

Guidelines 2023-24



Business Initiatives Grant



About the Business Initiatives Grant



Alexandrina Council recognises the importance of working together with business and industry to achieve a sustainable future.

The recent collaboration of Council and Business for the 2023 SA Wooden Boat Festival demonstrated this collective impact; an impressive 2.8 million dollars was injected into the local economy and over forty businesses across eight towns participated in the Food, Wine and Experience Program.

The Business Initiatives Grant provides an opportunity to foster a strong, interconnected, and digitally-enabled business community that can support visitation and drive growth in the region by leveraging high-profile events and opportunities such as the recently announced Tour Down Under stage in January 2024. This grant program not only benefits individual businesses but contributes to the prosperity of the Alexandrina Council as a whole, aiming to attract investments, create job opportunities, and position Alexandrina Council as a hub of innovation and entrepreneurship.

Please ensure that you have read these Guidelines and consulted with Council's Business Development Officer, or their delegate, prior to completing the application form.

Eligibility

Who can apply?

Business Initiatives Grant	Yes	No
Established small businesses (<20 employees) with an ABN located in the Alexandrina Council region	✓	
Incorporated Industry and Business Associations	✓	
Individuals		✗
Community groups		✗
Businesses with outstanding debts such as rates, fees or charges to Alexandrina Council		✗
Businesses applying for retrospective payments or start-up funding		✗
Businesses that have not provided a satisfactory Evaluation and Acquittal Report for any previous funding received from Council		✗
Businesses located outside the Alexandrina Council region		✗
Alexandrina Council Elected Members or employees		✗

What type of activities will be funded?

Council is seeking to fund small business digital improvement projects which contribute towards Appropriate Growth and help Alexandrina to thrive. The primary objective of this grant program is to assist businesses increase their online presence and build their digital capability to stay competitive. Projects should generate economic development benefits for the Alexandrina region contributing to increased consumer and visitor spend.

Eligible activities may include:

- Improving digital shopfront appeal to connect with and grow your customer base
- Enabling businesses book experiences and services online
- Increasing digital capability by improving social media or website performance

Applications are encouraged for projects that build on the strengths of one or more of the key local industries identified in Council's Economic Development Strategy 2022-2027 - Regenerating Alexandrina's Economy; agriculture, tourism and healthcare.

➤ [A2040 Plan on a Page](#)

➤ [Economic Development Strategy 2022-2027 – Regenerating Alexandrina's Economy](#)

What will NOT be funded?

- Projects or activities occurring outside the Alexandrina Council region
- Applications that do not adequately meet the assessment criteria outlined overleaf
- Applications that do not establish any economic benefit to the Alexandrina community
- Requests for:
 - ongoing operational or administrative costs
 - reimbursement of funds already spent, for activities already held or which have already commenced.

What funding is available?

Grants of up to \$3,000 are available for eligible entities. A total funding pool of \$18,000 has been allocated to the Business Initiatives Grant program in 2023-24.

Applicants will be required to make a co-contribution towards the project, either financial or in-kind. A minimum funding request of \$500 applies for all applications.

Applications will be accepted from 12 July until 22 August 2023.

Application

Application Process

Applicants are strongly encouraged to contact Council's Business Development Officer on **8555 7000** or by email to **alex@alexandrina.sa.gov.au** to discuss their proposal before commencing the application process.

Applications must be made by completing the online Business Initiatives Grant Application Form, accessed via the SmartyGrants link on Council's website **alexandrina.sa.gov.au/grants**

All questions on the Application Form must be fully completed and applicants must provide a fully itemised budget including details of their own and other co-contributions, cash or in-kind (labour, equipment or materials etc.) and any other funding received. Applicants will be required to provide details of Public Liability Insurance cover (minimum \$10 Million).

Late applications will not be accepted.

Assessment Process

Applications received will be subject to an "Eligibility Check" and applicants may be contacted to seek further information with regards to their application. Any additional information or documentation requested must be submitted within five working days. No further resubmissions will be allowed.

If an application meets all eligibility criteria, it will proceed to the "Assessment" stage, where the application will be assessed by a panel against the criteria outlined below.

A weighted average score out of 100 will be allocated to each application to provide a ranking. Recommendations on successful applications and the amounts to be awarded will be made to Council for approval, based on these assessment rankings.

Applicants will be notified of the outcome of their application by the end of October 2023.

Assessment Criteria

	Criteria	Weight
1.	Extent to which application demonstrates a contribution towards a Liveable, Green and Connected Alexandrina and creates Appropriate Growth through regenerative projects.	30%
2.	Extent to which application demonstrates how the proposed activity will generate economic development benefits for the Alexandrina business community.	30%
3.	Extent to which application demonstrates value for money.	20%
4.	Extent to which application demonstrates applicant's capacity to deliver the project within specified timeframes.	20%

Important information



Applicants are strongly encouraged to contact Council's Business Development Officer on 8555 7000 or by email to alex@alexandrina.sa.gov.au to discuss their proposal before commencing the application process.

Grant funding rounds are competitive, and meeting the eligibility and assessment criteria does not guarantee an offer of funding or the amount sought. If eligible funding requests exceed the funds available, partial funding of projects may be offered.

All recipients of grant funding are required to ensure they have adequate risk management practices and plans in place to manage potential safety and/or environmental hazards.

Council will not waive fees associated with the delivery of events, e.g. road closures, requests for infrastructure, cleaning, waste management, site or venue hire fees etc. Please include these fees in your cost/budget estimates.

All recipients of a Business Initiatives Grant will be required to comply with recognised industry standards and observe any relevant Federal, State or Local Government regulations or guidelines.

Recipients will be required to obtain all relevant approvals, permits and licences related to the project and provide evidence of landowner consent. Please refer to the Business Initiatives Grant Frequently Asked Questions for guidance on the specific approvals that may be required for your project.

Conditions of funding

Funded projects must be completed by 30 June 2024.

Recipients must sign an Alexandrina Council Grant Funding Agreement which details the terms and conditions of the grant prior to the funds being provided. Payment of grant funding awarded will be made by EFT upon receipt of a signed and completed Grant Funding Agreement and submission of a valid Tax Invoice (for organisations registered for GST).

Funds must be spent according to the terms outlined in the Grant Funding Agreement. Should the nature of your funded activity change, a request to vary the funded activity must be submitted to Council in writing. Changes to the agreed activity cannot be made without Council approval, or funding may be required to be returned to Council.

All recipients will be required to complete a Grant Evaluation and Acquittal Report within two months of project completion. This report will require completion via SmartyGrants, Council's online grant administration system and will require proof of expenditure for all grant funded items and photographs demonstrating your grant funded activity. Non-compliant applicants are unlikely to be eligible for any future grant funding from Council. Any unexpended grant funding must be returned to Council.

Council must be acknowledged for their role in supporting any grant funded activities. This may include media releases or the use of Council logo on promotional materials and/or signage.

Where a project runs over budget, Alexandrina Council is not responsible for meeting any shortfall.

More information

For more information or assistance with your application, please contact Council's Business Development Officer on **8555 7000** or by email to alex@alexandrina.sa.gov.au



How to contact us



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