



Economic Development and Marketing Grants Program Program Guidelines – 2025/2026

1. INTRODUCTION

A strategic priority of the City of Busselton (City) is to assist and provide for the economic development of the region.

The City has developed a Business Development, Events and Marketing Program (BDEMP) to support proposals that drive positive economic outcomes across the City of Busselton, funded through the Commercial, Industrial and Holiday Home differential rate.

Competitive funding is available through a pool of grant funding delivered via two distinct programs-

- Event Sponsorship Program
- Economic Development and Marketing Grants Program

This Economic Development and Marketing Grants program supports and facilitates programs, services and projects delivered by stakeholder groups that contribute to economic and business development within the City of Busselton.

2. FUNDING OBJECTIVES

To support priorities identified in the City's Strategic documents including the City of Busselton Council Plan and the Economic Development Strategy 2022-27 (EDS). Funding objectives for 2025/26 are:

- 1) Place-making and precinct activation
- 2) Growth of the night-time economy
- 3) Industry upskilling and workforce participation.
- 4) Promotion and support of local industry and business clusters
- 5) Conferences, Workshops and Networking events that grow business capacity
- 6) Innovation and technology opportunities
- 7) Initiatives that increase investment, trade and tourism

3. FUNDING STREAMS

Economic Development and Marketing funds are allocated across two grant streams:

3.1 Annual Grants

- a. Grants over \$2,000 up to a maximum of \$30,000 per application.
- b. Funding requests of \$10,000 and above require confirmed 50% matched funding - this can be made up of cash and qualified in-kind contributions.

3.2 Quick Response Grants

These grants are designed to provide an agile response to small projects and activations.

- a. Grants up to \$2,000, available until funds are fully expended each financial year.
- b. Easy application process, easy acquittal process.
- c. No need for applicants to provide matched funds.

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4. KEY DATES

Annual Grant applications will run one (1) grant round per financial year. Submissions will open in August and close in September, subject to council budget being adopted by 31 July.

Quick Response Grant applications are assessed as they are submitted.

Please allow at least eight weeks from lodgement of closure of the Annual Grant round for applications to be assessed and funding agreements processed.

5. ELIGIBILITY

5.1 Eligible Entities

To be eligible to apply your entity must be either;

- a. Not for profit organisation;
- b. Incorporated association;
- c. Peak body; or
- d. Business and Industry cluster - defined as a group of four (4) or more individually owned and operated for profit businesses from the same industry or of a similar nature working collaboratively in a given geographic area. *Example: 4 or more retail shop owners along the same street, or 4 or more fresh produce producers in the region.*

5.2 Auspice administrator

An organisation may apply under an eligible auspice administrator if they do not meet the eligibility criteria, outlined in the Program Guidelines. The auspice administrator will take legal and financial responsibility of the application of the grant and the initiative being delivered.

5.3 Exclusions

- a. Applications that do not demonstrate meeting the identified grant program Funding Objectives, as outlined in section 2 of these guidelines.
- b. Applications from a singular business entity that does not demonstrate collaboration and benefits to a defined business cluster.
- c. Applications from one business owner, who owns multiple businesses within the City.
- d. Recurring or pre-existing programs and initiatives that don't demonstrate significant changes, new initiatives or demonstrated benefits.
- e. Activities or programs occurring outside the City of Busselton area, unless a demonstrated marketing benefit for the City can be determined.
- f. Applications that duplicate an existing service or program that operates in the City.
- g. Applications for business or feasibility case development.
- h. Large capital expenditure e.g. repair or maintenance of buildings or purchase of major equipment.
- i. Recurrent indirect costs including wages, utilities, rent, annual insurances etc.

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- j. Applicants who haven't acquitted on any previous Council funding or finalised outstanding debts.
- k. Retrospective funding or reimbursement payments, projects or initiatives which have commenced, or will commence prior to the assessment and approval process to be finalised.
- l. Funding requests for training or education in government or private institutions, or research activities that will be offered for assessment in such institutions.
- m. Individual applications for staff / committee attendance at conferences, expo or tradeshows or for personal development.
- n. Funds for State or Federal Government departments, other local governments.
- o. Singular commercial organisations operating on an expected profit base. (Joint business approach that demonstrate business cluster benefits will be considered)
- p. Activities that would involve the City in controversial issues or expose the City to adverse criticism.
- q. Funding for programs or services that are the core responsibility of other levels of government (i.e. schools).
- r. Political or lobby groups.
- s. Applications that disparages or exclude any groups in the community
- t. Funding for alcohol / tobacco purchases.

6. APPLICATION PROCESS

Applicants are encouraged to contact the City of Busselton Economic Development team to discuss their project or initiative prior to application.

Applicants will be required to register and submit their application via the City of Busselton Smarty Grants online platform at <https://www.busselton.wa.gov.au/community/community-funding-and-grants/economic-development-and-marketing-grants-program.aspx>

If applications for similar projects are received, City officers may facilitate the applicants working together for a single collaborative project to be funded.

6.1 Goods and Services Tax (GST)

The funding amount requested must not include GST. The quotes provided may include GST but the actual figures recorded in the budget must have had GST deducted. If the applicant (or auspice organisation) is registered for GST then the City of Busselton will add GST to the grant when it is paid. If the applicant (or auspice organisation) is not registered for GST then the City of Busselton will not add GST to the grant when it is paid.

6.2 Insurance requirements

For the duration of the Project, the organisation must have in place the following valid insurances:

- (i) Public Liability Insurance minimum of \$20 million for the Organisation or any of its members, directors, officers, employees, agents, contractors, invitees, participants, spectators, volunteers, or officials;

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- (ii) Workers compensation for the extent required by Western Australian law.

7. ASSESSMENT PROCESS

7.1 Annual Grants

Applications will be assessed following closure of round.

7.2 Quick Response Grant

Applications will be assessed as they are received.

8. ASSESSMENT CRITERIA

Assessment Criteria are at Appendix I of these guidelines.

The Assessment Criteria will be used by the assessment panel, to assist in determining the suitability of each project proposal. Applications for both funding streams will be assessed against the following criteria:

- Compliance Criteria (non-scored criteria); and
- Qualitative Criteria (scored criteria).

9. APPROVAL PROCESS

We retain the right to offer an alternate level of funding or decline proposals at our discretion and provide feedback where appropriate and requested.

Approved applications will require a formal Grant Agreement between the City of Busselton and the Applicant. The Agreement will document:

- The agreed level of financial and in-kind support
- Requirements for acknowledgement and recognition of the City of Busselton's contribution
- Reporting and acquittal requirements

8.1 Grant Agreement

The Grant Agreement will be drafted by the City of Busselton and be executed by both the Applicant and the City of Busselton prior to any financial support being released and the project commencing. Failure to meet the requirements of the Agreement may result in the Applicant being required to reimburse the funding provided and may impact any future grant applications.

Once the Agreement has been signed by all parties, the City will issue a purchase order as an approval for the Applicant to provide an invoice for payment of the grant funding.

8.2 Grant Amendments

Grantees are required to contact the City with any proposed changes to their Project, including key personnel, project scope, timeline, expected outcomes and outputs as soon as possible.



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10. REPORTS AND ACQUITTALS

A key element of City of Busselton's approach is the sharing of outcomes, and the short term and long-term impacts achieved by the funded Projects. By agreement, this could include case studies on the website, participation in feedback or shared learning forums, and/or opportunities for further collaboration.

Reports and financial acquittals are required for all grants. Satisfactory progress reports linked to key milestones may be required for grants that are delivered in stages.

A final report on the Project outcomes and expenditure is due within sixty (60) days of Project completion. This report must include all information identified as per Acquittal Report requirements detailed as per Appendix 2 of these Program Guidelines.

Acquittals will be processed through the City of Busselton's online Smarty Grants platform.

City Of Busselton encourage Grantees to submit case studies and testimonials (can be de-identified) as well as images for use in City reports and marketing collateral.

11. CONFIDENTIALITY

The City of Busselton seek to maximise openness and transparency in its decision-making process. Please note some of the details in the application (excluding those justified as being confidential) may be considered in Council and Committee meetings where the public is present and minutes are made available publicly.

12. ADDITIONAL INFORMATION

For further information or to discuss a potential application, please contact the Economic Development Team by email economicdevelopment@busselton.wa.gov.au or phone (08) 9781 0444.



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APPENDIX I

ASSESSMENT CRITERIA

The Assessment Criteria will be used by the assessment panel, to assist in determining the suitability of each project proposal.

Applications will be evaluated on the basis of the following criteria:

- **Compliance Criteria (non-scored criteria); and**
- **Qualitative Criteria (scored criteria).**

COMPLIANCE CRITERIA

Compliance criteria are detailed below and will not be point scored. Each Response will be assessed as supplied.

| COMPLIANCE CRITERIA | |
|---|----------|
| 1. Are you applying on behalf of one of the following entities? | Yes / No |
| a. Industry association or peak body representing City of Busselton businesses | |
| b. Not for profit organisation based in the City of Busselton | |
| c. Cluster of four (4) or more business, all based within the City of Busselton (please list all cluster project partners and their business address) | |
| 2. Applications from entities that have not received funding from the City of Busselton in this financial year will be prioritised. | |
| a. Have you received funding from any City of Busselton Funding program this financial year? | |
| 3. What is your grant funding request amount? | |
| a. \$1 -\$2000 (Quick Response Grants) | |
| b. \$2001-\$10,000 | |
| c. \$10,001 to a maximum of \$30,000 (please ensure your budget contains detail on matched funding as required) | |
| 4. Date that your project is set to commence | |
| a. Does your project plan allow at least eight weeks from date of applications closing? | |
| 5. Insurance Requirements | |
| a. Will you be able to supply Public Liability insurance coverage to a minimum value of \$20 million should your application be successful? | |
| b. Will you be able to supply Workers Compensation insurance for the extent required by Western Australian law? (if applicable) | |

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| QUALITATIVE CRITERIA | How this will be measured | Maximum Score |
|--|--|---------------|
| 1. Alignment of the project to one or more of the City's Economic Development key focus areas | <ul style="list-style-type: none"> a) Which of the City of Busselton key economic development and marketing Funding Objectives for 2025/26 does your project most align to? b) Please detail how your project aligns to one or more of the funding objectives | 15 |
| 2. Demonstrated need for the project and anticipated benefits | <ul style="list-style-type: none"> a) What need is the project addressing for the local business community? b) To what extent are local businesses set to benefit for the project? c) What specific, measurable outcomes are anticipated, and how will they be achieved? d) Please supply all sources of information, data, letters of support, surveys and feedback. | 20 |
| 3. Extent to which the budget is comprehensive, realistic and provides value for money. | <ul style="list-style-type: none"> a) Is the budget justified, aligned with the project activities and represent a reasonable cost for the proposed work? b) Has the applicant demonstrated ability to manage the grant funds effectively? c) Are quotes, cost estimates and assumptions supplied as evidence? d) To what extent will goods or services be sourced through local businesses? | 10 |
| 4. Extent to which alternative and complementary funding sources have been explored and secured. | <ul style="list-style-type: none"> a) Provide details of leveraged funding explored through other financial contributions, sponsorships, and funding sources (sought or secured). | 10 |
| 5. Evidence of effective consultation, networking and partnering. | <ul style="list-style-type: none"> a) Evidence of relevant stakeholders engaged with, including in kind and financial contributions. b) Are there existing or similar projects already underway in the City? Is the project providing a benefit that is not similar or duplicating an existing program? | 10 |
| 6. Evidence of all partners participation in the project. | <ul style="list-style-type: none"> a) Detail provided of all partners involved. b) Where multiple businesses or organisations are involved in a project, please identify each partner contribution including in kind and financial contributions. c) Supply evidence of all partners participation in the project. Include approaches to prospective partners, if no commitment. | 10 |
| 7. Capacity to undertake all aspects of the project, including planning, delivery, evaluating and documenting the results. | <ul style="list-style-type: none"> a) Detail how the applicant has the necessary skills, experience, and resources to successfully deliver the project. b) How will the project outcomes be measured? c) Include a clear plan for evaluating the project's success and impact. | 15 |
| 8. Ability to sustain the project or program outcomes after funding ceases | <ul style="list-style-type: none"> a) Detail the steps that have been undertaken to enable the project or program outcomes will be sustained beyond the grant funding period. | 10 |

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APPENDIX II:

Acquittal Report Requirements

- 1. Alignment with the City's economic development key funding objectives**
 - Which of the City of Busselton's key economic development key objectives did your project align with?
 - Briefly describe the outcomes achieved in this project and explain how they align with the key objectives identified above.

- 2. Demonstrated need and anticipated benefits**
 - What specific local business community needs did your project address?
 - To what extent did local businesses benefit from the project?
 - What measurable outcomes were achieved, and how were these outcomes delivered?
 - Please provide supporting evidence (e.g., data, surveys, feedback, letters of support, reports).

- 3. Networking and partnering**
 - Which stakeholders were engaged with during the project, and what were their in-kind or financial contributions? Please supply evidence.

- 4. Alternative and complementary funding sources**
 - Please list all funding bodies that were approached for this project, including both successful and unsuccessful applications.

- 5. Budget and expenditure**
 - Please complete the table of expenditure (found within Smarty Grants form). Provide copies of all invoices and receipts totalling or exceeding the grant funding amount.

- 6. Sustainability of outcomes**
 - What steps were taken to ensure the project outcomes or benefits will continue beyond the grant funding period?

- 7. Acknowledgment of City of Busselton**
 - Describe how the City of Busselton's funding support was acknowledged, such as through marketing materials, social media posts, advertising, or event invitations. Include evidence such as news clippings, social media screenshots, photographs, and promotional materials.

- 8. Provision of photographs**
 - Please provide at least two (2) high resolution images relevant to your project. You must hold the necessary rights or permissions for their use and that the City may reproduce, publish and share them for promotional and communication purposes.