



Latrobe City Small Business Grants Program

Program Guidelines – Round 3



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Program Overview

Latrobe City Council is committed to the economic wellbeing of the businesses and communities within the municipality. A key objective of Council's Business Development Unit is to promote the area as one of tremendous opportunity, to support existing industries and businesses to prosper, cultivate alternative industries and nurture new enterprises. The objective is to increase local profitability and ultimately, create new jobs.

Latrobe City Council's Business Development Unit is committed to:

- Encouraging job creation, business growth and investment;
- Attracting new business and capital to the region;
- Supporting local organisations that enhance local economic development;
- Advocating on behalf of industry and businesses to governments and key industry organisations;
- Providing detailed information and feasibility studies on major regional business opportunities; and
- Facilitating investment in business infrastructure to support industry development.

Latrobe City Council recognises the immense challenges our business and community are facing during the global pandemic caused from COVID-19. Latrobe City Council adopted an immediate short-term emergency business and community support package in response to COVID-19 shutdowns from 22 March 2020. This allowed Council to provide some immediate support to businesses while developing a longer-term strategy. After careful consideration of State & Commonwealth support packages that were being implemented and listening to businesses, Council then endorsed the implementation of a second phase 'Business and Community Support and Recovery Package' of a value up to \$1,700,000.

A key component of the Business and Community Support and Recovery Package is the addition of a Latrobe City Small Business Grants Program that is targeted towards sectors of small business that have been impacted significantly by COVID-19.

Grant Objectives

The objectives of the Latrobe City Council Small Business Grants Program are to:

- Support existing small businesses who have been significantly impacted by COVID-19;
- Encourage new investment that assists in creating and retaining jobs within small businesses;
- Create ongoing benefits to the Latrobe City community;
- Supporting of business that have clear direction and understanding of benefits from investment;
- To be transparent, open and a well governed process.

The grant program provides an opportunity for applicants to develop activities that complement the key objectives.

Important things to know before you start

- Read the guidelines carefully. It is important to have a full understanding of the guidelines before you start completing the online application;
- No more than one successful application can be processed per business/entity for this grants program.;
- Grant funding must not be regarded as a recurrent commitment from Latrobe City Council. There is no guarantee a project will be funded in the future.

Grant Program

Latrobe City Small Business Grants Program	
Description	The Latrobe City Small Business Grants Programs provides small businesses in sectors which are or have been significantly impacted by COVID-19 with funds to execute eligible activities that assist in employment creation/retention, new investment and benefits to the community.
Examples of Grants	Examples but not limited the following activities <ul style="list-style-type: none"> • Online Support and Marketing; (example: development or redesign of website, e-commerce, content development, signage, print/digital marketing) • Infrastructure and Equipment; (example: equipment, business fitout or alterations) • Training and Development; (example: accredited training, webinars, workshops, group learning)
Maximum grant amount	\$5,000 + GST
Application dates	<p>Round 1 Open: 9.00am Monday 3 August 2020 Close: 11.59pm Sunday 30 August 2020</p> <p>Round 2 Open: 9.00am Monday 14 September 2020 Close: 11.59pm Sunday 11 October 2020</p> <p>Round 3 Open: 9.00am Monday 26 October 2020 Close: 11.59pm Sunday 22 November 2020</p>
Application process	Online application via SmartyGrants
Reporting requirements	Signed acquittal, a summary of the activity input and expenditure, including copies of invoices and photos of completed activity.

General Guidelines

Who is eligible to apply

To be eligible to apply, applicants must:

- Be a small business that employ 10 or less full time equivalent* employees;
- Be a small business with an aggregated turnover of less than \$1 million;
- Supply clear financial documents, reporting on monthly income prior and during COVID-19.
- Operate majority of business in one of the following sectors;
 - Accommodation provider;
 - Food and Beverage Services;
 - Arts and Recreation Services;
 - Beauty and other Personal Services;
 - Retail;
 - Tourism related industry;

If the business operates outside of these targeted sectors, evidence of significant impact from COVID-19 must to be demonstrated;

- Be a properly constituted legal entity and willing to accept legal and financial responsibility for the investment;
- Be able to provide clear and detailed evidence of how the business has been impacted during the pandemic;
- Submit professional quotes for the activity;
- Be able to provide evidence that you have appropriate approval from Council departments for this activity;
- Be free of debt to Latrobe City Council; and
- Be based within the municipality of Latrobe City.

** Full Time Equivalent (FTE) is NOT headcount. 1 FTE is considered 38 hours of work over a week's period. If 1 part time employee works 20 hours per week and another part time employee works 18 hours per week, both employees equal 1 FTE.*

If you answered no to any of the above criteria, you are ineligible to receive funding.

Who is not eligible to apply

- Government agencies or departments of State and Federal Government; and
- Businesses which were successful in Round 1 or 2 of the Latrobe City Small Business Grants Program;
- Business which were not operating and earning income prior to 16 March 2020, then the Victorian State Government declared a 'state of emergency';
- Organisations eligible for Latrobe City Community Grants Program;

What will not be funded

- Requests for the purpose of raising funds for other groups or charities. Including fundraising projects with the primary purpose of fund raising for other organisations or individuals;
- Investments that deliver a religious or party political message where the purpose is to advance the organisation's religious beliefs, irrespective of what those beliefs or positions might be;
- Retrospective costs. This includes reimbursement of costs already incurred and funding for projects which have already taken place or began prior to the application being approved by Council;
- Payment of debts or loans;
- General operating expenses – funding will not cover expenses such as electricity, lease or rent payments, telephone, wages, salaries, project management costs etc. that are ongoing organisational expenses. This includes wages for the business owner or staff completing the project;
- The purchase of land and non-commercial vehicles. Note that a commercial vehicle is a type of vehicle used for moving goods, freight or paying passengers. A bus, truck, tractor or van are all types of commercial vehicles;
- The purchase of second hand items, unless clear evidence is provided including an image of the listed item with all specifications and email correspondence between the business and seller referencing the specific item, confirming the item is still available and an agreed sale price, pending the outcome of the grant;
- Repair of facilities damaged by vandalism, fire or other natural disasters where the incident should reasonably be expected to be covered by insurance;
- Applications for projects that engage in activities which promote discrimination, violence or anti-social behaviour.

Conditions

Successful applicants will be required to:

- Enter into a Funding Agreement and adhere to the conditions of the agreement. Additional funding conditions may be applied to your project/activity during assessment;
- Expend the funds within 3 months of signing a Funding Agreement, unless written approval has been given for an extension;
- Acquit the funds within 3 months of identified project completion, unless written approval has been given for an extension;
- Applicants who have an outstanding Acquittal form will not be able to apply for further Council funding;
- Return any underspent and excess funding to Latrobe City Council when submitting the Acquittal Form;
- Notify Latrobe City Council of any significant changes to the project, to what was originally submitted, by providing written request for a funding variation. This includes requests for extensions of time to acquit the project;

Latrobe City Small Business Grants Program

- Seek the appropriate permits and approvals to deliver the project. Approval of funding does not constitute permission to deliver your project. It remains your responsibility to seek the appropriate permits and approvals to deliver the project;
- Provide Latrobe City Council with any additional information requested to assist in assessing your application;
- Acknowledge Latrobe City Council's contribution publicly this could include social media, media release, website, signage, etc. This acknowledgement, depending on the amount of funding received, may include logo presence on supporting publications, displays or signage. You will be provided with copies of the Latrobe City Council, 'Supported by' logo and guidelines on its correct use when you receive your outcome notification;
- Consent to Council using non-confidential information in public forums, Council meetings and all other forms of communications.

What is the process once your application is submitted

1. Applications are checked for eligibility against the grant program guidelines;
2. All applications are assessed by Latrobe City Council Subject Matter Experts and weighted out of 100. Applications are assessed against the following criteria;

Assessment Criteria	Weighting
The applicant has provided clear evidence to demonstrate how the COVID-19 pandemic has impacted their business.	30%
The application outlines how the proposed activity will lead to new business opportunities, job creation and or retention.	30%
The applicant has demonstrated a clear business direction and understanding of benefits from investment	30%
The application demonstrates how the community will benefit from the specific activity undertaken by the business.	10%

3. Recommendations will be developed by an internal panel and approved by the General Manager Regional City Growth & Investment;
4. Applicants will receive an email notifying them of the outcome of their application;
5. Successful applicants are required to complete a funding agreement and provide any further information requested;
6. If your activity may involve Council permits, you are required to liaise with the Business Development team to establish any requirements and applications prior to submitting for this grant opportunity. Funding is not provided until these conditions have been met;
7. Successful applications will be provided, on receipt of your funding agreement and any further information requested, funding deposited into the nominated bank account within 14 days.

NOTE: The outcome notification email does not mean that your funds have been paid. You are required to complete a funding agreement prior to funds being paid into your nominated bank account. No grant funds should be spent until you have completed all relevant documentation and you have received your funding.

Applicants who fail to comply with the terms and conditions listed in the funding guidelines and supplementary agreements will be required to return the funding to Latrobe City Council.

Supporting Documents

You will be asked to upload current certificate of professional indemnity/public liability insurance.

Acquittal

The Acquittal form will be a reconciled statement of a summary of the activity input and expenditure, including copies of invoices and photos of completed activity. It will ask the applicants to provide details on the outcomes of the project that were achieved as a result of the funding. You will also be required to attach:

1. Evidence of how Council's support for the project was recognised;
2. An actual income and expenditure budget for the activity, including proof of purchase invoice and/or receipts for all items purchased using funding from Latrobe City Council; and
3. Photo evidence that showcases the completed activity.

Further information and assistance

For all sponsorship enquiries, including assistance and support available to help you submit your application, please contact:

Business Development team

Phone: 1300 367 700

Email: busdev@latrobe.vic.gov.au