Contents
Introduction ....................................................................................................................................... 3
Scope ................................................................................................................................................ 3
Aims, Visions and Principles ............................................................................................................. 4
Grant Types ...................................................................................................................................... 4
Funding ............................................................................................................................................. 5
Eligibility ............................................................................................................................................ 6
Applications ....................................................................................................................................... 7
Assessment ....................................................................................................................................... 8
Further Information ............................................................................................................................ 9
Conclusion ........................................................................................................................................ 9

Revision | Implemented by       | Date       | Approved by | Reason
----------|----------------------|------------|-------------|-------
A         | Jeremy Macmath       | 08/12/2016 | Shire of Broome | For PCG Submission
B         | Jeremy Macmath       | 13/12/2016 | PCG         | SC Submission
C         | Jeremy Macmath       | 20/12/2016 | SC          | DRD Submission
D         | Jeremy Macmath       | 28/02/2017 | SC          | For Public Distribution
E         | Jeremy Macmath       | 01/05/2017 | SC          | For Public Distribution

^ TB Ellies’ Squash Shop, Chinatown, Broome
< The Meeting Place at Little Hunter Street, Sydney
Introduction

In 2013, the Shire of Broome adopted the Chinatown Development Strategy that formed the basis for the Chinatown Revitalisation Business Case which attracted a State investment of $10 million. In June 2016, this was then further refined into a Financial Assistance Agreement (FAA) between the Shire of Broome and the WA State Government Department of Regional Development’s Royalties for Regions Program to deliver 10 projects for a total of $12.6 million within Broome’s Chinatown district. One of the ten projects to be delivered is the Laneway Enhancement Project.

The Chinatown Steering Committee recognises that small business and special interest groups makes a large contribution to the vibrancy and energy of a town. In recognition of this, funding grants have been developed to stimulate and encourage the enhancement of Chinatown’s laneway network by supporting and rewarding local businesses and interest groups. Grants may be provided up to a maximum of $20,000 on a dollar for dollar basis. The recipient must demonstrate at least an equal financial investment for the specific project ratio of 1:1), unless deemed exempt.

The Laneway Enhancement Guidelines (LEG) document guides requirements for Laneway Development Funding. The LEG outlines the scope of laneway development, outlines the Chinatown visions and principles and describes grant objectives and how they relate to the visions and principles. The document then outlines eligibility criteria, describes the application process and lastly outlines assessment criteria for funding selection.

Scope

The enhancement of the historical laneways and inclusion of additional new laneways is a strong expression of recognition towards the importance that these spaces have to the history of Chinatown. The laneways have consistently been identified as an important component of the Broome story, which requires preservation and restoration. Laneways are now renowned for creating places of vibrancy and activity. Chinatown’s lanes will play a role with the larger suite of revitalisation projects in doing so in Chinatown.

The Chinatown Revitalisation Business Case proposes exploring opportunities to enhance existing and create new laneway connections between Carnarvon Street and Dampier Terrace.

Chinatown Development Area

The adjacent aerial shows a focused area within the Chinatown Development Boundary that shows Chinatown’s current and potential laneways.
Aims, Visions and Principles
As stipulated within the Business Case, the Laneways Enhancement Project aims to
- Enhance legibility and increase pedestrian permeability through Chinatown Laneways
- Create new laneway connections, including strengthening the urban design relationship between Roebuck Bay and Chinatown's streets and laneways.
- Allow the cultural diversity in the history of Chinatown’s lanes to drive the concept and content of revitalisation, in particular, driven by local Aboriginal, Japanese, Chinese, Afghan, Timorese, Malay and Phillipino heritages.

The vision outlined within Hassell’s 2013 Chinatown Development Strategy (CDS) as “Chinatown – the heart and soul of Broome” remains relevant to this project and has been confirmed through all project planning. Eight key principles from the CDS that underpin the vision are as follows:
1. be the pre-eminent commercial centre of Broome.
2. have an active, vibrant, energetic core.
3. reveal its cultural heritage through interpretation and conservation.
4. reveal, interpret, and conserve the unique natural environment.
5. be visually, physically, and culturally connected.
6. be loved and used by locals as well as tourists.
7. be an all-year round destination.
8. be a sustainable and resilient community

Grant Types
Grant funding can be separated into three clearly definable types as described below:

Infrastructure
This type of initiative involves improvements or amendments to buildings or laneway access to encourage laneway activation and streetscape enhancement. This may include:
- Aesthetic improvements such as facade upgrades to improve the streetscape.
- Modifications to lot or building access points to activate lanes.
- Establishment of new laneway opportunities according to the Chinatown Development Strategy (2013) recommendations.

Place Making
This type of initiative are likely to be small scale and short term, offering events or social activation opportunities that may include laneway artwork, furniture, cultural events, signage and:
- provide aesthetic improvements to the public or private realm to improve the public streetscape and the overall desirability of the locality for commerce and place activation.
- improvement of pedestrian access through Chinatown
- creative arts activation of under utilised spaces such as within vacant upper floors, basements or back of house areas.

Business Development
This type of initiative allows for new and existing businesses to develop marketing, shop window displays and alfresco dining opportunities within laneways.

These three initiative types share a goal to create laneways that are fun, engaging and developed in a way that celebrates the rich history of cultural collaboration life, intrinsic to the Chinatown of past years.
Funding

Businesses may apply for a matched funding grant for a combination of these items, or for other items that help to meet the objectives of the program. Seed funding available totals $250,000 and will be split between the three project types. A maximum of $20,000.00 will be provided for each grant, therefore a minimum of ten projects can be expected. An initial estimate of funding dispersal can be found below.

<table>
<thead>
<tr>
<th>Initiative Type</th>
<th>Qty</th>
<th>Units</th>
<th>Rate</th>
<th>Total</th>
<th>16-17</th>
<th>17-18</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure</td>
<td>5</td>
<td>item</td>
<td>$20,000</td>
<td>$100,000</td>
<td>$40,000</td>
<td>$60,000</td>
<td>$100,000</td>
</tr>
<tr>
<td>Place Making</td>
<td>10</td>
<td>item</td>
<td>$12,500</td>
<td>$125,000</td>
<td>$75,000</td>
<td>$50,000</td>
<td>$125,000</td>
</tr>
<tr>
<td>Business Development</td>
<td>10</td>
<td>item</td>
<td>$2,500</td>
<td>$25,000</td>
<td>$12,500</td>
<td>$12,500</td>
<td>$25,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td>$250,000</td>
<td>$127,500</td>
<td>$122,500</td>
<td>$250,000</td>
<td></td>
</tr>
</tbody>
</table>

% of total 51% 49%

To ensure the public realm benefits remain available for the life of the investment, an agreement will be entered into between the landowner and the Shire. This will be developed on a case by case basis.

Exemptions for matched contributions may exist for community groups, and small scale place making initiatives. This will be based upon Shire of Broome discretion and resolved with PCG support during 2017.

^ Sheba lane, Broome, famous for its nightlife
Eligibility

What Businesses/Groups are eligible to apply?

To be considered for a grant, it is envisioned that the applicant will:

- Own or operate a small business that is based within Chinatown;
- Operate as a registered, incorporated group
- Have a valid Australian Business Number (or willing to fill out ATO *Statement by Supplier* Form);
- Have the appropriate insurances and licenses for business operation; and
- Own or have a lease agreement for a space within the Chinatown Local Government Area, which extends at least two years from the time the application is submitted or have a letter of support stating that a lease or ownership is to be extended.
- Undertake to give due recognition to the Chinatown Revitalisation Project for its contribution to the project/activity/event
- Agree to sign an Acceptance of Funding Form and raise a tax invoice (if the applicant has an ABN) or complete a Statement of Supplier Form (if applicant does not have ABN) prior to funds being transferred into a nominated account
- Agree to complete an Acquittal Report. Failure to do so may render the applicant ineligible for future funding.

Businesses/Groups that will not be considered will include:

- Businesses that operate outside of the Chinatown Development Area, unless partnered with a Chinatown business;
- Government departments or agencies;
- Unincorporated associations;
- Online businesses or businesses operating from virtual/serviced offices;
- Businesses operating from home unless residence is in Chinatown;
- Businesses that have an adverse effect on public health, safety, the environment, or heritage;

Items not supported

Grants will not be provided for business operating costs (wages, rent, and utilities), consumables and standard operational equipment. Items such as relocatable equipment will not be considered unless they contribute to a larger project that substantially meets the objectives of the matched funding grants program.

Financial Viability

Applicants must be able to demonstrate the financial viability of the business and the proposed activities through submission of business plan or financial information. The financial viability of the business must not be dependent upon the approval of a grant.
Applications

Application Forms

A simplified and illustrative version of this document will be created to act as an application form, for distribution by CIDC to Chinatown Traders and community. Online application forms will be available on the Shire website and hard copy forms will also be available from Reception at the Shire offices at 27 Weld Street Broome.

Application Process

The application process for new and existing laneways requires all applicants to prepare and submit a copy of the required documentation to Shire of Broome for consideration. Failure to successfully complete the application process may result in the application being rejected or request for further information. The CIDC will be available to assist with applications where possible. The adjacent flow chart provides an outline of how the application process will work.
Assessment

The assessment of applications will be considered against the extent to which the proposed activities contribute to the over-arching vision for Chinatown as "the heart and soul of Broome" and expresses the essence of the principles for Chinatown, as described above. The following criteria will be used to assess submissions.

Assessment Criteria

1. The extent to which the project will contribute to the vision and objectives of the broader Revitalisation Project, according to the Laneway Enhancement Strategy (to be completed mid June 2017)

2. The submission of a detailed project plan and comprehensive business plan that includes business finances, demonstrating the financial viability of the business and evidence that equal financial contribution can be made by the applicant to match the requested amount at a ration of 1:1.

3. Other Considerations
   - Tenure of the land/lease
   - Timing of the project
   - Term of Effect (flow on benefits)
   - Effect on Chinatown patronage
   - Likelihood of stimulating private investment
   - Ability to attract/stimulate public grants/funding
   - Support for the Chinatown heritage story
   - Support for the local Indigenous story
   - Likelihood of stimulating long term change & growth
   - Local Partnerships for planning and participation

The PCG decision is final and not contestable

^Johnny Chi Lane, Present Day, Broome
Further Information
The funding will be released in two stages. The first in May 2017 and the second in January 2018. Application forms for round one will be available from 1st May 2017 until 30th June 2017.

Submissions will be offered electronically or physically at Shire of Broome Administration. Applicants are advised to allow at most two months (60 days) for the assessment of their submission. Successful applicants will be required to fill out necessary payment forms prior to grant funds being transferred.

Conclusion
The Laneway Enhancement Guidelines provide a framework for the development, selection and implementation of laneways Initiatives in Chinatown. The Laneway Enhancement Guidelines (LEG) document guides requirements for Laneway Development Funding. The LEG has outlined the scope of laneway development, the aims, visions and principles for the Chinatown redevelopment and describes grant objectives and how they relate to the visions and principles. The document then provides an outline of eligibility criteria, describes the applications process and the ensuing assessment criteria for funding selection.

^ Make Hotdogs Not War, Mount Lawley