



**Business  
in Cockburn**

**CONNECT  
INVEST  
TRADE**

City of Cockburn

# Business Grants Guidelines

Community funding to support local  
economic development



[www.cockburn.wa.gov.au/Business](http://www.cockburn.wa.gov.au/Business)



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## Acknowledgement of Country

The Mayor, Councillors and staff of the City of Cockburn acknowledge the Whadjuk Nyungar people of Beeljar boodja as the traditional custodians of this land. We pay our respect to the Elders, past and present.

## Objective

The purpose of these guidelines is to provide a framework for the provision of community funding to support Local Economic Development.

The City of Cockburn aims to engage and work with organisations in the City of Cockburn local government area who are contributing or wish to contribute to Cockburn's vibrancy, sustainability, growth and employment prospects.



## Background

Council provides up to two per cent of the annual rates income to a budget for grants, donations, sponsorships and subsidies. To ensure these funds are distributed in a rational way, eligibility and application criteria are required for the assessment and prioritisation of applications to be funded.

The funds allocated to applicants are to assist in the provision of activities and services that support local economic development and facilitate opportunities for local business, local activity centres and industry to thrive, and the objectives of the local economy outcome of the Strategic Community Plan 2020-2030.

Eligible activities:

### Program details

The program is divided into two categories (A-B) to encourage and cater for a range of applications and activities.

#### Category A – Economic Development Grants

One-off projects, programs or activities that support local economic development.

**Open for applications:** Twice per year

**Maximum amount available per application:** \$5,000

**Approval:** Delegated Authority.

#### Category B – Major and Minor Economic Development Grants

Major funding proposals, minor funding, and requests outside of established categories.

**Open for applications:** Upon enquiry and invitation to apply

**Maximum amount available per application:** Depends on funding type (in alignment with Policy 'Grants, Donations and Sponsorships – Community Organisations and Individuals')

**Approval:** Council decision.

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These guidelines assist the City to respond to requests for financial assistance in-line with the City's strategic priorities and aim to optimise the use of Council funds to support businesses and organisations to deliver economic benefits to the community. These outline the relevant selection criteria, application criteria and limitations of each funding category, and are to be utilised in conjunction with the associated Policy '[Community Funding to support local Economic Development \(Grants\)](#)'.

## Selection criteria

Applicants for funding are required to apply and address the relevant criteria in one of the funding categories. Assessment and approval will be undertaken according to the category and will be conducted by the relevant delegated authority or under recommendation by the Grants and Donations Committee to Council. Applicants cannot bypass these processes.

An applicant may successfully apply for and receive funding from two different Community Funding categories per financial year, provided they meet the criteria for the particular category.

This funding can be granted from either of the following categories:

- One of two different Community Funding categories to support local Economic Development (Grants) from this policy, or
- The Community Funding for Community Organisations and Individuals (Grants, Donations and Sponsorship) policy.

This is provided they meet the criteria for the particular category; however, the applications cannot be for the same project. Applicants that have been successful in previous years are eligible to apply provided all previous funding has been satisfactorily acquitted, and cannot apply for projects or activities that have previously received funding.



## Who can apply?

### Category A – Economic Development Grants

### Category B – Major and Minor Economic Development Grants

To apply for Community Funding for Local Economic Development - category A or B, an applicant must:

- a. Have an ABN
- b. Have a business based in the City of Cockburn or offer a project or initiative within the City of Cockburn local government area
- c. If an applicant is not located within the City of Cockburn local government area, the project or initiative must demonstrate a clear link and direct impact on the City of Cockburn's strategy and objectives, for example - the local economy outcomes of the Strategic Community Plan
  - The City will have full discretion to determine if the local economic benefit is sufficient to warrant the award of a grant.
- d. Be a micro, small or medium business (one to 199 employees)
- e. Have all appropriate insurances and licenses
- f. Is subscribed to receive the City's business newsletter (Visit [www.cockburn.wa.gov.au/Business-eNews](http://www.cockburn.wa.gov.au/Business-eNews) to sign-up).

Applicants that will be using suppliers based in the City of Cockburn will be favourably considered.

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## How to apply

Applications can be made online and will be assessed and the applicant notified of the outcome within two months of the application closing date.

Projects must not start before notification of the grant outcome has been received, as funding cannot be awarded retrospectively.



# Category A – Economic Development Grants

## Eligible Activities

Category A: Economic Development Grants between \$2,000 and \$5,000 are available in the following three streams:

1. Training and development
2. Digital technology and cybersecurity
3. Innovation and major projects.

Projects must be delivered within six months, with an acquittal submitted within one month of completion.

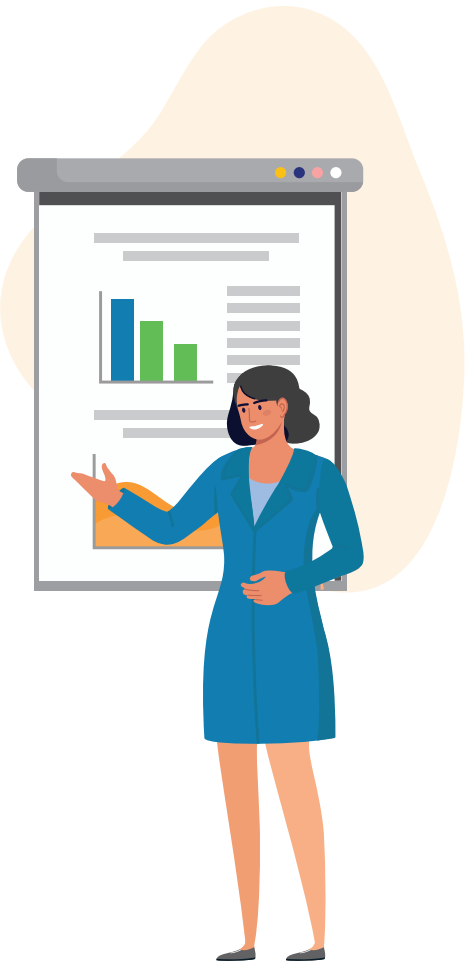
Application criteria can be found below for each grant stream.

### Training and development

Up to 16 grants providing funding to a maximum of \$2,000 associated with training, upskilling and engaging in professional development to support a business's sustainability and promote economic growth, will be administered.

Funding can cover fees associated with:

- In person courses
- Professional development
- Accredited training
- Online learning
- Business mentoring (where this is not readily available under the City's Business Advisory/Business Development).



### Examples of funding for Training and Development grants

**Dance Therapy course** – online course for two staff to enable the business to expand their services.

**Facebook Advertising online course** – assisted the business owner to learn how to use Facebook adverts to grow the business online.

**Cybersecurity training in person training** – tailored training for the business owner and staff on cybersecurity.

### **Assessment Criteria**

- ✓ The applicant must meet the eligibility criteria
- ✓ The applicant must provide evidence that additional skills and training will benefit the business long-term
- ✓ Meets an identified need in-line with one of the themes of the City's Strategic Community Plan.

### **Digital technology and cybersecurity**

Up to 10 grants of \$4,000 providing funding for digital, e-commerce or cybersecurity activities. This includes the purchase of software, hardware and services in any of the following areas, to support a business's cyber protection and to promote economic growth:

- Website design and development
- E-commerce platforms (selling online and receiving payments)
- Online content development (web pages, mobile apps, copywriting, audio and visual media)
- Cybersecurity improvements (assessments, consultation, software or hardware)
- Point of sale upgrades.

Hardware purchases must be matched funding (i.e. the City will contribute 50 per cent of the cost provided that the applicant contributes 50 per cent).

### **Examples of funding for Digital Technology and Cybersecurity grants**

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**Website development** – new website for a business to expand their marketing online.

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**Software automations** – upgrading functionality for point-of-sale systems to allow online ordering and SMS customer reminders.

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**Cybersecurity upgrades** – consultation services and implementation to improve data-protection.

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### **Assessment Criteria**

- ✓ The applicant must meet the eligibility criteria
- ✓ The applicant must provide evidence that development of the online and e-commerce capabilities will benefit the business long-term
- ✓ Meets an identified need in-line with one of the themes of the City's Strategic Community Plan.



## **Innovation and major projects (matched funding)**

Five grants of up to \$5,000 to be matched by an equal amount of funding from the applicant, for costs associated with innovation projects, entrepreneurial initiatives, diversification of their markets or international or defence supply chain development:

- **Business Growth** – development of new innovative ideas to expand business
- **Supporting Export Growth** – research and development of export-focused initiatives
- **Start-Up** – support for launching an innovative business idea in the City.

Other projects with an innovation focus in the blue economy, defence supply chain or maritime sector may also be considered, so please consider applying for this funding if your business is eligible.

Projects in this category require funding to be matched. The City will contribute 50 percent (up to \$5,000) of the cost provided that the applicant contributes an equal amount.

### **Examples of funding for innovation and major projects:**

**New product development** – equipment, production or prototype expenses associated with new product development

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**International market entry and/or trade show** – Fees, airfare and expenses associated with an international trade show or new market entry

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**Defence Supplier credentials** – professional development or quad chart, security initiatives including achieving defence security accreditation.

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### **Assessment Criteria**

- ✓ The applicant must meet the eligibility criteria
- ✓ The applicant must provide evidence that the activities undertaken will benefit the business in the long-term
- ✓ Detail the expected multipliers effects (how will the local economy and communities benefit from the activities)
- ✓ Applicants will not require commitment to ongoing funding from the City (application must show how the activity/service will be viable after the grant funds have been received)
- ✓ The City will not fund business development activities that duplicate those provided to local businesses by the City's Business Engagement Officer (ie. Business Advisory programs)
- ✓ Innovation support is for businesses, business activities or projects that do not duplicate a service or activity already available in the local area
- ✓ Meets an identified need in-line with one of the themes of the City's Strategic Community Plan.

# Category B – Major and Minor Economic Development Grants

## Major and Minor Funding

This category incorporates a range of funding opportunities subject to Council decision.

## Major Funding Proposals

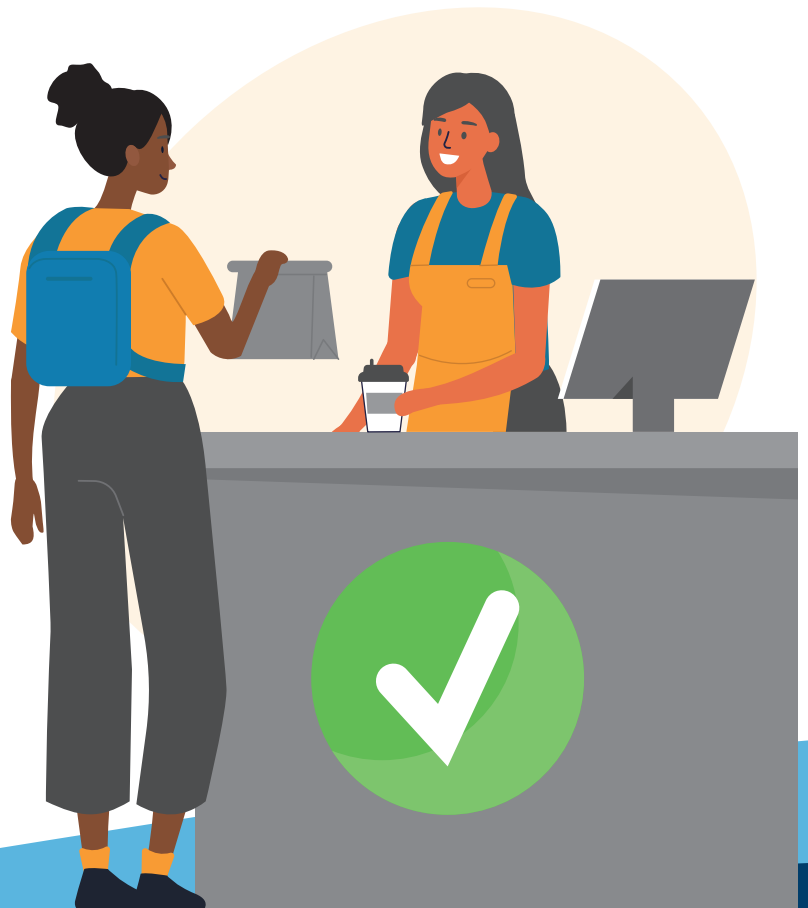
Most of the Cockburn Community Fund budget is distributed to community groups, organisations and individuals through established grants, donations and sponsorship programs, and application processes in accordance with Council Policy ‘Community Funding for Community Organisations and Individuals (Grants, Donations and Sponsorships)’ and the associated guidelines. It is the intention that most of the Community Funds to support local economic development will be distributed via category A.

However, similarly to the Community Funding for Community Organisations and Individuals guidelines, occasionally, the City may receive new requests for funding that fall outside of the scope of the category rounds and other limitations.

This is why category B was established to include a process and assessment criteria for funding requests received that do not fit within category A.

### 1. Eligibility Criteria

- a. As per the relevant category from the guidelines from Community Funding to support local Economic Development (Grants) that the funding request would normally apply to.



## **2. Project Selection and Evaluation Criteria**

- a. Funding requests that align with the evaluation criteria of one of the funding categories described in these guidelines, must follow the process below for consideration.
- b. A proposal for funding must be submitted to the City which outlines:
  - i. How it meets the evaluation criteria of one of the funding categories of the Policy 'Community Funding for Economic Development (Grants) and within these guidelines and a statement addressing the eligibility, assessment criteria of the category.
  - ii. The justification for the funding request and why it cannot be accommodated within the established programs and processes outlined in the other categories within these guidelines.
  - iii. The amount of funding requested.
  - iv. The proposed term of funding or partnership.
  - v. Key terms and conditions.
  - vi. An activity/project budget showing expenditure.
  - vii. Quotations from suppliers.
  - viii. Evidence of any other income sources used to fund the project.
  - ix. Insurance certificates.
  - x. For category B applications over \$5,000, Audited financial statements must be provided.
  - xi. Proposed economic outputs, outcomes or benefits of the proposed funding arrangement to the Cockburn community, and how these will be evaluated.
  - xii. Detail the expected multipliers effects (how will the local economy and communities benefit from the activities).
  - xiii. Applicants that utilise local suppliers where possible for project/activity delivery will be considered favourably.
  - xiv. Any contractual considerations.

### 3. Process:

- a. The proposal must be submitted to the City's Grants and Research service unit for initial assessment at least two months prior to the next scheduled Grants and Donations Committee meeting.
- b. The City will review the proposal and provide a report with a recommendation to the Grants and Donations Committee for consideration at its next meeting, which will be available to the public via the Ordinary Council Meeting agenda. The City may exclude a proposal from being considered by the Committee if the applicant does not provide adequate information or does not meet the evaluation criteria of one of the funding categories.
- c. The Grants and Donations Committee will make their recommendation for consideration by Council.

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## Limitations and conditions

For categories A and B funding will not be provided:

- Retrospectively for any projects or events that have already occurred or commenced
- If previous City of Cockburn funding has not been acquitted
- To political parties, government departments and agencies, or individuals
- For projects or programs that rely on existing funding from the City of Cockburn
- Multi-year funding will not be considered within this program
- For expenses without documentation
- Payment of debts to any entity
- Items covered by state and federal government funding packages
- Projects/activities which exclude or offend segments of the community
- Projects/activities which could present a hazard to the community or environment or promote antisocial behaviour
- Wages or salaries
- Utility charges
- Council rates
- Insurance payments
- Consumables
- Franchise fees.



For more information or assistance with grants please contact our Business Engagement Officer on 08 9411 3444 or email [business@cockburn.wa.gov.au](mailto:business@cockburn.wa.gov.au)

To stay tuned for updates on the next round of grants subscribe to our business newsletter. [www.cockburn.wa.gov.au/Business-eNews](http://www.cockburn.wa.gov.au/Business-eNews)