Variance</b>	<b>Grant Received</b>	<b>Grant Expenditure</b>
-\$10,812.12		\$10,812.12
This number/amount is calculated.	This field is read only. The total amount of funding allocated for this submission.	This number/amount is calculated. The expenditure listed as coming from the grant. (\$ from grant)

## Negative Variance

**Please ensure that you have added any costs that exceed the total grant amount into the '\$ from self' column in the expenditure table.**

## Supply Resources

**\* indicates a required field**

## Upload Content

Please upload the content specified below

### **Project Photographs \***

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Filename: 20231105\_100203.jpg  
File size: 6.2 MB

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Filename: 20231105\_100350.jpg  
File size: 3.9 MB

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Filename: 20231105\_100429.jpg

# Economic Development Grant 2022/23

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File size: 6.1 MB

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Filename: 20231105\_105309.jpg

File size: 2.7 MB

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Filename: 20231105\_115419.jpg

File size: 4.4 MB

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Filename: 20231105\_124753.jpg

File size: 3.0 MB

A minimum of 1 file must be attached.

A high-quality, landscape-oriented photograph of the initiative funded by the grant with full rights for the Town to publish the photograph on its social media and formal publications at the Town's discretion; and

### Compliance With Special Conditions

*No files have been uploaded*

If applicable, and not yet submitted, please upload evidence of compliance with special conditions.

## Deliverable Achievement Report

**\* indicates a required field**

### Select Project Deliverables

Select the project deliverables as shown on the front cover of your Letter of Agreement.

#### Select Project Deliverables \*

- Substantial improvements to the amenity of the public realm that will attract visitors to the area
- Substantial activation of underutilised or vacant spaces that will attract visitors or investment to the area
- Provide a unique and visible retail or service offering that will attract visitors to the Town of Victoria Park
- Foster networking and collaboration between local businesses
- Provide unique, regionally significant promotion, development or investment for the Town of Victoria Park's local economy
- Foster innovation industries or innovative business practices in the Town of Victoria Park's local economy

### Write your report

Please use the following dot points to assist you to write your report.

- Shortly summarise your project.
- Provide information from your project delivery, for example, statistics, attendance numbers, financials, counts, reviews, ratings, photos or videos
- Does the information suggest you have achieved the deliverable? Why?
- Did your project go as expected?
- What were your project strengths? Why did you think these went so well?

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- What were some weaknesses of your project? Why do you think these happened? How could these be avoided in the future?
- If you had the chance to do this project again, how would you improve it?
- What lessons did you learn from delivering your project and how will these assist you in the future?

#### **Report \***

The Vic Park Health Expo was held on Sunday 5th November, in Koolbardi Park, Carlisle. The Expo was designed to showcase the Town's health, wellness, medical, holistic and sports businesses and organisations to the local community and public. The Expo consists of market stalls where businesses can advertise their goods and services, sell their products and showcase their brand to attendees. The market stalls are interactive, giving the public an entertaining experience, but also allowing them to try new services they may not have been exposed to before – all within the scope of the health industry. There is also a live main stage, where businesses have opportunities to interact directly with the public by giving presentations and demonstrations, or undertake fitness classes for community members to join in – such as Pilates, Yoga and fitness demonstrations.

The Expo aims to improve the health and happiness of the local community by educating them and empowering them to seek the health and wellness services that the Town's businesses have to offer. It is the perfect opportunity for businesses to showcase their brand and improve economic performance – particularly in the recovery of the COVID19 pandemic – and also give business owners a chance to network with other owners, leading to future collaborations and a more multi-disciplinary approach to our populations' healthcare.

The 2023 Vic Park Health Expo had 31 local businesses attend, with 25 market stalls showcasing a huge range of goods and services, including – Physiotherapy, Chiropractics, Remedial Massage, Audiologists, Dance Studios, Gyms, Fitness Studios, Beauticians and Skincare, Pharmacy, Podiatry, Occupational Therapy, Supplements and Vitamins, Kinesiology, Mental Health support, Holistic therapy, Pilates Studios and DNA technology. The Vic Park Soccer Club, WA All Abilities Football Association and the Health Department of the Town of Victoria Park were also stall holders. Activities that attendees could participate in at the stalls included hearing tests, archery, postural assessments, wheelchair football, soccer goal kicking, gymnastics, skin checks, supplement and vitamin sampling and so much more. The Live Main Stage had over 12 timeslots throughout the day offering a wide variety of activities for the public to join in or watch, including Meditation and Breathwork sessions, Pilates, Gymnastics presentations and Dance Showcases. We had five food and beverage trucks in attendance offering coffees, drinks and a great variety of fresh food to the community throughout the event. The food trucks received overwhelmingly positive reviews and comments, with good quality food in great portion sizes.

We estimate that we had over 2000 people attend throughout 9am – 1pm. At times it was very busy, and the activities on the main stage pulled good size crowds to watch. Anecdotally, the feedback from the local community was overwhelmingly positive with many attendees commenting positively on the scale of the event, the large number and variety of stall holders, the delicious food and the general excitement and fun of the event. The Wheelchair football was a highlight. Stallholders reported positive experiences with many saying that it was well worth the effort in regard to their business branding, sales, or future sign ups. As examples – my physiotherapy clinic received 10 on-the-spot bookings, which results in a future income of at least \$1600. The Remedial Massage therapy business who attended as a stallholder performed 20 massages on the day – equating to \$200 revenue – plus 8 future bookings, resulting in a future income of \$800. The Females Over 45 Gym reported that they received a huge amount of new membership sign ups. The Coffee Van reported very worthwhile takings.

We are currently in the process of collating our feedback from electronically surveying

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businesses who attended. Their responses will help us to further evaluate the success of the Expo and will help form our planning for future similar events.

We believe that given the amount of businesses reporting future bookings, new memberships and sign ups, the project achieved its directive on assisting businesses showcase their goods and services and brand. The positive feedback from the community and the great turn out also shows that the project delivered exactly what we set out to do - a fun, family friendly event showcasing a particular industry of the Town that doesn't often get the publicity it deserves.

Our project went as expected. The attendance from the local community was greater than we expected. No major issues were encountered throughout the day and we had great weather. The project's strengths lie in the huge number and variety of stallholders we had. With over 25 market stalls showcasing a huge range of health and wellness products and services, there was so much to see and do for the public who came down. It became a real active space with plenty to try-out, to watch or participate in and to gather information and be educated in all things health and wellness. The scale of the event and the number of stalls makes the event seem worthwhile, particularly as its free for the local community to attend.

There were only minor issues encountered throughout the day. These included having some uneven sound projection from PA speakers in some areas. To avoid these issues in the future, we will ensure PA speakers are placed evenly throughout the event.

The biggest weakness of the event is the amount of time and effort it takes us to Plan and raise the necessary money to put on an event of this scale. The entire event is planned, organised and put together by only two people. And this takes a huge amount of time on top of our own normal work schedules. This can lead to a few stressful moments, particularly dealing with vendors, deadlines and businesses who don't respond to our emails. There is a massive amount of volunteer hours that we put into this event, unpaid.

In the future, we will aim to secure increased funding through sponsorships or other additional grants. This may attract more businesses to the Expo if we are able to lower the participation fees by securing other funding. Other ways we can improve the event is to hold it every two years to ensure adequate interest from participating businesses and the public. We feel having had the event annually for the last three years, a one year break may be needed to improve future interest in participation and attendance.

The success of future events will depend on how much funds we can raise to add to the budget. We have learnt that there are unexpected costs that we cannot avoid, and that often these costs are a lot higher than expected. This is regarding vendor fees and council fees. Due to inflation, a lot of vendors were increasing their prices above what was initially quoted. Also, \$1,377 in Council fees, immediately came out of our initial \$10,000 grant - which is almost 14% of the grant funding, already gone in fees. For a free community event, that is not for profit, and organised entirely by volunteers; we have found this difficult to understand why we are charged such a high amount of fees from Council, when we are struggling financially to put on an event of such a scale on behalf of the Town.

We have learnt that we will need to try other forms of fundraising to fund the entirety of the event and plan for these contingencies, which will assist us to be less financially stressed in planning any future events.

We have learnt that this Expo is very well received by the local community, that there is a huge public interest in the health and wellness industry and that further events of this type are wanted and will be just as successful in the future.

Must be between 250 and 1500 words.

### Optional Upload

*No files have been uploaded*

## Feedback

**\* indicates a required field**

### Please rate your experience with us

Please write a number from 0 to 10 indicating your overall satisfaction with each step. **0 is least satisfied and 10 most satisfied.**

You might like to consider the following factors in your scoring and comment.

- What was the quality of support or information you received from the Town? Was it comprehensive, concise, easy to understand?
- What was the standard of customer of service you received? Were Town staff helpful, polite?
- Were you kept well up to date during each step?
- How easy was each step to complete?
- How user friendly were the systems you interacted with at each stage, eg. Smartygrants, Town website.?
- Did each step take an appropriate amount of time?

#### **Reviewing eligibility criteria \***

9

Must be a whole number (no decimal place) and between 0 and 10.

#### **Completing your application \***

9

Must be a whole number (no decimal place) and between 0 and 10.

#### **Understanding and signing the letter of agreement \***

9

Must be a whole number (no decimal place) and between 0 and 10.

#### **Payment process \***

7

Must be a whole number (no decimal place) and between 0 and 10.

#### **Project implementation \***

8

Must be a whole number (no decimal place) and between 0 and 10.

#### **Acquittal Process \***

8

Must be a whole number (no decimal place) and between 0 and 10.

#### **Please comment on your answers above \***

The application process is very detailed and at times, quite time consuming. There were a lot of departments in the Town Administration that we had to deal with or complete forms for - these included Environmental Team, Economic Development, Parks Team, Finance

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Team, Front Desk Administration, Communications Team. We found that often, the teams wouldn't communicate with each other, so we were often double explaining things or receiving conflicting information. Sometimes it didn't feel like everyone was on the same page, and this could be the reason - that so many departments were involved and that information wasn't passed on between departments.

We highly recommend that Council Fees - to undertake not-for-profit, free community events on Town land, for the public, organised by volunteers - to be waived or reduced. Particularly events subsidised by grants issued by the Town. This will ensure ongoing enthusiasm for members of the public to put on such events.

Ben Schofield from the Economic Development team was extremely helpful and supportive throughout the entire process. We couldn't have been more happier dealing with him. He was responsive to emails, willing to assist us in anyway, and assisted us with solving issues every step of the way throughout the planning process.

We are extremely grateful for the Town in receiving this business grant and allowing us to bring our idea to a successful fruition.

Please include at least 1 thing that we did well and one thing we could improve on

### Overall Satisfaction

8.333333

This number/amount is calculated.

## General questions

### How did you find out about this grant opportunity? \*

- |  |  |
|--|--|
| <input type="checkbox"/> Town Website  | <input type="checkbox"/> A friend                  |
| <input checked="" type="checkbox"/> Town Social Media - Facebook, Twitter, Instagram | <input type="checkbox"/> A colleague               |
| <input checked="" type="checkbox"/> Town Email                                       | <input checked="" type="checkbox"/> E-News Letters |
| <input type="checkbox"/> Town Staff Member   | <input type="checkbox"/> Town Elected Member       |

Check all that are applicable

### Receiving this grant has encouraged me to apply for future grants at the Town. \*

- Strongly Disagree  Disagree  Neutral  Agree  Strongly Agree

### I'm likely to recommend the Town's grant program to others \*

- Strongly Disagree  Disagree  Neutral  Agree  Strongly Agree

### I am happy for the Town to contact me to discuss my answers to the questions above \*

- Yes  
 No

### I would like to be added to the Town's Economic Development email list, where I can hear about current business initiatives, including grants.

- Email  Mobile Phone  Postal Address

If you select any of the above, we will add your contact details from Smartygrants into our internal business database.



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**Any further comments?**

Must be between 50 and 200 words.