

ON BUSINESS PARTNER PROGRAM

SMALL BUSINESS GRANTS

2019 Application Guidelines



www.onbusinesspartnerprogram.com

SMALL BUSINESS GRANTS

The City of Onkaparinga's Small Business Grants are offered through the ON Business Partner Program which supports local businesses of all sizes to thrive and grow, and enjoy the benefits of partnership and collaboration.

Recognising the contribution businesses make to the region, the Small Business Grants were created to unlock new business opportunities, create employment and build a resilient, innovative local economy.

Small Business Grants of up to \$3,000 are available across three categories:

1. Start-Up
2. Marketing & Communications
3. Business Growth

IMPORTANT DATES

	Applications Open	Applications Close	Applicants Notified by
Round 1	1 February 2019	15 March 2019	26 April 2019
Round 2	1 May 2019	14 June 2019	26 July 2019
Round 3	1 August 2018	13 September 2019	25 October 2019

ELIGIBILITY

Businesses will be considered eligible if they:

- Are a member of the ON Business Partner Program;
- Currently or will operate within the City of Onkaparinga; and
- Are a for-profit, registered business.

NON-ELIGIBLE

Businesses not eligible for funding:

- Franchises (principle franchise group);
- Networking marketing businesses;
- Trusts (except family trusts);
- Foreign companies or branches that are not registered as an Australian company;
- Unincorporated organisations and government departments or agencies;
- Charities and not-for-profit businesses;
- Business and trader associations; and
- Businesses that have received an ON Small Business Grant in the past.

Costs not eligible for funding:

- Finance arrangements (e.g. deposits for loans, leases etc);
- Problem resolution (e.g. payment of outstanding debts with suppliers etc);
- Recurring operational costs (e.g. salaries, stock purchase, rent, insurance etc); and
- Money already spent or key components of the business already started before the grant is approved (e.g. reimbursements).

HOW ARE THE FUNDS AWARDED?

The Small Business Grants are awarded in three rounds per calendar year, allowing a total of up to 30 businesses the opportunity to be successful per calendar year.

Fifty percent (50%) payment of funds awarded will be paid following notification of successful application and the remaining fifty percent (50%) of funds will be distributed on receipt of acquittal.

HOW ARE THE APPLICATIONS ASSESSED?

Eligible applications are assessed by a panel that is informed by the Business Growth & Innovation team at the City of Onkaparinga.

Final decisions of the panel will be approved under the financial delegation of the Chief Executive Officer.

Council retains the right not to fund an application based on assessment recommendations.

The number of grants awarded each round will be at the discretion of the panel. This may result in a grant being awarded across only one or two categories, rather than all.

The Small Business Grants are competitive and are assessed on merit.

Important Considerations:

Grant applications will be assessed against the following criteria:

- Economic benefits
- Impact on business
- Level of innovation
- Opportunity for outcome to be promoted
- Sustainability of business model
- Quality of project/initiative

WHAT ARE THE EXPECTATIONS OF SUCCESSFUL APPLICANTS?

Successful applicants are required to:

- Use the funds awarded in line with the objective outlined in their grant submission;
- Spend the grant funding within 12 months of being awarded (note: should there be a significant reason as to why you are unable to spend the funds within 12 months, you are required to contact a member from the Business Growth & Innovation team on 8384 0666 to advise council);
- Provide before and after photos of your project/initiative (if relevant); and
- Provide an evaluation summary report on conclusion of the project/initiative.

GRANT CATEGORIES

1. START-UP GRANT:

Purpose:

The Start-Up Grant seeks to support:

- Start-up businesses;
- Businesses transitioning from a hobby/market style businesses; and
- The expansion of micro-businesses.

To be eligible for this grant, businesses must have been in operation for **18 months or less**.

Examples of projects this grant will fund:

- Purchase of machinery and equipment; and
- Upgrade and improvement to place of operation.

2. MARKETING & COMMUNICATIONS GRANT:

Purpose:

The Marketing & Communications Grant seeks to support businesses in developing their marketing and communications potential through strategy, web development, SEO and google analytics, communications and public relations, branding, advertising and visual merchandising.

Examples of projects this grant will fund:

- Development of a website;
- Design and production of business cards, stationery and branded clothing;
- Signage for use at trade fairs/expos; and
- Production of a promotional video.

3. BUSINESS GROWTH GRANT:

Purpose:

The Business Growth Grant seeks to enable existing businesses to purchase and implement specialised equipment or services to help them seize growth opportunities.

Examples of projects this grant will fund:

- Purchase of machinery and equipment; and
- Upgrade and improvement to place of operation.

ESSENTIAL CRITERIA

Businesses must demonstrate their ability to meet the following essential criteria:

- Have adequate and appropriate public liability insurance cover (minimum of \$10m required however council may require some businesses to have up to \$20m cover depending on your risk profile);
- Can demonstrate business viability and sustainability by completing and attaching the [Business Plan Template](#) (or use your own) or be able to provide an excerpt of your business plan to the application;
- Can demonstrate financial sustainability by completing and attaching the [Budget Template](#) (or use you own) to the application;
- Can demonstrate that work, health and safety has been considered as part of the business by completing and attaching the [Work, Health & Safety Policy Template](#) (or use your own) (visit: [Safe Work SA](#) for more information on simple steps to safety for businesses);
- Have development consent and/or any other required approvals;
- Comply with all relevant legislation and industry standards;
- Clearly state how this project will provide economic benefit to the region; and
- Answered all questions in the online application form.

Please note: only one grant application per round can be submitted, choose the grant category that best suits your project.

HOW TO APPLY

Step 1.	Contact a member from the Business Growth & Innovation team from the City of Onkaparinga on 8384 0666 to discuss your project/initiative.
Step 2.	<p>Make an appointment with a business advisor from the Southern Adelaide Business Advisory Service to discuss your business plan and your intent to apply for a Small Business Grant as part of the ON Business Partner Program.</p> <p>Note: ON Business Partner Program members receive one complimentary meeting with a business advisor.</p> <p>Phone: 7228 6208 Email: businessadvisor@ransgroup.com.au</p>
Step 3.	<p>Register as an ON Business Partner:</p> <ul style="list-style-type: none">• Visit: www.onbusinesspartnerprogram.com• Click on 'Register now' on the right hand side• Complete the online form and click 'Create account'
Step 4.	<p>Upload your business details to the ON Business online Business Directory:</p> <ul style="list-style-type: none">• Visit: www.onbusinesspartnerprogram.com/business-directory• Click on 'Add Your Business' on the right hand side• Login to your account (if not logged in already)• Complete the online form and click 'Save and continue'• When you have returned to your dashboard, ensure you click 'submit for approval' to finalise your business listing.
Step 5.	<p>Choose the grant category that best fits your project/initiative, download and complete the appropriate application form available at: https://www.onbusinesspartnerprogram.com/membership/small-business-grants</p>
Step 6.	<p>Email your application, along with all of the following required attachments to: onbusiness@onkaparinga.sa.gov.au</p> <p>Attachments:</p> <ul style="list-style-type: none">• Certificate of currency for Public Liability Insurance• Business Plan (or excerpt)• Budget• Work, Health & Safety Policy

Council will acknowledge receipt of your application. If you have not heard from council after two (2) business days, please contact a member from the Business Growth & Innovation team on 8384 0666.

MORE INFORMATION

For specific grant enquiries, please contact a member from the Business Growth & Innovation team:
Phone: 8384 0666 or email: onbusiness@onkaparinga.sa.gov.au