

ON BUSINESS PARTNER PROGRAM

SMALL BUSINESS GRANTS

2020 Application Guidelines

Online applications:

Round 1

Opens Monday 2 March 9am

Closes Thursday 9 April 12 noon

Round 2

Opens Wednesday 1 July 9am

Closes Friday 31 July 12 noon

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	2 March 2020	10 April 2020	20 May 2020
Round 2	1 July 2020	31 July 2020	16 September 2020

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
- Businesses that have received an ON Small Business Grant in the past, and
- Businesses that have changed their trading name but remain under the same ownership.

Elected members and employees of the City of Onkaparinga are not eligible to sign or be listed on any grant application.

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 two rounds per calendar year, allowing a total of up to 30 businesses the opportunity to be successful.

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.

Recommendations of the panel will be approved by elected members at a scheduled council meeting.

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

The number of grants awarded each round will be recommended by the panel and determined by council. All applications, across all three categories, are competitive and will be assessed on merit and awarded to the highest scoring applications (approximately 15 per round).

Important Considerations:

Grant applications will be assessed against the following criteria:

- Project quality (30%)
- Impact on business and region (40%)
- Sustainable business model (30%).

WHAT ARE THE EXPECTATIONS OF SUCCESSFUL APPLICANTS?

Successful applicants are required to:

- Use the funds awarded in line with the objectives 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 advise a member from the Business Growth & Innovation team on 8384 0666)
- Provide before and after photos of your project/initiative (if relevant); and
- Provide an evaluation summary report on conclusion of the project/initiative as part of your acquittal.

GRANT CATEGORIES

1. START-UP GRANT

Purpose:

The Start-Up Grant seeks to support:

- Start-up businesses;
- Businesses transitioning from a hobby/market style business; 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
- Upgrade and improvement to place of operation.

Projects are scored as follows:

Project Quality (30%)	Weighting
Specify the proposed purpose of the funds	15%
Describe how the outcomes and success of the project/initiative will be measured?	15%
Impact on Business & Region (40%)	
How will these funds impact the business?	10%
Will local products and/or service providers be engaged to deliver this initiative?	15%
What impact will this project/initiative have on the economic growth of the region?	15%
Sustainable Business Model (30%)	
Are there measures in place to ensure business viability and sustainability?	15%
How well prepared is the budget?	15%

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
- Production of a promotional video.

Projects are scored as follows:

Project Quality (30%)	Weighting
Specify the proposed purpose of the funds	15%

Describe how the outcomes and success of the project/initiative will be measured?	15%
Impact on Business & Region (40%)	
How will these funds impact the business?	10%
Will local products and/or service providers be engaged to deliver this initiative?	15%
What impact will this project/initiative have on the economic growth of the region?	15%
Sustainable Business Model (30%)	
Outline the business's current marketing and communication activities?	10%
Are there measures in place to ensure business viability and sustainability?	10%
How well prepared is the budget?	10%

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
- Upgrade and improvement to place of operation.

Projects are scored as follows:

Project Quality (30%)	Weighting
Specify the proposed purpose of the funds	15%
Describe how the outcomes and success of the project/initiative will be measured?	15%
Impact on Business & Region (40%)	
How will these funds impact the business?	10%
Will local products and/or service providers be engaged to deliver this initiative?	15%
What impact will this project/initiative have on the economic growth of the region?	15%
Sustainable Business Model (30%)	
Are there measures in place to ensure business viability and sustainability?	15%
How well prepared is the budget?	15%

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 with the application
- Can demonstrate financial sustainability by completing the budget template within the online 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). For more information on simple safety steps for businesses visit [Safe Work SA](#).
- 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.

Please note:

- **Only one grant application per round can be submitted, choose the grant category that best suits your project.**
- **Attachment file size max 5MB per file and total attachments cannot exceed 25MB**
- **Create a generic log-in so any member of staff can log-in to complete this or future applications within the smartygrants online application system.**
- **There is an automatic 30 minute time-out with the smartygrants online application system. Please remember to save your application if you need to walk away for any length of time.**

HOW TO APPLY

<p>Step 1.</p>	<p>Book your one-on-one appointment with a member from the Business Growth & Innovation team from the City of Onkaparinga to discuss your intention to apply for a grant.</p> <p>Please note, when booking your appointment, you will have the option to choose either a phone conversation or a face-to-face meeting at the Council Offices, Ramsay Place, Noarlunga Centre.</p> <p>Book your appointment here.</p>
<p>Step 2.</p>	<p>It is recommended to make an appointment with a business advisor from the Southern Business Mentoring Program to discuss your business plan and your intent to apply for a Small Business Grant as part of the ON Business Partner Program. A 1 hour session is subsidised at \$20.</p> <p>Visit www.onbusinesspartnerprogram.com/sbmp to choose your advisor and book an appointment.</p>
<p>Step 3.</p>	<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'
<p>Step 4.</p>	<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.
<p>Step 5.</p>	<p>Visit www.onbusinesspartnerprogram.com/membership/small-business-grants and choose the grant category that best fits your project/initiative. Click through to the online grant application and create a generic log-in and password. Note: you can save your progress and come back to it later. Late applications will not be accepted.</p>
<p>Step 6.</p>	<p>Submit your application including the following mandatory attachments:</p> <ul style="list-style-type: none"> • Certificate of currency for Public Liability Insurance • Business Plan (or excerpt) • Work, Health & Safety Policy.

If you do not receive email acknowledgement that your application has been successfully submitted, please contact a member from the Business Growth & Innovation team 8384 0666.