

1. OBJECTIVE

The City of Karratha's Take Your Business Online Grant Scheme offers City businesses financial assistance to improve their digital capacity and marketing in order to increase competitiveness, innovation and efficiency of the enterprises' operations, products and services.

2. WHO CAN APPLY?

Business located within the City of Karratha providing products and services may apply. Applicants will need to be able to demonstrate that they are a genuine business.

3. ELIGIBILITY CRITERIA

The applicant must:

- Own or operate a small business (as defined by the ATO and the ABS) within the City of Karratha municipality.
- Have 20 or fewer full-time equivalent employees.
- Have a registered Australian Business Number (ABN).
- Have an appropriate legal business structure.
- Have the appropriate insurances, permits and licences.
- If operating from home, must be registered with the City of Karratha either as a home occupation or home business with the necessary planning approvals.
- Have product/services that are market ready.
- Have a proposal that will deliver benefits to the City of Karratha.
- Have a proposal which is financially viable.
- Be able to proceed without grant funding.
- Provide a project plan detailing objectives of the project, costs, timelines, and methodology.
- Provide quotations to substantiate prices nominated in project plan.
- Adequately articulate how their project will improve their digital capacity, increase competitiveness and improve business efficiency.

4. GUIDELINES

4.1 The take your business online grant scheme offers cash grants of up to \$5,000 per business on a matched dollar for dollar basis (i.e. for an allocated grant of \$5,000 the project must amount to \$10,000 in to total).

4.2 Projects are to assist with digital capacity building and online marketing. Examples of projects that grants may be used to contribute towards include:

- web design,
- social media,
- ebusiness,
- customer relationship management,
- development of apps,
- online marketing
- training on marketing, digital strategy, design etc.

4.3 The City of Karratha will not provide grants for business operating costs (e.g. staff wages, rent, utilities, and consumables).

4.4 This is a competitive process as limited funding is available.

4.5 Initially one round per annum will take place. Subsequent rounds may be considered dependent on the demand and available funds.

4.6 Grant funding will only be paid as reimbursement for spending or costs incurred after the Take Your Business Online Grant Scheme application has been approved and after the recipient has demonstrated financial contribution to the start-up of their project. All funding has to be validated through an evaluation and acquittal process.

4.7 All price schedules for the nominated project must be validated via the provision of quotes.

4.8 The City's logo must be displayed on the recipient's webpage as acknowledgement of contribution.

Evaluation and Acquittal

4.9 Evaluation and acquittal forms must be provided at the close of the grant period. Receipts must be provided for all expenditure not just funding amount. The City may ask for granted funds be returned, should an acceptable acquittal with receipts not be provided.

4.10 Funds that remain unaccounted for, have not been spent for the purpose approved and/or have not been adequately acquitted shall be treated as for any Council debt.

5. ASSESSMENT CRITERIA

All applicants will be assessed against the eligibility criteria. The following considerations may also be applied:

- Previous grant funding received by the applicant under this Policy.
- Potential benefit of the project to the business and evidence to support the need / demand.
- Quality of application (including project plan, measurable outcomes, innovative solutions).

6. ASSESSMENT METHODOLOGY

6.1 The assessment panel will include representatives from the City of Karratha. The panel will provide a report with recommended applicants to Council for a decision at an Ordinary Council Meeting.

6.2 Applications will be via a competitive process evaluated against the assessment criteria.

7. RETURN BENEFIT TO THE CITY

Businesses receiving a Take Your Business Online Grant agree to acknowledge the assistance provided by the City through the following mediums, inclusive of, but not limited to:

- City logo displayed on the relevant website, portal, app etc. developed.
- Undertake joint media promotion.
- Submission of photographs of project deliverables and outcomes with an acquittal report.

8. APPLICATION PROCESS

8.1 Applications will be advertised via newspaper advertisement, press release and the City's social media sites with details of availability of application forms and submission date.

8.2 Applicants are to complete the Application Form and attach supporting documentation.

8.3 Advice on the application process can be sought from the Economic Development Team on 9186 8555.

8.4 Completed applications can be submitted by email, fax, post or hand delivered to the addresses below by 4pm 16 April 2018:

Take Your Business Online Grant Scheme Application
City of Karratha, PO Box 219
Welcome Road, KARRATHA WA 6714
Tel (08) 9186 8526 Fax: (08) 91851626

8.5 Posted applications must be post marked no later than the closing date of each round.

8.6 Both successful and unsuccessful applicants will be notified in writing following the assessment of applications.

8.7 Decisions regarding funding applications are final and will not be reconsidered.