

Economic Development Grant 2022/23 2022/23 Business Grants Acquittal Form

Application No. EcoDev222300012 From Up Close and Local Tours Pty Ltd
Form Submitted 25 Nov 2023, 3:47PM AWST

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

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
Ticket Sales x 135	\$6,075.00
	\$
	\$
	\$
	\$
	\$
	\$

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	\$
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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 before proceeding.

Expenditure Item	\$ From Grant	\$ From Self	Total Line Cost
		Must be a dollar amount.	This number/amount is calculated.
Project Management	\$1,500.00	\$	\$1,500.00
Food	\$5,095.22	\$1,028.34	\$6,123.56
Tasting Glasses	\$817.85	\$	\$817.85
Lanyards (inc printing)	\$414.93	\$	\$414.93
	\$	\$	\$0.00
Salaries - Tour Guides	\$	\$2,811.04	\$2,811.04
Running Costs	\$	\$600.00	\$600.00
Payment merchant fees	\$	\$114.29	\$114.29
Salaries - Admin	\$	\$320.00	\$320.00
Prizes x 2 days	\$	\$470.00	\$470.00
Stock for tastings	\$	\$214.00	\$214.00
Event t-shirts (uniform)	\$	\$173.16	\$173.16
Misc - Ice, printing	\$	\$59.60	\$59.60
Graphic Design	\$	\$1,500.00	\$1,500.00

Expenditure Evidence

Upload files here *

Filename: Receipts.pdf

File size: 3.0 MB

A minimum of 1 file must be attached.

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

Economic Development Grant 2022/23

2022/23 Business Grants Acquittal Form

Application No. EcoDev222300012 From Up Close and Local Tours Pty Ltd
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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.

Total Profit

-\$9,043.43

This number/amount is calculated.

Total Income

\$6,075.00

This number/amount is calculated.

Total Expenditure

\$15,118.43

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

Variance

-\$7,828.00

This number/amount is calculated.

Grant Received

This field is read only.

The total amount of funding allocated for this submission.

Grant Expenditure

\$7,828.00

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 *

Filename: Up-Close-and-Local-Tour-Vic-Park-011.jpg

File size: 417.7 kB

Filename: Up-Close-and-Local-Tour-Vic-Park-019.jpg

File size: 367.1 kB

Filename: Up-Close-and-Local-Tour-Vic-Park-030.jpg

Economic Development Grant 2022/23

2022/23 Business Grants Acquittal Form

Application No. EcoDev222300012 From Up Close and Local Tours Pty Ltd

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File size: 470.1 kB

Filename: Up-Close-and-Local-Tour-Vic-Park-035.jpg
File size: 311.4 kB

Filename: Up-Close-and-Local-Tour-Vic-Park-049.jpg
File size: 333.5 kB

Filename: Up-Close-and-Local-Tour-Vic-Park-064.jpg
File size: 349.3 kB

Filename: Up-Close-and-Local-Tour-Vic-Park-067.jpg
File size: 354.0 kB

Filename: Up-Close-and-Local-Tour-Vic-Park-076.jpg
File size: 458.9 kB

Filename: Up-Close-and-Local-Tour-Vic-Park-081.jpg
File size: 500.5 kB

Filename: Up-Close-and-Local-Tour-Vic-Park-084.jpg
File size: 326.5 kB

Filename: Up-Close-and-Local-Tour-Vic-Park-089.jpg
File size: 352.7 kB

Filename: Up-Close-and-Local-Tour-Vic-Park-099.jpg
File size: 392.2 kB

Filename: Up-Close-and-Local-Tour-Vic-Park-106.jpg
File size: 367.2 kB

Filename: Up-Close-and-Local-Tour-Vic-Park-108.jpg
File size: 375.3 kB

Filename: Up-Close-and-Local-Tour-Vic-Park-110.jpg
File size: 477.5 kB

Filename: Up-Close-and-Local-Tour-Vic-Park-121.jpg
File size: 163.8 kB

Filename: Up-Close-and-Local-Tour-Vic-Park-128.jpg
File size: 645.8 kB

Filename: Up-Close-and-Local-Tour-Vic-Park-133.jpg
File size: 1.3 MB

Filename: Up-Close-and-Local-Tour-Vic-Park-136.jpg
File size: 485.6 kB

Filename: Up-Close-and-Local-Tour-Vic-Park-140.jpg
File size: 548.6 kB

Filename: Up-Close-and-Local-Tour-Vic-Park-141.jpg
File size: 977.1 kB

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

Economic Development Grant 2022/23

2022/23 Business Grants Acquittal Form

Application No. EcoDev222300012 From Up Close and Local Tours Pty Ltd

Form Submitted 25 Nov 2023, 3:47PM AWST

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?
- 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 *

We ran our walking Wine tour on Saturday 7th October, and our walking Spirits tour on Sunday 15th October.

In total, we hosted 135 people across the two tours.

Across both dates we supported 7 different local venues, and invited 6 producers from outside of the Town to participate as 'pop up' cellar doors. Two additional producers were also showcased who are based within the ToVP.

Economic Development Grant 2022/23

2022/23 Business Grants Acquittal Form

Application No. EcoDev222300012 From Up Close and Local Tours Pty Ltd

Form Submitted 25 Nov 2023, 3:47PM AWST

Our booking system only collects the location data for the main contact for each booking, however we do know that;

Attendees came from at least 23 different suburbs around Perth, as far ranging as Hillarys and Waikiki, plus one group visiting Perth from Houston. 8 groups booked were from within the Town.

50% of the tickets were sold in the first 24 hours of release, and was up to 70% sold within 72 hours. Due to the fast sale of tickets, we decided not to spend the budget that we had set aside for paid marketing, and instead repurposed this back into our spend at the local venues.

We were also kindly gifted the signage from one of our long time suppliers, so we also repurposed this budget back into our food spend at the local venues.

Multiple venues and producers also collaborated to supply product to each other as a business arrangement.

- Wine Walk - Saturday 7th October

71 total attendees across four sessions (11am / 12pm / 1pm / 2pm), each session was approx 3 hours.

The tour started at GreenBunch and visited Franks Texas BBQ, Palace Arcade, Sonder Cafe and Dutch Trading Co. Their wine tastings were provided by Myattsfield Vineyards, Core Cider, Lion Mill Vineyards and Faber Vineyard. Food was supplied by all the venues and met with much enthusiasm.

- Spirits Walk - Sunday 15th October

64 total attendees across four sessions (11am / 12pm / 1pm / 2pm), each session was approx 3 hours.

The tour started at GreenBunch and visited Colaba Social, Palace Arcade, Boston Brewing Co and Franks Texas BBQ. Their tastings were provided by Wild Road Spirits, Whipper Snapper Distillery, Boston Brewing Co and Sin Gin Distillery. Food was supplied by all the venues and met with much enthusiasm.

We supplied branded tasting glasses as a take home item for all guests, as well as neck lanyards so that we could easily identify the participants.

We arranged for Red Eclectic to photograph the Wien Walk (using the voucher we won at last year's Vic Park Awards) so that we could document the experience.

We didn't actively invite guests to post reviews about these tours as it is not a regular product that we offer, and can sound confusing to potential customers that are researching what we do. Many guests told us on the day that they thoroughly enjoyed the tour and would love to do it again. We also had positive feedback from both the venues and the producers.

- Deliverables

Yes we believe that we have achieved our desired deliverables. We provided a product that was completely unique, and had not been done before. These tours attracted people from all across Perth into the Town, many people on all of the Vic Park tours that we run make comment about 'how long' it's been since they were last here. The businesses and producers were all very open and excited about collaborating together on this project, and appreciated the additional exposure and potential new customers this was bringing to them.

We have since had feedback from many venues that they have had return customers from the tours, and after we finished the tours on each day we saw plenty of them head down the

Economic Development Grant 2022/23

2022/23 Business Grants Acquittal Form

Application No. EcoDev222300012 From Up Close and Local Tours Pty Ltd

Form Submitted 25 Nov 2023, 3:47PM AWST

strip to continue spending money at our local venues.

Besides promoting the Town's hospitality offering, our core message for this project was the importance of eating and drinking 'local'.

- Did your project go as expected?

We were initially hoping to run the tours in the first half of 2024, but by the time we received the go-ahead it proved too difficult with existing bookings in place for many weekend dates, and having to co-ordinate so many different parties.

We also didn't expect to get two 37 degree days in October! However it certainly made everyone appreciate relaxing at the venues with food and drinks even more.

Aside from this, the tours went almost exactly as planned, the venues and producers all over-delivered and exceeded the expectations of everyone involved.

- What were your project strengths?

Being able to offer the tickets at such a competitive price (due to the grant funding subsidising the cost) definitely helped to sell the tours quickly and give access to people at a time when finances are a bit tighter.

The price point also gave us a reasonable amount of confidence that tickets would sell, meaning that the effort that went into the planning (from all parties) would be worth it because we would have a good amount of attendees. The reason that the venues and producers were willing to be involved was for the opportunity to showcase what they do to a whole new audience of people.

In terms of the customer experience, the strength lies in the personalised experience that everyone received which is something we bring to all of our tours. Each tour wasn't just about eating or drinking, it's about the owners, the stories, the passion behind each business and the local community. People genuinely wanted to support these new businesses that they were introduced to.

We have since had some of the guests from these tours go onto book additional tours with us.

- What were some weaknesses of your project?

The first session of the first tour ran overtime, which is not unusual for a new tour. To be honest our guests were none the wiser, but we did have to have good communication between us (the guides) and the venues so that there was time to reset before the next group arrived, as the tours were running at one hour intervals.

The most difficult part of this project by far was coordinating so many different parties, and trying to communicate how the day will look and run as this was completely new to all of them. We did underestimate how much work this would be, but we did get there in the end! If we were to do this again, this part of the process would be easier because it's now been tried and tested, and we also have images to demonstrate the project visually.

- If you had the chance to do this project again, how would you improve it?

Ideally, if we were to do it again there would be more incentive for the producers if they could sell products directly for people to take home on the day, rather than having to offer shipping (this is due to liquor licensing restrictions).

We would keep the walking routes shorter - as per the length of the second tour. The first tour was slightly too long, mostly because of the heat.

Given how quickly we sold tickets, we'd probably add more sessions or an extra day. The issue with more tours, is having the right team to run them.

Economic Development Grant 2022/23

2022/23 Business Grants Acquittal Form

Application No. EcoDev222300012 From Up Close and Local Tours Pty Ltd

Form Submitted 25 Nov 2023, 3:47PM AWST

We received great feedback and all of the venues were amazing to work with and were extremely accommodating. We have since had other venues and producers express an interest in being involved in the future.

- What lessons did you learn from delivering your project?

The set up and logistics were much more work than anticipated but now we have a lot of the ground-work done if we did it again. We are fairly experienced in creating and delivering new tours for a whole range of different people, however these tours were a larger scale than most that we had done before, and bringing producers into the town to be hosted within venues that are not their own requires a lot of co-ordination and collaboration.

Although we suspected that people stick to what they know, we were still surprised that with so many locals on board, just how many of them had not been to (or not even heard of) the venues we visited. We are even more surprised by the amount of people that haven't visited the Town in 10+ years and have no idea at all what is here.

We recruited two guides (both local residents from within the Town) to join us in delivering these tours, they were both excellent so we may have also found ourselves some new employees going forward which is very exciting.

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 *

10

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

Completing your application *

10

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

Economic Development Grant 2022/23

2022/23 Business Grants Acquittal Form

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Understanding and signing the letter of agreement *

10

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

Payment process *

10

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

Project implementation *

10

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

Acquittal Process *

10

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

Please comment on your answers above *

We had no issues with this process, communication was quick and easy.

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

Overall Satisfaction

10

This number/amount is calculated.

General questions

How did you find out about this grant opportunity? *

- | | |
|---|--|
| <input checked="" type="checkbox"/> Town Website | <input type="checkbox"/> A friend |
| <input type="checkbox"/> Town Social Media - Facebook, Twitter, Instagram | <input type="checkbox"/> A colleague |
| <input type="checkbox"/> Town Email | <input 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.

Any further comments?

Must be between 50 and 200 words.