

## Economic Development and Marketing Grants

Economic Development and Marketing Grants support and facilitate programs, services and projects that contribute to the City of Busselton's economic, social, environmental and cultural development. The program includes grant funding supporting economic development and marketing initiatives delivered by stakeholder groups.

### Grant Funding

- Economic Development Initiatives - supporting priorities identified in the City of Busselton's Economic Development Strategy 2022-27.
- Marketing Initiatives: Supporting initiatives that improve the visitor experience within the City of Busselton and strengthen the Busselton regional brand.
- Grants from \$1,000 up to a maximum of \$30,000 per
- Funding requests of \$10,000 and above require confirmed 50% matched funding - this can be made up of cash and qualified in-kind contributions.

All projects and programs must demonstrate alignment with selected goals and strategies from the City of Busselton [Economic Development Strategy 2022-27](#) as outlined in the program guidelines.

Please read the [Economic Development and Marketing Grant Guideline](#) documents before completing this application.

### Helpful Hints

#### **Data and Statistics**

The City of Busselton engages REMPLAN for up-to-date economic and demographic data and statistics. This information can be helpful when developing your business case, funding proposals and grant applications.

[City of Busselton Economic Report 2021](#)

[City of Busselton live REMPLAN DATA](#)

#### **In Kind Contributions**

An in-kind contribution is a contribution of a good or a service other than money. You do not need to submit written records of in-kind contributions received for your activity. However, it is your organisation's responsibility to keep written records (e.g. letter of donations or receipts) of the in-kind support committed or received.

How do you calculate your in-kind contribution?

The calculation of your in-kind contribution is based on your best estimates.

- calculate volunteer general labour at \$20 per hour
- calculate volunteer specialist labour (for example, engineer or architect) at \$45 per hour
- calculate donated goods at the price you would pay for them if they were not donated

It is recommended that you contact the City Economic Development team on 08 97810444 to discuss your initiative prior to its submission.

## Applicant Details

# Economic Development and Marketing Grants Application Form

## Form Preview

\* indicates a required field

**\*Please note:** in this example form - contact fields have been linked to feed into the contact directory area. If you use this form, double check you are happy with the 'contact type' fields. To learn more about contact types see [Help Hub](#).

### Organisation Details

**Organisation Name \***

**Type of Organisation**  
e.g. Sole Trader,  
Company

**Initiative/Project Title \***

**Organisation's ABN or ARBN**

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	<a href="#">More information</a>
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN

**Registered for GST \***

- Yes  
 No

**Organisation Postal Address \***

Address

  

Address Line 1, Suburb/Town, State/Province, and Postcode are required.

**Primary Website**

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## Form Preview

**Head of Organisation \***

First Name

Last Name

**Position Held**

**Organisation office  
hours telephone \***

**Head of Organisation  
email address: \***

### Project Applicant Contact Details

**Contact Name \***

First Name

Last Name

**Position held \***

**Project Contact number  
(business hours): \***

**Project Contact Other  
Phone Number \***

**Project Contact Primary  
Email \***

## About Your Organisation

\* indicates a required field

**How did you hear about this funding round?**

- City of Busselton website
- Bay to Bay newsletter
- Newspaper Advertising
- Facebook, LinkedIn or Instagram
- Email
- Other

**What does your organisation do? \***

Please describe your organisation structure and primary business objectives. Include any important information to build the picture for the assessment panel. How long has your organisation existed? What is the history and current membership?

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**Do you have Public Liability Insurance? \***

- Yes  
 No

**Please attach a copy (must be current and provide cover for proposed program/event)**

Attach a file:

**Will you be applying for this grant through an auspicing body?**

- Yes  
 No

**If so, please provide a copy of the written agreement between the applicant and auspicing body.**

Attach a file:

*An Auspice Organisation ensures:*

- *the program/event for which the funding is sought, furthers the mission/objectives of their organisation in some way*
- *checks the constituent documents (constitution, rules, by laws) that entering into the auspicing agreement is consistent with the objectives and powers of their organisation.*

*In the context of grant applications, an auspice organisation is legally and financially responsible to receive the approved grant money, ensure program/event is completed on time, submits acquittal and evaluation report.*

**Has your organisation previously received funding from us? \***

- Yes  
 No

**If yes, what was the name of the project?**

**If yes, what was the total funded?**

\$

Must be a dollar amount.

**If yes, has the funding been acquitted?**

- Yes  
 No

## Project / Activity Details

\* indicates a required field

**Initiative / Project Title \***

# Economic Development and Marketing Grants Application Form

## Form Preview

**Which initiative is your project mainly supporting?**

- Economic Development  
 Marketing Initiative

**Project start date: \***

Must be a date

**Project end date: \***

Must be a date

**Amount requested: (Up to 50% of total project budget if request is over \$10,000):**

\*

\$

**Total project cost: \***

\$

**If you have a project timeline, calendar, or GANTT Chart to attach please do so.**

Attach a file:

**Briefly describe the project you are planning to undertake.**

Word count:

Must be no more than 200 words.

**Outline your project objectives**

**Please provide a clear plan for delivery of your project including key dates/timelines.**

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**Please demonstrate the need and demand for the activity/project.**

**Have you considered any partnerships for your program or event? e.g. local businesses; service, organisations; local not-for-profits. State what their role is (in the lead up to the event/program or on the day of the event/program)**

List any attempts to secure funding specific to this program or event from other sources:

<b>Funding Agency</b>	<b>\$ Amount</b>	<b>Approved / Pending</b>
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	

## Project Description

\* indicates a required field

**How does this align to the City of Busselton Economic Development Strategy 2022-27 identified priorities as per the Grant Guidelines? (please be specific) \***

City of Busselton Economic Development Strategy and Program Guidelines can be found HERE: <https://www.busselton.wa.gov.au/business/business-hub/economic-development.aspx>

**Outline the proposed economic impact of this activity / project and how success will be measured. \***

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**Please demonstrate how this activity / project represents good value for money for the City of Busselton?**

**Please demonstrate how the project or its outcomes will be sustained after City of Busselton funding ceases.**

### Project Budget

**Budget:**

List all the expenditure and income details relating specifically to your activity/project including any supporting quotes and support of other funding partners.

**The budget must balance (total income = total expenditure).**

If this information exists in another format please attach a comprehensive budget document.

Please note: The City of Busselton does not provide grant funding for business operating costs (e.g. staff wages, rent, utilities and consumables)

**Budget (all figures are GST exclusive):\***

Please don't add commas to figures, eg. write \$1000 not as \$1,000

<b>Income Description</b>	<b>\$</b>	<b>Expenditure Description</b>	<b>\$</b>

**Please be aware the budget field can only accommodate a limited amount of text.**

**Attach budget and funding documents if required**

Attach a file:

### Acknowledgement of Funding

**If your application is successful, please outline all methods you would use to acknowledge the support you have received from the City. Please also outline how will you collaborate with the City for joint promotion and marketing material?**

### Other Information

We welcome further information or attachments that may assist us in processing of your application.

#### **Additional Information**

Attach a file:

### Conflict of Interest

**Is any member of your committee employed by an organisation that may benefit financially from this grant if successful?**

- Yes
- No

**If yes, please state the nature of this interest below**

### Declaration and Privacy Statement

\* indicates a required field

#### Declaration and Privacy statement

I certify that all details supplied in this application and in any attached documents are true and correct to the best of my knowledge, and that the application has been submitted with the full knowledge and agreement of the management of my organisation/group.

I have read the accompanying guidelines for applicants provided with this application form.

I agree that I will contact the City of Busselton immediately if any information provided in this application changes or is incorrect.

The City of Busselton respects all personal and confidential information received and will do everything possible to protect information from unauthorised access, loss or misuse. Information collected from you is required for the delivery of the services in accordance



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## Form Preview

with the Trustees'/Directors' powers, functions and purposes. It may also be used by the Trustees/Directors and their representatives to conduct research and customer satisfaction surveys so that we may better understand community needs and can improve service delivery. Should you need to change or access your personal details, please contact <contact details>.

I understand that the information above will be used in accordance with relevant legislation and declare that this information is correct to the best of my knowledge.

**I have read and understood the declaration and privacy statement**

Yes

**The Organisation has all the required insurances, permits and licenses to operate**

\*

Yes

**I have read and understood the guidelines**

Yes

**Authorised Person's Name \***

Title

First Name

Last Name

**Position held \***

**Date of declaration \***