

# ON BUSINESS PARTNER PROGRAM

SMALL BUSINESS GRANTS

2017 Application guidelines



[www.onbusinesspartnerprogram.com](http://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 business grants were created to unlock new business opportunities, create employment and build a resilient, innovative local economy.

Small business grants of up to \$3000 are available.

Business grants will be awarded in the following categories:

- Start-up
- Digital Innovation
- Marketing and Communications

	Applications open	Applications close	Applicants notified
<b>Funding round one</b>	16 January	31 March	30 April
<b>Funding round two</b>	1 May	30 June	31 July
<b>Funding round three</b>	1 August	30 September	31 October

## ELIGIBILITY

Businesses will be considered eligible if they:

- currently/will operate within the City of Onkaparinga  
*Note: Where businesses only partially operate in region evidence must be provided that majority of the jobs/business is or will be in region.*
- are a for-profit registered business
- have current public liability insurance (minimum of \$20 million)
- can demonstrate the ability to contribute towards the total project cost (cash or in-kind)
- have development consent and/or any other required approvals
- comply with all relevant legislation and industry standards
- align to strategic council and state plans
- member of the ON Business Partner Program

Successful businesses will have:

- a business plan or be able to provide an excerpt appropriate to the application
- a financially sustainable business model
- include innovative ideas, processes or service offerings
- proven business acumen
- a current work health and safety plan
- clearly stated how this project will provide economic benefit to the region
- opportunities to recognise council's support of the business/project.

Essential information:

- use the available budget template on the ON Business Portal
- contact the small business advisor prior to submitting your application
- ensure all declaration points and questions are completed and answered
- only one grant application per round can be submitted (choose the grant category that best suits your project).

## NON-ELIGIBLE

Businesses not eligible for funding if they are:

- Franchisees and multi-level marketing-style 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-profits.

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
- recurrent operational costs e.g. salaries, stock purchase, rent, insurance etc
- money already spent or key components of the business already started before the grant is formally approved.

## START-UP BUSINESS GRANT

### Purpose

ON Business Partner Program Start-up Grant seeks to support start-up businesses of less than 18 months of operation commencement within the City of Onkaparinga that are innovative and sustainable through seed funding.

### The grant will fund:

- Transition of hobby/market businesses into start-ups.
- Start-up of new businesses.
- Expansion of a micro business.

### Intended use of funds:

- Funds to be used in line with the objective outlined in the applicants submission.
- Fifty percent payment of funds awarded will be paid following notification of successful application.
- Remaining funds will be distributed on receipt of acquittal.
- Refer to information on costs not eligible for funding.

## DIGITAL INNOVATION GRANT

### Purpose

ON Business Partner Program Digital Innovation Grant seeks to unlock business innovation through new technologies to encourage business growth.

### The grant will fund:

- Projects that will improve business processes and systems through new digital technologies.

### Examples of businesses eligible for funding include:

- a business wishing to purchase new online accounting systems to transition onto progressive e-commerce service platforms
- digital initiatives to support workforce transformation and remote workforce management.

### Intended use of funds:

- Funds to be used in line with the objective outlined in the applicants submission.
- Fifty percent payment of funds awarded will be paid following notification of successful application.
- Remaining funds will be distributed on receipt of acquittal.
- Refer to information on costs not eligible for funding.

## MARKETING AND COMMUNICATIONS GRANT

### Purpose

ON Business Partner Program Marketing and Communication Grant seeks to support businesses to participate in an externally facilitated course delivering hands on education and one-on-one mentoring. The course will include: marketing and communications strategy, web development, SEO and google analytics, communications and public relations, branding, advertising and visual merchandising.

### Intended use of funds:

- \$2000 (in-kind) will cover the recipient's course participation including one-on-one mentoring. Course dates to be advised.
- \$1000 (cash) voucher will be provided to the recipient to directly invest in their businesses marketing and communications. These funds must be used for direct marketing and communications related purchases through a local supplier i.e. graphic designer, printer, marketing agency, website designer etc.
- \$500 cash payment will be made following notification of successful application. Remaining \$500 cash funds will be distributed on receipt of tax invoices accompanying acquittal.
- Refer to information on costs not eligible for funding.

### Type of Services:

- Video marketing
- Branding
- Digital
- Coaching
- Customer experience
- Strategy planning
- Graphic design
- Logos
- Website
- Signage
- Communications

# ASSESSMENT PROCESS

## Panel assessment

Eligible applications will be assessed by the Economic Growth Working Group 'the panel' which comprises Elected Member representation and is informed by the Business Growth and Innovation team and Director of Finance and Commercial. Final decisions of this group 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.

## Confidential assessment

Applications will be confidentially assessed by the panel without disclosure of business identity.

## Division of funds

Grants will be awarded from a total grants pool of \$90,000. 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. Although businesses can apply for multiple categories (a separate application will be required for each grant), only one grant will be issued per successful applicant/business.

## Acquittal

Business recipients must provide before and after photographs of the project undertaken using grant funding, along with a short testimonial. On acceptance of a business grant the business agrees to provide permission for council to publicise information in promotion of the grants. Where appropriate, i.e. Marketing and Communication grant, businesses must also provide copies of relevant tax invoices.

# SUBMISSIONS

## 1.0 Application forms

Applications forms (specific to each grant) can be downloaded from [www.onkaparingacity.com/grants](http://www.onkaparingacity.com/grants) by following the links to the ON Business Partner Program Small Business Grants.

Submission check list:

- 1.1 complete the application form relevant to the grant category

- 1.2 ensure **all** questions are answered for your application to be assessed

- 1.3 submit a project/business plan outlining associated project costs

- 1.4 please use the budget template provided, this is available on the ON Business Portal

- 1.5 submit a copy of their Public Liability Insurance (minimum of \$20 million)

*Note: grant recipients will be required to indemnify the council and its employees from and against all actions, costs or claims.*

## 2.0 Important considerations

In assessment of applications the following will be key considerations of the panel:

- 2.1 Economic benefits
- 2.2 Impact on business
- 2.3 Level of innovation
- 2.4 Opportunity for outcome to be promoted
- 2.5 Sustainability of business model
- 2.6 Quality of project

## 3.0 Lodgement

Applications should be marked confidential and submitted to:

- ON Business Grants  
Business Growth and Innovation Team  
City of Onkaparinga  
PO Box 1, Noarlunga Centre SA 5168
- Emailed to [mail@onkaparinga.sa.gov.au](mailto:mail@onkaparinga.sa.gov.au)
- Or in person to the following locations:  
Aberfoyle Hub - The Hub, Aberfoyle Park  
Noarlunga Centre - Ramsay Place, Noarlunga Centre  
Willunga - St Peters Terrace, Willunga  
Woodcroft - 175 Bains Road, Morphett Vale

Please keep a copy of your application, accompanying documentation and evidence of submission for your records. Hand written applications will not be accepted. A receipt acknowledgement will be emailed within 14 days or receipt, please contact council immediately if this is not received.

*good luck*

For more information contact the City of Onkaparinga Business Growth and Innovation Team on 8384 0666 or email [onbusiness@onkaparinga.sa.gov.au](mailto:onbusiness@onkaparinga.sa.gov.au)



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