



**CITY OF
PERTH**
City of Light



*Business
Improvement*
GRANT GUIDELINES
2024-2025



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Cover Image: *Pirate Life*

The City's Aspiration

The City of Perth is committed to supporting initiatives and projects that contribute to our aspiration for Perth – **Liveable, Sustainable and Prosperous**. Through the provision of sponsorship and grants, the City supports others to make it a great place for people to live, work and visit. We aim to facilitate stakeholders to build a sense of vibrancy, celebrate and develop our diverse culture as well as support economic growth to enable Perth to continue to compete on the world stage as one of the great liveable cities.



Liveable



Sustainable



Prosperous

Acknowledgement of Traditional Custodians

The City of Perth acknowledges the traditional custodians of the land that we are situated on, the Whadjuk people of the Nyoongar nation and Aboriginal people from other lands. We celebrate the continuing traditions, living culture, and the spiritual connection to Boorloo and the Derbarl Yerrigan.

We offer our respects to Elders past and present.



Business Improvement Grants

Introduction

The City recognises that businesses contribute to the vibrancy and energy of Perth. The Business Improvement Grants support businesses and property owners to carry out project works that enhance the public realm, create new experiences and encourage people to visit and stay longer.

Matched Funding Levels Available

Minimum funding of \$10,000 and maximum of \$25,000 is available in one competitive funding round in the 2024/25 financial year. The City can provide matched funding up to 50% of the total project cost within the maximum grant value of \$25,000 and the remaining amount is to be contributed by the applicant.

City of Perth contribution	Minimum matched funding required from applicant	Total minimum project cost
\$10,000	\$10,000	\$20,000
\$25,000	\$25,000	\$50,000

Program Outcomes

To guide and inform the City's direction and approach for the Business Improvement Grants, two key outcomes have been identified as a priority. The City aims to support local business enhancements that can achieve these outcomes.

 <p>Aspiration: LIVEABLE</p>	 <p>VISITATION AND VIBRANCY Creates a new product or experience within the City of Perth local government area which contributes to the overall improvement of its location.</p>
 <p>Aspiration: PROSPEROUS</p>	 <p>BUSINESS GROWTH The project or initiative contributes to the success and growth of existing or new businesses within identified key sectors.</p>



PENTHOUSE

OPENING MARCH 2023

PENTANET.GG

NVIDIA

GEFORCE NOW



Eligibility Criteria

To be eligible to apply for grant funding from the City, the applicant **must**:

1

be a legally constituted entity, or an individual or business with an Australian Business Number (ABN);

2

have a demonstrated investment in the city such as:

- a commercial property lease arrangement within the City of Perth local government area, extending at least two years from the time the application is submitted (e.g. if the application is submitted on 30 April 2024, the lease agreement of the space needs to be until at least 30 April 2026 and beyond); or
- ownership of a property located within the City of Perth local government area, who is undertaking development to attract business tenants and employment outcomes for the city;

3

have all appropriate insurances, permits and licenses for the proposed project or can demonstrate that projects have been discussed with the relevant authorities including and not limited to the City's relevant departments (development, planning, building and health approvals) and relevant paperwork for these processes have been lodged.

4

have submitted the application prior to the project commencement date; and

5

demonstrate financial viability without the City's funding (e.g. the applicant is able to provide evidence such a bank statement to demonstrate the business has the cash flow to undertake and fund the entire project or initiative upfront, with this grant paid upon completion of the project or initiative).



Applications from Trusts

Applications from trustees acting on behalf of trusts are required to provide copy of their trust deeds to the City of Perth as part of the application process.

The following applicants or applications are ineligible:

- applicants who have been approved for a Business Improvement Grant in the preceding financial year (2023/24) under the same ABN;
- more than one Business Improvement Grant application relating to the same business or property, unless there is a strata lease arrangement in place;
- applications for online businesses or businesses operating from home or virtual/serviced offices/co-working spaces;
- applicants that the City considers to have an adverse effect on public health, safety, the environment and/or heritage;
- applications for one-off events, temporary or short-term projects;
- an application for multi-staged projects where the City has supported a previous stage through sponsorship and grant funding;
- an applicant with prior record of non-compliance with the City's Environmental Health or other compliance requirements; and
- applications for unincorporated associations, branches, large and/or established franchisees or subsidiaries of larger companies (Exceptions may be considered on a case by case basis).

The City will not consider applications from:

- the Commonwealth or State Government Departments;
- a political party;
- an applicant that the City considers to support, promote or facilitate violence, intolerance or discrimination;

- an employee or elected member of the City, or their immediate family, however this does not include an application from an organisation that an employee, elected member or their immediate family member may be part of;
- an applicant that has outstanding debts to the City;
- an applicant who is in legal conflict with the City;
- an applicant that has failed to provide satisfactory acquittal reporting for any previous City funding;
- an applicant that has already received City funding (including in-kind) for the same project within the same financial year; and
- an applicant that conducts, or has conducted themselves in a way that the City considers to be injurious or prejudicial to the character or interests of the City.

The City will not consider applications for project legal expenses or projects:

- where the City consider the primary purpose to be political;
- that the City consider denigrate or exclude parts of the community or have an adverse effect on public health, safety, the environment or heritage;
- that request reimbursement of funds already spent; or
- that are for debt reduction or operational deficit.

The City of Perth will **not** support recurrent operational funding, including, but not limited to wages, salaries, or administrative overheads.

Additional details on and requirements are set out **Council Policy 4.3 Outgoing Sponsorships and Grants**. The applicant must review the Policy prior to submitting an application for sponsorship or grant funding and, to the extent of any inconsistency, the Policy takes precedence over this document.

Types of Projects Supported

Please discuss your proposed project with a City officer prior to lodging your application
- email sponsorship@cityofperth.wa.gov.au or call 08 9461 3333.

The following types of projects or initiatives are eligible for Business Improvement Grants:



BUILDING WORKS/SERVICES

Building works such as:

- façade and/or awning enhancement (shop fronts), upgrades and/or repairs;
 - works providing added amenity to the interface between public and private realms;
 - artistic lighting projects that achieve aesthetic and amenity outcomes;
 - major lighting improvements and added safety measures to building exterior;
 - works for fire, services and access upgrades to underutilised spaces (note: must comply with the Building Code of Australia); and
 - activation of underutilised spaces and/or adaptive re-use of a property that supports increased patronage, vibrancy and passive surveillance (e.g. fit-outs to rooftops, upper floors and basements).
- Professional fees e.g. architects, building surveyors, disability access consultant etc. (note: only eligible for projects that activate underutilised spaces).
 - Accredited acoustic audits and major sound attenuation measures for venues seeking to offer live music and performance programs.



OUTDOOR DINING

- Installation of fixed/movable screens, umbrellas, planters, tables and chairs, other outdoor furniture (subject to the applicable approvals and permits being obtained from the City - **Outdoor Dining Guidelines**).



LANEWAY ENHANCEMENT

- Mural installations (note: evidence of laneway ownership or control to be provided as part of the application with written support from surrounding owners who may have rights or access to the laneway. Mural installations are subject to the applicable approvals and permits being obtained from the City).
- Lighting improvements and safety measures e.g. CCTV.
- New business trading interfaces in or near laneways such as coffee booth windows.

Items not supported

- business operating costs (e.g. staff wages, rent and utilities);
- consumables (e.g. food and office stationery);
- relocatable equipment (e.g. coffee machines and computers);
- internal fit-out items for non-customer facing areas;
- standard operating equipment (e.g. cash registers and EFTPOS facilities); or
- advertising and/or marketing campaigns.



Assessment Criteria

Applicants must address the following project planning and project outcomes criteria.

PART ONE: PROJECT PLANNING AND BUDGET

Applicants should provide evidence of a realistic budget (e.g. current quotes) and appropriate cash flow to complete the project or initiative.

The project or initiative:

- demonstrates strong market potential through realistic planning and budgeting;
- will be completed before 30 June 2025 to acquit grant funding (this can be assessed by including evidence of engagement with statutory planning and building approval processes within the overall schedule of works).

PART TWO: PROJECT OUTCOMES

1) Visitation and Vibrancy

Creates a new product or experience within the City which contributes to the overall improvement of its location.

The proposed project must meet one or more of the following:

- activate underutilised or vacant spaces.
- positively improve the streetscape and/or overall desirability of its location.
- provide a point of difference or offer a unique experience/product/service.
- provide visibility from street level and is accessible to the public.
- assist in activating the location to attract vibrancy and visitation.
- increase safety and passive surveillance measures.

2) Business Growth

The project or initiative contributes to the success and growth of existing or new businesses within identified key sectors, including but not limited to retail, food and beverage, and tourism.

The proposed project must meet one or more of the following:

- enable the business to attract and/or retain customers.
- positively impact the night-time economy or shoulder activity periods (i.e. 6am-8am & 6pm-8pm).
- increase business trade and activity capacity in the city.
- offer new experiences or point of difference for the city.
- attract new customers to the city.
- improve the built form outcomes of the precinct/ neighbourhood.



Documentation

Your application **must** include the following to assist with assessment:

1

Evidence of how you will pay for the project if your grant application is approved i.e. a bank statement.

2

Commercial Lease Agreement (must be two years remaining from application submission date);

or

evidence of property ownership such as deed of title.

3

Project Brief

- **What** is the project?
- **Why** do you want to conduct this project?
- **Where** will the project take place? Include two high resolution before photos and site plans.
- **When** will the project take place? Include start and end dates.
- **Who** will run the project? Include project manager/s, contractors etc.
- Detailed budget that includes all costs involved for the project.

4

Project Plan

- A project plan, often presented as a Gantt Chart, shows the process of the project from start to completion.
- Step out the key activities needed to get from start to finish

5

Minimum of one written quote to outline the scope of works to be completed, and to demonstrate that the project budget is realistic.

6

Evidence of permits, approvals, licenses are in the process of being acquired i.e. email correspondence confirming permits being acquired, confirmation of application submissions.

Project Plan Template

Project X Example Template		Date	Date	Date	Date	Date
Step 1	Develop Project Budget · Specify materials · Specify finishes					
Step 2	Initial Design Process					
Step 3	Lodge grant online application with City of Perth, inclusive of development, building, and health approvals.					
Step 4	Meet with a City of Perth Officer					
Step 5	Purchase materials					
Step 6	Commence works					
Step 7	City of Perth inspection					
Step 8	Pay contractors (retain applicable invoices and proof of payment for acquittal)					
Step 9	Acquit with the City of Perth by submitting relevant documents online.					



Important Information

All applicants must also disclose the following:

- any known established relationship between the property owner (or owner representative) and the managing agent or lessee and all quote providers;
- any other funding sought or received from the City or any other funding body for this project; and
- Any outstanding debts or compliance issues / approval matters with the City.

Note: An ABN Lookup search is undertaken on all supplied invoices and receipts.

Permits and Approvals

Funding is subject to the applicant obtaining all relevant permits and approvals. The provision of the grant does not replace the requirements and processes for development, planning, building and health approvals. All relevant approvals and permits must be gained outside of the grant process and will require engagement with the relevant City departments.

Payment Terms and Acquittal

Business Improvement Grants are reimbursements, meaning they are paid after the work on the project or initiative is complete and once acquittal requirements have been satisfied. Invoices for approved grants will not be processed until the project is complete.

Successful applicants must:

- provide proof that their own expenditure at least matches the funding being provided by the City of Perth;
- provide proof that money was spent after the application submission date (not before) through invoices and tax receipts, or other documentation such as bank statements and remittance proving referenced invoice has been paid;
- promote the City's support of the project or initiative e.g. logo and/ or acknowledgement on temporary venue stickers, websites, social media, and media releases;
- provide before and after photographs (or other determined appropriate) of the project or initiative to be used for promotional purposes;
- provide a detailed testimonial of their experience with the City of Perth in assisting with the project or initiative, to be used for promotional purposes (the City may invite the applicant to record a testimonial to camera); and
- be available to meet and/or provide updates on the project or initiative as required.

Once the project or initiative is complete, you must contact the City and organise a site visit to confirm that the works have been undertaken as agreed, prior to a claim being processed.

The ongoing ownership and maintenance of supported projects is the sole responsibility of the applicant. The City will not be responsible for any costs beyond the term of the grant.

242 Murray St Perth



Important Information

Key Dates

The City provides one opportunity to apply for Business Improvement Grants each financial year.

GRANT ROUND (for projects to be completed before 30 June 2025)	
Applications open	5 March 2024
Application deadline	2 May 2024, 4pm (AWST)
Project commencement	Projects can commence following the date of submission
Notification of decision	30 July 2024
Project completion	No later than 30 June 2025
Acquittal due date	No later than 31 July 2025

How to Apply

Applications for grants must be submitted through the City's approved online management portal, **SmartyGrants**.

You are required to discuss your application with a City Sponsorship Officer prior to submission to ensure you are applying in the most suitable program.



Assessment Process

Applications are assessed by a minimum three-person assessment panel, which may recommend full, part or no funding to the decision-making authority (City of Perth Council). The recommendation is carefully considered with the view of maintaining the integrity of the proposal. It is important to note that not all applications are approved and not all applications are approved for the requested amount.

Applications will be assessed in a competitive environment (funding round) against other applications received. The City regularly receives more funding applications than the available budget can accommodate. It is the responsibility of the applicant to clearly address the assessment criteria. Successful applications are those that best satisfy the assessment criteria.

The City reserves the right to request further information in considering any application, as well as the right to reject any application for any reason.

Decisions and Notifications

Applications may be accepted or rejected or part-funding approved, and the decision is final and not subject to any further appeal within the City. Applications will be considered by Council.

Allow up to 3 months to be notified of a decision under this grant program.

Funding Agreements

Successful applicants for Business Improvement Grants must enter into a written funding agreement with the City that will outline the City's logo recognition and acknowledgement requirements before any funding is provided to the successful applicant. The City of Perth will not be under any obligations in relation to a successful applicant until the parties execute an Agreement. The agreement will outline the project being supported and any changes in scope must be discussed with a Sponsorship Officer. The City will not fund projects that are entirely different from the agreement.

Funding Term

All successful applicants will have until 30 June 2025 to complete their project. Any requests for extensions must be made in writing prior to this date and will be determined via the relevant approvals.

Acquittal Process

Subject to the terms of the agreement, successful applicants will be required to submit an acquittal report through SmartyGrants no later than 31 July 2025.

Lobbying of Elected Members and Administrative Staff

Applicants or anyone representing the interests of applicants must not lobby or seek to influence the decision-making of Elected Members and administrative staff. If, during the period between submitting a funding application and a determination by Council, an applicant or any member of the public seeks to lobby any Elected Member or administrative staff, or attempts to provide additional information, either directly or indirectly, on any matter relating to the funding application, the person/organisation will be disqualified and the grant excluded from being considered for approval.





Mustang Bar

Frequently Asked Questions

1

Are the details of my application confidential?

No. The City must comply with the **Local Government Act 1995 (WA)**, **State Records Act 2000 (WA)** and other relevant legislation and regulations. An assessment of your application will form part of the decision recommendation report which may be subject to Freedom of Information (FOI) requests. Successful applicants may be listed on the City's website. Please make it known to the Sponsorship Officer if information provided in your application is commercially sensitive.

2

How will I know if my application is successful?

The application will be decided during Council meeting which can be live streamed on the day or minutes provided post meeting. For Business Improvement Grants, a City Officer will contact you to advise you of the outcome of your application after an appropriate amount of time after the council meeting.

3

How long does it take to receive funding after my project is approved?

Subject to the terms of the agreement, the payment policy for the City of Perth is 30 days from the end of the month in which the invoice is received. Payment of funding will be made on achievement of milestones linked to project deliverables set out in the agreement.

This document is available in other formats or languages on request.

Contact Us

Sponsorship Team

@ sponsorship@cityofperth.wa.gov.au
perth.wa.gov.au/grants

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