

Rapid Revitalisation Grant

Small to Medium Business Grants
Program Guidelines
2026



Contents

Table of Contents

Contents	1
Introduction	2
Program Objectives	2
Funding	2
What we will fund:	3
What we won't fund:	3
Key Dates	3
Assessment Criteria	3
Eligibility Checklist	4
Ineligibility	4
How to apply	5
Application Process	5
Supporting material	5
Assessment Process	5
Additional notes about the assessment process	5
Lobbying	6
Outcome Notification	6
Payment and funding agreement	6
Acquittal	6
Support for applicants	7
General enquires	7
Technical Assistance	7
Interpreter & Translation services	7

Introduction

Latrobe City Council recognises that small, visible improvements to commercial properties can significantly enhance the overall presentation, vibrancy and economic appeal of the Morwell and Moe Central Business Districts (CBDs).

The Rapid Revitalisation Grant is designed to deliver quick, practical and highly visible improvements to eligible commercial premises.

This program supports immediate aesthetic and functional upgrades such as repainting, signage repairs, façade improvements, internal visual improvements, and minor streetscape enhancements that contribute to a cleaner, safer and more welcoming CBD environment.

The Program aligns with the [Latrobe City Council Plan 2025–2029](#) by improving amenity, supporting local businesses, increasing visitation and strengthening confidence in the Moe and Morwell CBDs.

Program Objectives

This program is designed to support existing Small to Medium Businesses to deliver visible improvements that enhance the presentation and amenity of existing commercial premises within the CBD.

The Rapid Revitalisation Grant aims to:

- Improve the visual presentation of commercial properties
- Increase vibrancy and street appeal within the CBDs
- Encourage business confidence and investment
- Deliver fast, visible revitalisation outcomes
- Support activation of underperforming or ageing premises
- Stimulate economic activity and enhance the overall appeal of both CBDs.

Funding

This program will support applicants with small-scale, public-facing improvements that deliver visual impact within the Morwell and Moe CBDs.

For this grant applicants there is ONE stream of funding, with a minimum of \$1,000 (excl GST) to a maximum of \$1,500 (excl GST) per applicant. Businesses may co-contribute funds although this isn't mandatory.

Funding is limited and applications will be assessed as received.

The program will close once funds are exhausted or by the closing date stipulated below.

Funding Stream Criteria

Funding will support internal and external store improvements that are clearly visible from the street or by patrons internally and that contribute to a more vibrant, attractive and welcoming CBD environment. Works must result in a measurable visual enhancement to the commercial premises.

Funding may be used for works, improvements or activities that:

- Improve the visual presentation of an existing commercial premises within the Moe or Morwell CBD
- Deliver immediate and visible streetscape enhancement
- Improve the condition, cleanliness or appearance of a store or façade
- Improve lighting or perceived safety
- Contribute to a more cohesive, vibrant and welcoming CBD environment.

What we will fund (all streams):

- Painting or façade refresh
- Minor façade repairs
- Shopfront cleaning or restoration
- New or replacement fixed signage
- Window vinyl upgrades
- Awning refresh (painting or minor repairs)
- Minor streetscape enhancements (planters, decorative elements)
- Removal of redundant fixtures
- Lighting upgrades (feature, decorative, or safety lighting) or improvements to increase visibility
- Update existing outdoor seating
- Minor landscaping works
- Display equipment or fixtures
- Other works not listed above may be considered where they demonstrate a clear benefit to CBD revitalisation, business activity, amenity, or activation outcomes.

What we won't fund:

- Operational expenses which are ongoing costs to run the business, such as rent, utilities, legal costs, marketing, subscriptions, wages, insurance and personal expenses
- Business startup or expansion costs not linked to physical improvements or activation
- Purchase of stock, inventory or consumables
- Plant or equipment not permanently installed or affixed to the site
- Vehicles, trailers, or transport-related assets
- Routine maintenance or repairs that do not result in visible or functional improvement
- Internal fit outs with no public-facing or activation benefit (unless part of approved expansion)
- Temporary installations intended to remain in place for less than 12 months
- Fines or penalties
- Works on properties outside of the designated CBD boundary
- Projects where required approvals have not been obtained
- Expenditure items incurred prior to the date the business applied for the grant
- Works required as a condition of a planning permit, building permit or statutory requirement.
- Anything else outside of the agreed budget
- Any activity that denigrates, excludes, or offends part of the community, or that is inconsistent with anti-vilification laws, or Council policies or values
- Any activity that pollutes air or water or destroys or wastes non-renewable resources
- Applications that otherwise do not meet the eligibility or assessment criteria
- Council or other regulatory permit fees

Council reserves the right to deem items ineligible where they do not align with the objectives of the Rapid Revitalisation Grant, even if not expressly listed above.

Key Dates

Round 3 Open 16th March 2026

The third round will stay open until funding is exhausted or until 8th June 2026, whichever is earlier.

Assessment Criteria

Applicants will individually be assessed against the following criteria.

Criteria	Description	Weighting
Eligibility & Compliance		30%

	Meets all eligibility requirements. Premises located within designated CBD boundary. Required documentation provided (quote, photos, landlord consent if applicable).	
Visual Impact & Streetscape Improvement	Proposed works will deliver a clear, visible improvement to the premises. Enhances presentation, cleanliness, or façade condition. Contributes positively to the overall CBD streetscape.	40%
Readiness & Value for Money	Works are well defined and supported by a clear written quote. Applicant demonstrates capacity to complete works within required timeframe. Budget represents reasonable value for money.	30%

Eligibility Checklist

The applicant must:

- Be a new or existing business operating within, or the owner of a vacant commercial premises situated within, the Morwell or Moe CBD (see Appendix 1 and 2)
- Have a valid Australian Business Number (ABN) where the applicant is a new or existing business
- Be a small to medium sized business with a maximum of 199 employees
- Be able to provide evidence of appropriate business insurances
- Have no outstanding acquittals or debts to Latrobe City Council
- Provide a written quote for the proposed works from a suitability qualified professional
- Provide details and photos of the proposed infrastructure to be upgraded or replaced with the grant funding
- Provide proof of approval from the landlord or building owner or evidence of ownership, as applicable
- Applicants may apply for the grant before obtaining required permits. However, grant funds will only be released once evidence of the approved permit(s) has been provided to Latrobe City Council. If the required permit or approval is not obtained, the grant offer may be withdrawn.

Ineligibility

The Program will not support:

- Applicants that have an outstanding debt or acquittal with Latrobe City Council or that have failed to comply with the terms and conditions of any previous Latrobe City Council funding agreement.
- Government departments or agencies, foundations or grant making bodies.
- Political organisations or organisations that have a political purpose.
- Current Latrobe City Council employees or their immediate families, and contractors to Latrobe City Council that have a conflict of interest.
- Entities that denigrate, exclude, or offend parts of the community.
- Businesses or organisations that Council determines are not aligned with the objectives of the Rapid Revitalisation Program, even if not specifically listed as ineligible.

How to apply

Applications for grants are completed online using SmartyGrants. Applicants must address the eligibility, assessment criteria, answer all questions and submit all required documentation prior to the program closing.

Application Process

1. Read the Guidelines
2. Register online at SmartyGrants and preview a copy of the application
3. Plan, research, and gather information required for your application
4. Complete your application:
 - a. Answer all questions
 - b. Uploading all supporting documents
5. Submit your application before the closing date and time. On submission, you will receive an electronic reply acknowledging your receipt from SmartyGrants. Note that applications will be reviewed as they are received hence you may receive an outcome prior to the closing date.

Important Notes:

- One application valued between a minimum of \$1,000 (excl GST) and a maximum of \$1,500 (excl GST) can be submitted for this funding round.
- Once submitted, no further editing or supporting materials will be accepted.

Supporting material

Applicants will be asked to provide documentary evidence as part of their application. This will be reviewed as part of the assessment and may include:

- Proof of the business being located within the Morwell or Moe CBD.
- Certificates of currency for insurance policies.
- Proof of incorporation or registration of business name, as applicable.
- Written quote for the proposed works from a suitability qualified professional.
- Written approval from the landlord or building owner, or evidence of building ownership, as applicable.
- Description of the proposed works.
- Photos showing the current condition of the infrastructure to be upgraded or replaced with the grant funding.

Applicants may also choose to provide additional supporting documentation. In selecting any further material to attach, applicants are asked to limit the number and length of the attachments to relevant supporting evidence.

Assessment Process

- Latrobe City Council check applications to establish that all eligibility criteria are met. This is referred to as due diligence.
- The applications will be reviewed as they are submitted, meaning an outcome may be provided prior to the grant closing date.

Additional notes about the assessment process

- Applications are confidential. The contents will not be disclosed to any person outside the application and assessment process without your consent, unless authorised or required by law. A short summary of the project concept will be used in reports to Council.
- Latrobe City Council will not correct errors in applications or supporting material. Applications are assessed as they have been submitted.

- Latrobe City Council reserves the right to request further information in considering any application, as well as the right to reject any application that is ineligible or does not meet the grant criteria.
- All funding decisions of Council are final. Unsuccessful applicants are able to re-apply in future funding rounds in accordance with grant guidelines.
- Names and brief project descriptions of successful applicants will be made publicly available, including publication on the Latrobe City Council Website and in media releases.

Lobbying

Canvassing or lobbying of Councillors, employees of Latrobe City Council or the assessment panel members in relation to a grant application is prohibited.

No further consideration will be given to an application submitted by an applicant who contravenes this requirement.

Outcome Notification

All applicants will be notified of their application outcome through SmartyGrants.

Applicants will not be reimbursed for the time spent on the application process.

Payment and funding agreement

Successful applicants must provide details of their nominated bank account for Latrobe City Council to provide funding. Successful applicants are also required to submit an invoice to Latrobe City Council for the approved funding amount plus GST.

Payment terms are 30 days from the date of invoice, subject to the receipt of a signed funding agreement, tax invoice and any other requested information.

Successful applicants will be required to enter into a funding agreement. The funding agreement outlines the application outcome, the items to be funded and any conditions associated with the use of funds. Any changes to the approved funding agreement will need to receive approval from Latrobe City Council. The decision on whether to approve a request for variation is at the discretion of Latrobe City Council.

Latrobe City Council will not be responsible for a shortfall in a project budget if a grant recipient is unable to meet project costs.

Complete the funded activity within 6 months (no later than two weeks after the completion date of the proposal as stated in the funding agreement).

Acquittal

The Acquittal report will be a reconciled statement of expenditure and income associated with the grant and will ask the applicant to provide detail on the outcomes of the project that were achieved because of the funding.

Applicants will also be required to attach:

- Evidence of how Latrobe City Council's support for the project was recognised.
- An actual income and expenditure budget for the project.
- Photo evidence that demonstrates the completed project.

The applicant must acquit their project within two months of the identified project completion date, unless otherwise agreed.

Acquittals will be considered as overdue if they are not completed within two months of the specified project completion date.

By submitting the acquittal, the applicant provides permission to Latrobe City Council for the use and publication of the information provided.

Support for applicants

General enquires

For more information about the grant program please contact the project manager Jessica Mason on jessica.mason@latrobe.vic.gov.au or call 1300 367 700.

Permit and business start-up enquiries

Applicants are encouraged to initiate contact with the Latrobe City Council Business Concierge prior to applying, to discuss potential locations, permit requirements and to get important advice on starting and growing a business within Latrobe City.

To request an appointment please fill out the [online form](#) or call 0437 285 491 and the Business Concierge will be in contact to discuss.

Technical Assistance

Refer to the [SmartyGrants help guide](#) for technical assistance related to submitting your application. The SmartyGrants support desk is open 9am – 5pm Monday to Friday on 03 9320 6888 or by email service@smartygrants.com.au.

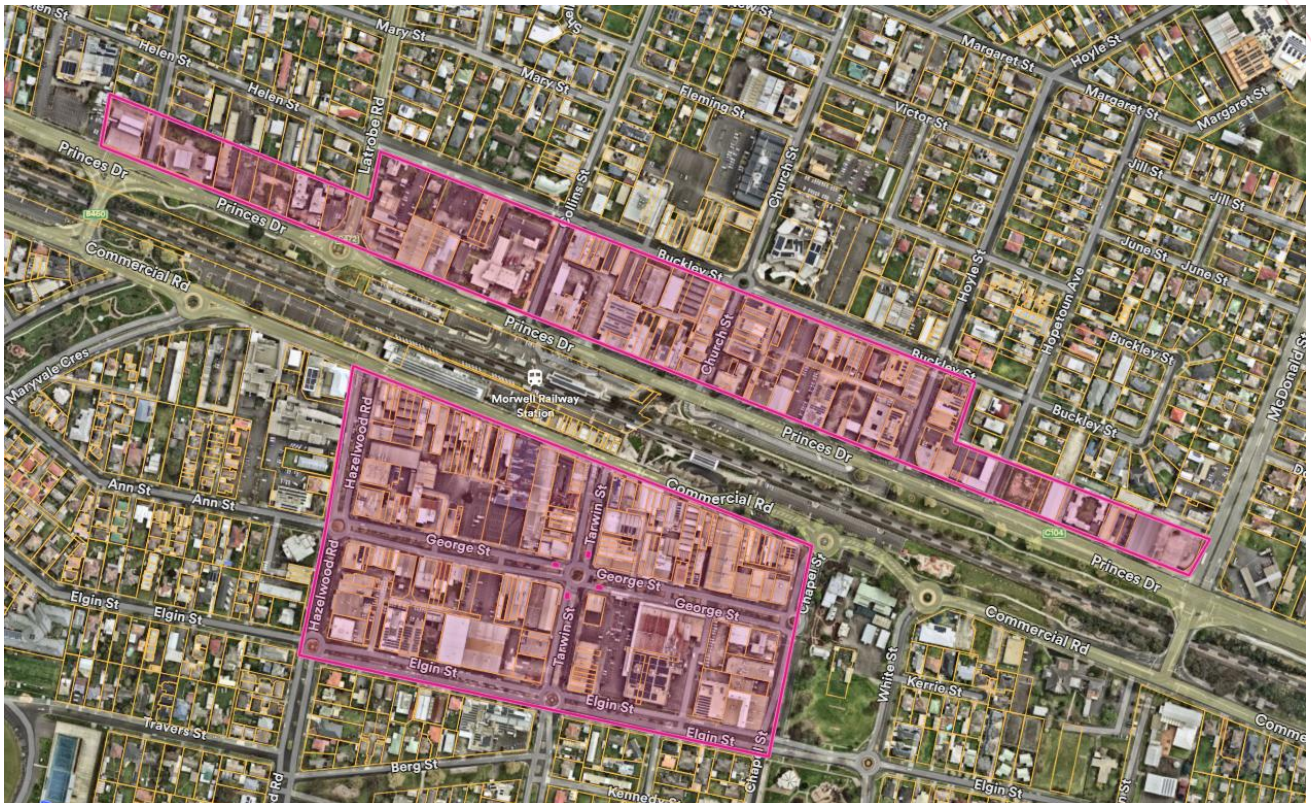
Interpreter & Translation services

To contact us in your own language through the Translating and Interpreting Service (TIS) phone 13 14 50 and ask them to contact the Latrobe City Council on **1300 367 700**

If you are deaf, or have a hearing impairment or speech impairment:

- Contact us through the [National Relay Service](#);
- TTY users phone 133 677 then ask for 1300 367 700;
- Speak and Listen users phone 1300 555 727 then ask for 1300 367 700;
- Internet relay users connect to the NRS then ask for 1300 367 700

Appendix 1. Key Focus Areas Morwell CBD



*Relevant sites must be a commercial property within the Northern or Southern side of the CBD

Appendix 2. Key Focus Areas Moe CBD



*Relevant sites must be a commercial property within the Northern or Southern side of the CBD