



# Business Recovery and Growth Program (COVID19)

GUIDELINES: THIS IS A COMPETITIVE FUND

## **Background**

The flow on impact of COVID-19 is presenting major challenges to all business across the country with the Federal and State Governments' Economic Stimulus/Survival Packages designed to inject money into the economy and provide financial support to businesses and employees with the objective of minimising business closures and job losses.

Wyndham City has implemented a number of strategies to further support these multi-billion dollar initiatives including a Buy Local Campaign, the delivery of business training and information workshops through webinars and other online platforms and the establishment of a Business Support Line and provision of information specific to individual business needs and challenges.

The WynLocal Economic Support Package was endorsed by Council at a Special Meeting on the 23 March 2020 with a major initiative of the package being a grants program available to eligible Wyndham businesses.

With the first stages of social distancing protocols being relaxed and other stages scheduled in the future it is now timely to implement the WynLocal Business Recovery and Growth Program; a program that will resource and encourage businesses as they emerge and re-establish operations and seek to invest in their capacity to grow.

This program has a total funding pool of \$1.5million and will be initiated on a competitive basis.

## **Program Objectives**

- Provide support to Wyndham businesses that have been adversely impacted by COVID19
- Enable businesses to adapt to a post COVID19 economy
- Build entrepreneurship, innovation and business capacity including, but not limited to:
  - investment in new technologies and digital platforms that drive business efficiency and revenue generation
  - investment in professional development
  - investment in alternative service models
  - investment in local business to local business collaboration

### **Eligibility**

The WynLocal business grants program is available to businesses which meet all of the following criteria:

- The principle place of business is a Wyndham City address
- Holder of an Australian Business Number
- Employ fifty people or less (effective fulltime)
- Trading for a minimum of 12 months prior to 1 March 2020 and submitted an annual return to the Australian Taxation Office for the period 2018/19
- Compliance with all relevant local, state and federal legislation

Local business and industry incorporated associations are also invited to apply if they meet all of the following criteria:

- Memberships comprising a minimum 80% local Wyndham companies
- A minimum of fifty financial members with voting rights as outlined in the organisation's rules of association or constitution
- A base rate annual membership fee in excess of \$50.00

### ***The Grant Program comprises the following levels of funding:***

1. Non employing businesses up to a total of four employees (effective full time)
  - maximum of \$5,000 excluding GST
2. Five employees to fourteen employees (effective full time)
  - maximum of \$10,000 excluding GST
3. Fifteen employees to fifty employees (effective full time)
  - maximum of \$20,000 excluding GST
4. Local business and industry incorporated associations that meet the eligibility criteria
  - maximum of \$10,000 excluding GST

### ***Application will not be accepted from:***

- any local, state or federal government agency;
- an employee or elected representative of Wyndham City Council or their immediate family
- an individual or organisation without an Australian Business Number
- an applicant that has failed to provide satisfactory acquittal reporting for any previous Wyndham City Council funding;
- businesses that have an adverse effect on public health, safety, the environment, or heritage or whose activities do not align with the values of Wyndham City Council
- Individuals declared bankrupt
- Companies and/or Directors of Companies under liquidation, voluntary administration or receivership

### ***Under the Business Recovery & Growth Program, Wyndham City is unable to provide funding for:***

- Land purchases, property rental or leasing
- Purchase of consumables
- Office, shop or warehouse furniture
- Building maintenance
- The purpose of starting a new business
- For goods and services already ordered or purchased

- Ordering and purchasing can only be made after the application and public awarding of funds has been completed

***To allow Council to undertake due process in the assessment of an application, the following information will be required to be submitted by all applicants:***

- Trading name of business
- Names of business owner and/or directors
- Address of primary place of business
- Australian Business Number
- Years trading in Wyndham
- Description of business operations
- Evidence that the business completed a taxation return in the previous financial year
- Annual turnover as included in the previous year's taxation return
- Evidence of the number of employees in the business
- A percentage assessment of trading downturn since 1 March 2020
- A detailed statement outlining why the funds are required and how they will be utilised
- A clear and realistic budget of costs associated with the project or initiatives to which the funding will be applied. This budget may be greater than the funds being sought with the grant funds being a percentage of the total project cost

***Examples of support Wyndham City may consider include but are not limited to:***

- Investment in business training and skills development including:
  - business mentoring
  - business continuity planning
  - financial management systems
  - Growth planning business model review including identification of opportunities to success
  - digital literacy
- Investment in programs that specifically aim to raise enterprise revenue including:
  - Marketing skills and/or investment in marketing systems
  - Promotional and marketing campaigns that demonstrate business growth measurability
- Investment in professional personal and organisational development programs that build organisational capacity including but not limited to responding to employee and employer wellbeing.
- Investment in technologies and digital platforms that aim to; create new markets, grow existing markets and/or penetrate new markets
- Investment that drives the development of alternative service delivery models
- Investment in business to business collaboration initiatives
- Funding to support the retention or employment of apprentices or staff undertaking approved traineeships

Beyond the need for many businesses to gain support and bridge the current and immediate impact of the Coronavirus, medium to long term growth and that which generates local employment potential will be highly valued.

### **Assessment Criteria**

Applications will be assessed against the following key assessment criterion:

- **Provide support to Wyndham businesses that have been adversely impacted by COVID19**
  - All applications must demonstrate that they have been adversely impacted by COVID19 prior to assessment against the following criteria:
- **Alignment with program objectives (75%)**
  - Build entrepreneurship, innovation and capacity building including but not limited to;
    - investment in new technologies and digital platforms that drive business efficiency and revenue generation and could lead to local employment.
    - Investment in professional development
    - investment in alternative service models
    - investment in local business to local business collaboration
- **Provision of a clear and realistic budget and implementation plan (15%)**
  - Services and products required in the delivery of projects to be costed as part of the application
  - Schedule of dates including program commencement and completion
- **Local Supply Chain (10%)**
  - Where possible applications should aim to demonstrate an undertaking to building local supply chains including the provision of goods or services required in the acquittal of funds under the program is encouraged.

### **Assessment of Applications**

- Applications will be assessed by a panel comprising Wyndham City Council staff
- Wyndham City Councillors will not be part of the assessment panel
- The Assessment Panel reserves the right to allocate a percentage of the funds applied by individual applicants. This percentage may be greater or lesser than the funds sought by the applicant
- Recommendations for funding by the Assessment Panel will be considered by Council for formal approval

### **Application Process**

- Applications are confidential
  - The contents will not be disclosed to any person outside the application and assessment process
  - A short summary of the allocation of funds may be utilised in reports to Council and for the use of relevant marketing material
- There will be an initial single round of funding
- Council may determine the release of a second round of funding
- Applications will be accepted from time of opening until close of business ten working days post the opening of the program
- The exact submission date and closing date for applications is determined by Council. These dates will be included in the application form
- Applications will not be accepted post the pre-determined submission time and date
- Wyndham City Council will not seek to correct errors in applications or supporting material. Applications are assessed as they have been submitted

- Wyndham City Council reserves the right to request further information in considering any application, as well as the right to reject any application that is ineligible or does not meet the program category criteria
- The assessment panel may recommend part funding
- The assessment panel makes recommendations to Council for approval or otherwise
- All applicants will be notified in writing of the result of their application
- All funding decisions are final, and no further correspondence will be entered regarding the assessment panel's decision and Council's recommendations
- Unsuccessful applicants are eligible to re-apply in any future funding rounds in accordance with the program guidelines
- The applicant names, project names and funding amounts of recommended/ successful applicants will be made publicly available

### **Lobbying**

- No consideration will be given to an application submitted by an applicant who has canvassed or lobbied Wyndham City Council staff, Councillors or assessors in relation to their application

### **Terms and Conditions**

- Applicants must comply with any additional conditions determined by the assessment panel
- Applicants must acknowledge that the information provided in the application is true and correct
- Successful applicants must sign a funding agreement detailing the funding obligations
- Successful applicants must acquit all funds within six months of funding approval unless otherwise determined by the assessment panel
- Payment terms are maximum of five working days from notification of Council's decision
- Successful applicants may be required to provide a brief report confirming or otherwise the utilisation of funds and any short-term outcomes. This report may be requested at anytime within 12 months of the funds being awarded