

# Business and Tourism Innovation Grants



## Guidelines

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Murrindindi Shire Council has established the Business and Tourism Innovation Grants program to invest in the futures of our communities by growing business investment and jobs in the Shire.

The program will fund projects that lead to increased employment opportunities and increased investment in the local economy. Grant funds are available to help start new businesses, grow existing businesses and support sustainable events that grow tourism and celebrate our diverse communities.

The program recognises the contribution local businesses make to creating employment and community prosperity and the need to support new and existing businesses turn innovative ideas into reality.

Round 1 will open for application on Wednesday, 14 February 2018 and close at 3pm on Wednesday, 14 March 2018. Round 1 applications will be assessed in April 2018 and successful grants will be announced in May 2018.

Round 2 will open for applications in May and close in early July 2018. Round 2 applications will be assessed in August 2018 and successful grants will be announced in September 2018. Watch our [website](#) for more information about Round 2 opening and closing dates.

The annual pool of grant funds will be set as part of the Council budget. A total pool of \$280,000 is available in 2017/2018 across 5 streams:

1. Business Support
2. Business Growth or Establishment
3. Industry and Economy Growth
4. Events Kick Starter Program
5. Major Events Leverage Fund

Projects that have a partnership approach are encouraged.

### Who can apply?

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Generally, to be eligible for a Business and Tourism Innovation Grant the applicant must be an organisation, business or group and:

- be a legal entity with an ABN, ACN or be incorporated or have an incorporated auspice for the project
- be based in the Shire of Murrindindi or delivering a project in the Shire of Murrindindi
- be seeking funds of no greater than \$50,000
- have acquitted grants previously allocated through this fund.

The Business and Tourism Innovation Grants will not fund projects that:

- are considered the responsibility of State or Federal Government
- have started

- do not align with Council's current strategic priorities as outlined in the Murrindindi Shire Council Plan.

For more information on eligibility criteria refer to the *What can we apply for?* section of these guidelines.

### What can we apply for?

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<b>Business Support Grants</b>	
Amount	Up to \$2000
What will be funded?	Business skills development and mentoring support including, but not limited to: <ul style="list-style-type: none"> <li>- business planning</li> <li>- business skills development</li> <li>- mentoring services</li> <li>- financial advice</li> <li>- marketing.</li> </ul>
Key information	<ul style="list-style-type: none"> <li>- This is not a cash allocation and will not fund capital items. Council will reimburse successful grant applicants for costs.</li> <li>- The project or services must not have started before Council offers the grant.</li> </ul>

<b>Business Growth or Establishment</b>	
Amount	Up to \$20,000
What will be funded?	Projects or activities which will allow a business to grow turnover and/or increase employment, or help an event achieve greater sustainability, including, but not limited to: <ul style="list-style-type: none"> <li>- Capital (eg. office fit-outs, shop fit-outs, factory upgrades, IT equipment, specialised equipment)</li> <li>- Operational costs (eg. rent, software)</li> <li>- Marketing (eg website development)</li> </ul>
Key information	<ul style="list-style-type: none"> <li>- The applicant must contribute at least 50% of total cost of project.</li> <li>- The project can include a business support component.</li> <li>- The application needs to include a business plan</li> </ul>

<b>Industry and Economy Growth</b>	
Amount	Up to \$50,000
What will be funded?	Projects or activities which will allow a business to grow turnover and/or increase employment, but not limited to: <ul style="list-style-type: none"> <li>- Capital (eg. office fit-outs, shop fit-outs, factory upgrades, IT equipment, specialised equipment)</li> <li>- Operational costs (eg. rent, software)</li> <li>- Marketing (eg website development)</li> </ul>

Key information	<ul style="list-style-type: none"> <li>- The applicant must contribute at least 50% of total cost of project.</li> <li>- The project can include a business support component.</li> <li>- The application needs to include a business</li> <li>- The project must demonstrate it is a strategic approach to creating a stronger industry or provide other benefits to the broader economy.</li> </ul>
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<b>Events Kick Starter Program</b>	
Amount	Up to \$15,000
What will be funded?	<p>Events that are starting or growing and demonstrate the potential to draw visitation from a state wide base. Funds will be allocated to activities that include, but are not limited to:</p> <ul style="list-style-type: none"> <li>- Marketing (eg website, social and printed media)</li> <li>- Other costs associated with delivering the event</li> </ul>
Key information	<ul style="list-style-type: none"> <li>- Please discuss the Events Process with the Tourism &amp; Events Officer on 5772 0333. They will advise you of the documents required for your event. You will need to submit copies of the required documents with your application.</li> <li>- The event must align with Council's key product/experience or marketing strengths.</li> </ul>

<b>Major Events Leverage Fund</b>	
Amount	Up to \$20,000
What will be funded?	<p>Events that are seeking State or Federal government funding. Funds will be allocated to activities that include, but are not limited to:</p> <ul style="list-style-type: none"> <li>- Marketing (eg website, social and printed media)</li> <li>- Other costs associated with delivering the event</li> </ul>
Key information	<ul style="list-style-type: none"> <li>- Please discuss the Events Process with the Tourism &amp; Events Officer on 5772 0333. They will advise you of the documents required for your event. You will need to submit copies of the required documents with your application.</li> <li>- The event must: <ul style="list-style-type: none"> <li>▪ draw a minimum 1000 attendees, generate overnight stays and maximise the opportunities to generate repeat visitation.</li> <li>▪ align with the Council Plan</li> <li>▪ align with Council's strategic direction</li> <li>▪ align with Council's key product/experience or marketing strengths.</li> </ul> </li> </ul>

### **Can I talk to someone about my application?**

A Business and Tourism Innovation Grants Information session will be held at 9.30 – 11.00am on Wednesday 21 February 2018. The session will held at the Y Water Discovery Centre, 2 Hood Street, Yea. **(Please RSVP** by Monday, 19 February 2018 to [grants@murrindindi.vic.gov.au](mailto:grants@murrindindi.vic.gov.au))

The information session will provide information on the grant program, how to complete the Application Form and how applications will be assessed. There will also be an open question and answer session.

### One-on-one meetings

One-on-one meetings can be arranged with our officers to discuss your grant idea and which grant category is most appropriate and how to complete the Application Form.

Private meetings will be scheduled during business hours on Monday 26 and Tuesday 27 of February 2018. Watch Council's [website](#) for more information about these sessions.

### How do we apply?

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Application Forms can be obtained from and must be lodged on Murrindindi's e-Tendering Portal which can be accessed at: <https://www.tendersearch.com.au/murrindindi/tenders-list.asp>

While this site is primarily set-up for procuring goods and services Council is also using it to manage applications to the Business and Tourism Innovation Grant Program. You will need to register on the website and download the application documents. You will submit your application and attachments to this site.

Council will not accept applications received by any other means including hard-copy and email applications.

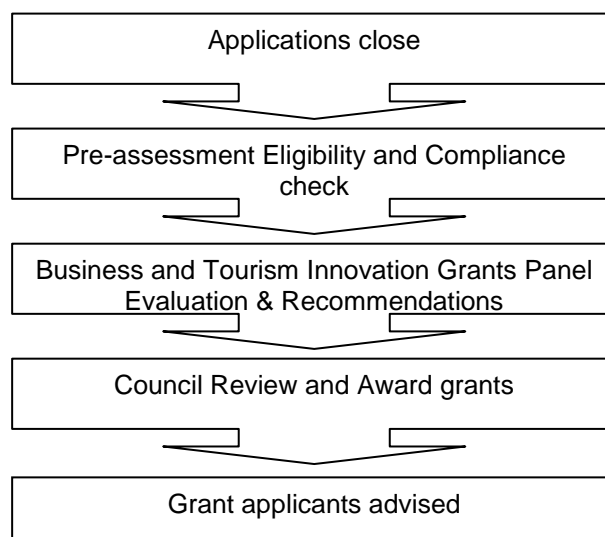
**Make sure you allow enough time to upload and submit your Application Form, as the e-Tendering system automatically locks at the Closing Date and Time preventing applications being submitted after this time.**

Please call 1800 836 337 if you have any trouble using the e-Tendering portal including downloading documents or uploading your Application Form and attachments.

### What happens after we apply?

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Your application will be considered and evaluated based on the weightings outlined on the first page of the application form. Applications will be assessed in the month following the closing date and announced in the next month. For example, a round that closes on 30 March will be assessed in April and announced in May.



## **What happens if our application is successful?**

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Council will contact you and advise if your application was successful or not. This will happen before Council publically announces the grants.

Council will enter into a funding agreement with your organisation. The funding agreement outlines the commitments and obligations of Council and the applicant to each other. It also includes information about how to acknowledge Council's contribution to your project and sets out the milestone requirements and payment dates for the grant.

Acquittal requirements are detailed in the funding agreement and include report templates, financial acquittal reports and other requirements. Examples of other requirements include, but are not limited to, evidence the project is complete and has met its objectives and evidence that Council's contribution to your project has been acknowledged.

Business support grants are not required to submit acquittal requirements, although we are always pleased to hear how these grants have helped your business grow.

## **Who do I contact for more information?**

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Please refer to the [Frequently Asked Questions](#) for more information about your project's eligibility.

If you need more information you can:

Phone 5772 0333

or

email [grants@murrindindi.vic.gov.au](mailto:grants@murrindindi.vic.gov.au)