



Economic Development and Marketing Grants

Projects Funded

	Project Title	Applicant	Project Overview	Amount Funded
Round 1 2023/24	Busselton CBD Walking Map	MRBTA and BCCI	The Busselton Map will incorporate Businesses and Services in Busselton CBD. It will serve as a tool for both regular visitors and the cruise ship market with the aim to educate and disperse visitors across Busselton's CBD. Fifteen thousand hard copies will be printed along with a downloadable PDF.	\$9,550
	Future Founders Program - Busselton Youth Entrepreneur Scholarship	SW Angels	A scholarship program for ten recipients to undertake three month intensive, mentored business skills development. The program is delivered by Innovation Cluster and promoted through the City's Shift team in conjunction with local schools, SR Tafe and ECU. The program supports youth development (16-25 years) through capability building and developing new skills and mindset for starting a business or innovation within an existing organisation. It provides opportunity to activate small businesses in the City of Busselton and showcase young entrepreneurs, as well as diversify regional industries and grow the innovation ecosystem in the South West.	\$15,000
Round 2 2023/24	Margaret River Regional Produce Showcase -Origins Market	Margaret River Regional Producers Association (MRRPA)	Funding will contribute to fit out of showcase stand, signage and support marketing and promotion. A professionally designed regional map will display point of origin of the regional producers, identifying the quantity of business located in the Busselton and Dunsborough area. Objectives and outcomes include increased market exposure for local produce and food that will facilitate increased sales, leading to increased production, and the improved productivity that comes from economies of scale as small food manufacturers increase output. To build the reputation of the Margaret River Region as an excellent quality and sustainable food and beverage producing region in addition to a world class wine region).	\$10,000
	#PrinceStreetBusselton	VAULT HQ (Prince Street Boutique Business on behalf of Prince St business cluster)	#PrinceStreetBusselton is a marketing and promotions push to highlight the boutique shopping precinct in the City of Busselton. The campaign uses the power of social media to create awareness of #PrinceStreetBusselton, where shops can use the hashtag to promote their goods and services and shoppers can view what's on offer. This provided longevity for the promotion. The campaign included radio coverage throughout February 2024. The Hit Squad came down to Prince Street and broadcast LIVE on air to kick start the campaign. Businesses on Prince Street were encouraged to decorate windows in colourful #PrinceStreetBusselton advertising and decals which were supplied by local printer business. Funding contributed towards the radio marketing campaign and printing of decals. Prizes and give aways were donated by the #PrinceStreetBusselton business as co-contribution to the project. Project objectives and outcomes included building awareness of the Prince Street boutique strip and the 20+ family owned and operated small businesses that offer a unique shopping experience.	\$6,825

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	Craft Beer Trail	South West Brewers Alliance (SWBA)	<p>The South West Brewers Alliance (SWBA) partnered with the Margaret River Busselton Tourism Association (MRBTA) to deliver a high quality Craft Beer Trail that will showcase the South West, highlight the quality of craft beer from the region and encourage more visitors to their venues. Seven out of ten current members of the SWBA are based in the City of Busselton, including Shelter, Eagle Bay, Rocky Ridge, Wild Hop, Black Brewing, Cheeky Monkey and Beer Farm. The proposed project will focus on marketing of the Craft Beer Trail, with key elements, including video and photo images for the trail with a local videographer commissioned to create a trail video.</p> <p>Objectives and outcomes included new experiences for tourists that focus on sustainability, world-class beer and food in a beautiful destination, increased visitors to the region and revenue for the craft breweries. It also had the added bonus of additional spend in the region for hotels, restaurants, tourist operators etc. The long-term goal will be to generate increased interest in craft beer and encourage new export market opportunities for the breweries.</p>	\$9,900
	Margaret River Wine Association Sustainability Program 2024	Margaret River Wine Association (MRWA)	Funding provides growers in the City of Busselton with opportunity to complete the MRWA's Sustainability and Organic Certification Training Program, as part of the national program - Sustainable Winegrowing Australia. Objectives and outcomes include removal of barriers to the Sustainable Winegrowing Australia program uptake by MRWA members, to protect and enhance the economic benefits and reduce the environmental impact by the wine industry in the Margaret River region. The program aims to improve the environmental impact and the longevity of the wine industry through increasing the capacity of wine growers and wineries in the City of Busselton to continuously improve their sustainability credentials in the vineyard and winery through all the environmental, social and economic aspects of their businesses.	\$10,000
Round 3 2023/24	Lions Vasse Twilight Markets	The Lions Club of Vasse Inc	The Lions Club of Vasse to run six markets in the 2024 /2025 summer series. This event includes closure of the main street in Vasse (Napoleon Blvd) to traffic to allow vendors (up to 50) to set up and sell their local products, artisan products and goods to the local community and visitors who can browse the items for sale safely.	\$9,469
	Busselton Town Centre Photoshoot	Margaret River Busselton Tourism Association (MRBTA) and Busselton Chamber of Commerce and Industry (BCCI)	Following the success of the Busselton Walking Map (Round 1 Grant), MRBTA and BCCI identified a further opportunity to encourage visitors to explore Busselton's town centre. This latest focus will be on updating and improving the marketing materials (photography and written copy) available to promote the town centre experience. The new images will be made available for use with local businesses and the City.	\$2,000
	SEGRA National Regional and Economic Development Summit 2024	Sustainable Economic Growth for Regional Australia (SEGRA) Foundation Limited	The purpose of the 2.5 day national summit will be to elevate and discuss issues in rural, remote and regional Australia and provide an experiential event for delegates who will travel to Busselton from across Australia. SEGRA estimates local expenditure of approx. \$120,000 to deliver the event. They will procure locally at every opportunity and promote local accommodation and hospitality venues to delegates (working in partnership with Busselton Chamber of Commerce and Industry) as well as promoting additional visitor attractions and activities to delegates to extend their stay and encourage repeat visitation to the City.	\$20,000
Round 4 2023/24	GoSHack-a-thon (GoSH)	Curtin University	Following the success of the launch of GoSH in the Peel region last year as an outreach event for the award winning Curtin Autism Academy Coder Dojo, Curtin University proposed to facilitate a GoSH in Busselton during November 2024. GoSH is founded on research and driven by regional community members. In 2023, GoSH was the biggest STEM innovation outreach event for young people in all of WA with over 700 participants. GoSH is a two-day event aimed at students in years 5 to 12. It anticipates 500 young participants from the Southwest region. The event includes bus transfers for all government schools and in-school education by the GoSH team and innovation partners at Bloom. All resources were provided by GoSH to remove financial barriers to access.	\$15,000
	BCCI and DYCCI Business Excellence Awards 2024	Busselton Chamber of Commerce and Industry (BCCI)	The annual Business Excellence Awards focus on assisting businesses streamline their business practices, garner advice and gain feedback. The awards also provide a benchmark for business and recognition of their contribution to the economic sustainability and development of the region. These awards now also feed into a WA Regional Business Excellence Awards program. In 2023, 42 applications were received and 232 guests attended the Awards presentation event. It is anticipated that the 2024 event will attract 180 attendees.	\$12,500

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Round 1 2024/25	Art 100	Yallingup Galleries in partnership with Vallee du Venom, Bayside Burger Van and Art, Mind Soul	The ART 100 initiative is a super scaled art project with an aim to draw attention to the art and creative sector in the region. The collaboration between Yallingup Galleries, Vallee du Venom, Bayside Burger Van, and Art, Mind and Soul will generate direct sales and income through ticketing, food and wine purchases during the event. These businesses will benefit from heightened exposure and an influx of customers, contributing to their growth and economic sustainability. By leveraging a comprehensive marketing campaign (in partnership with Big Head Digital), the event will raise the profile of Busselton as a hub for arts, culture and creative events. This will enhance the City's reputation and increase its attractiveness as a destination for future events, encouraging repeat visits and long-term growth in tourism.	\$9,961
	"Whirlwind Weekend in Busselton: Influencers Explore Busselton's Best"	Busselton Jetty in partnership with Shelter Brewing, Hilton Garden Inn, Swan Dive and Par 3	The "Whirlwind Weekend in Busselton: "A Sea of Adventure" is a collaborative campaign led by Busselton foreshore business working in partnership to host 30 groups of Western Australian influencers to the Busselton Foreshore Precinct for an immersive weekend experience. The aim is for influencers to share their experiences across social media, showcasing Busselton as a vibrant destination for a weekend getaway. In addition to the real time targeted social media reach, collateral from the campaign can be shared and reused throughout the year. The project aligns with the City's tourism objectives by promoting regional economic growth through increased visitation and enhanced brand visibility for local businesses. Contributions from multiple businesses, with significant combined social media reach, provides confidence in this marketing and business development project.	\$10,000
	Future Founders Program - Busselton Youth Entrepreneur Scholarship	South West Angels	This program presents an opportunity for the City of Busselton to support a dedicated, recurring youth education initiative tailored for emerging innovators and entrepreneurs aged 16-25. The successful pilot program launched in 2024, addressed the pressing need for youth leadership training and business skill development, particularly among recent high school graduates, many of whom faced limited opportunities to pursue these interests. The program aims to strengthen the innovation ecosystem in Busselton, creating a vibrant environment that nurtures creativity and economic growth. This program meets a critical demand for targeted youth support, providing the foundation for a new generation of business leaders in the City of Busselton.	\$15,000
	Busselton AI Innovation Summit	RDM Marketing Consultants	The Busselton AI Innovation Summit is a one-day event focused on educating small and medium-sized enterprises (SMEs) about the potential of artificial intelligence (AI) in business. As the first AI summit in WA hosted by a regional city, it will position Busselton as a leader in technology and innovation. The event will include keynote speeches, panel discussions and networking opportunities aimed at fostering knowledge-sharing and the adoption of AI in local industries. Both of the local Chambers of Commerce have confirmed that AI is a priority for small and medium-sized enterprises (SMEs) in the region and consultation with local businesses has shown strong interest in an AI summit and ongoing workshops. Creative Tech Village has also demonstrated support for being involved in the project.	\$10,000
	Reptile Rampage 2025	Discover Deadly in partnership with Broadwater Resort	Reptile Rampage 2025 follows on from a successful expo hosted at Discover Deadly in 2023, attracting over 1000 participants and is the only Reptile Expo to be held in WA. To be held on 28 March 2025, it will attract reptile experts from around Australia, broadening awareness and education around the conservation of our unique wildlife and the nature tourism as an industry sector. Partnering with Broadwater Resort, the Resort will offer discounted accommodation for Reptile Rampage ticket holders. In addition to a variety of wildlife organisations participating in the expo, it is anticipated that a range of local stallholders, as well as hospitality offerings, will complement the educational and industry development aspect. The expo will also draw attendees to Carburnup, creating additional economic outcomes of visitor dispersal and promotion of the locality.	\$5,000

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Round 2 2024/25	Business Excellence Awards 2025	Busselton Chamber of Commerce & Industry (BCCI)	BCCI and DYCCI Business Excellence Awards program focusses on assisting businesses streamline their business practices, garner advice and gain feedback, benchmark their business against others and receive recognition of their contribution to the economic sustainability and development of our region. It is provided in order to further assist businesses improve, upskill, re-evaluate and grow their economic prosperity within the Busselton LGA. This Awards program now also feeds into a WA Regional Business Excellence Awards program.	\$12,500
	GoSH South West 2025	Curtin University	GoSH is WA’s biggest tech-innovation event for regional young people with a focus on future skills and building capable communities. GoSH is a 2-day event, targeting underrepresented community members. GoSH started in 2023 in the Peel region and the outcomes were incredible, with the event being the biggest of its kind in WA. In 2024, with the support of the City of Busselton, the Fogarty Foundation and local industry, including SWDC, Creative Corner and interactive involvement from Mayor Cronin and Cr Love, it was introduced to Busselton. The GoSH events address Busselton's need for economic diversification and youth talent retention. GoSH directly addresses the need for an industry-aligned skilled workforce, fostering the “next generation workforce” for Busselton businesses, an essential long-term investment.	\$15,000
	South West Creative Directory	The Creative Corner	South West Creative Directory is an innovative digital directory initiative that will serve as the definitive platform for creative professionals across the South West of Western Australia. The City of Busselton has a vibrant and growing community of creative businesses. By investing in this project, the City of Busselton stands to directly benefit creative businesses by increased visibility and opportunities for collaboration. It will also strengthen the local creative business sector and contributes to economic growth by allowing all businesses to connect and access an online resource that could also develop into a physical directory. As a result, the City of Busselton will see a return on investment through heightened economic activity and a stronger more connected creative industry.	\$27,200
	Art Beat (Youth Mentorship Program)	Yallingup Galleries	‘Artbeat’ is a youth mentorship program supporting emerging artists aged 17-21 in Western Australia. It provides professional development, industry exposure, and mentorship in Fine Art, Sculpture, and Ceramics to help young artists transition into the creative sector. Finalists will showcase their work in the ‘ArtBeat’ Exhibition at Yallingup Galleries, gaining visibility and potential sales. The overall winner will receive a year-long mentorship. While the City of Busselton has a growing creative economy, there is a limited pathway for young artists to transition from education to professional practice. ‘artbeat’ provides a practical, career-building initiative that fosters artistic development, economic participation, and community engagement. Busselton and the broader South West region have a strong base of young artists seeking professional support, with no comparable program currently available.	\$5,950
	The Connected Futures Hub	Innovation Cluster	The Connected Futures Hub directly supports cross-sector upskilling by offering a bespoke and targeted workshops, mentorship, and training in key areas such as financial literacy, emotional resilience, career development, and entrepreneurship to up to 25 disadvantaged women. Outcomes seek to increase workforce participation by equipping women with the skills and confidence needed to re-enter the workforce, advance their careers, or start their own businesses. The Connected Futures Hub aligns closely with the Economic Development Strategy through its diverse and strategic focus on upskilling, workforce participation, place-making, and fostering innovation. The hub partners with local businesses, chambers of commerce, and industry networks to provide business support services. This includes mentorship from experienced business leaders, workshops on entrepreneurship, and networking opportunities for women who wish to start or grow businesses. By facilitating these collaborations, the hub supports both individual business growth and broader industry development.	\$30,000
	Busselton Walking Map	MRBTA	The ‘Discover Busselton’ Walking Map was released in October 2023 and offers visitors compelling reasons to discover Busselton Town Centre beyond the prominent Foreshore location. The A3 colour guide includes a detailed walking map of the Busselton town centre. It also features editorial which encourages visitors to explore the full length of the town centre, moving from the Foreshore and Jetty, along to the Cultural Precinct, Queen Street, and up to Busselton Museum and Origins Market. MRBTA and Busselton Chamber of Commerce and Industry (BCCI) have previously applied for BDEMP grant funds to support the production of the map. Copies of the map produced with these grant funds are estimated to be exhausted in April 2025, and are applying for support from BDEMP to support reprinting.	\$7,400

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	Activation & Marketing of South West Craft Beer Trails	South West Brewers Alliance	The South West Brewers Alliance (SWBA) is seeking funding from the City of Busselton to develop the next stage of the South West Craft Beer Trails initiative. This project builds upon the successful launch of the Bay Trail and Caves Trail in 2024, which highlighted the region’s diverse craft brewery scene. The films have been created and launched, with all hardcopy maps distributed. However, a more substantial marketing strategy is needed to fully activate and leverage the trail assets to attract visitors to the breweries and the region. Stage 2 will focus on establishing an interactive online platform or app to enhance consumer engagement, continue to promote regional breweries, and drive increased visitor spending within the local tourism economy.	\$15,500
	Women in Business Networking Event Series	Inspire & Collaborate	Inspire & Collaborate plans to attract high-profile keynote speakers and panellists to Busselton and Dunsborough, elevating the opportunities for local women in business to hear from business and lifestyle figures that would normally not be attainable, or they would have to travel to experience. By bringing keynote speakers and panellists directly to the South - events held between Busselton & Dunsborough and close surrounding areas, Inspire + Collaborate not only enhances accessibility but also strengthens the local economy, empowers women in business, and aligns with the City of Busselton’s Economic Development Strategy to grow, diversify and support business and industry. This initiative ensures that women in our region have the same opportunities for learning, growth, and networking as their metropolitan counterparts.	\$9,000
	Endeavour Group Margaret River Wine Show	Margaret River Wine Association	The City has previously sponsored the Best Cabernet Trophy under a three-year, multi-year agreement that ended last year. The Margaret River Wine Show is a prestigious platform where the finest wines of the region are critically assessed by an esteemed panel of judges, renowned for their expertise both nationally and internationally. The Wine Show is integral in supporting MRWA members by engaging expert national and international judges. This invaluable, independent feedback identifies areas for improvement and growth. The Margaret River Wine industry delivers over \$500 million to the regional annually. With over half of the region's wine producers and the majority of cellar doors located in the City of Busselton the Margaret River Wine Show provides a platform for critical assessment of their wines resulting in improvements for future vintages. The medals and trophies awarded are a valuable tool for highlighting the exceptional quality of the region's wines, ultimately resulting in increased sales for producers.	\$5,500

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Quick Response Grants				
2023/24	Busselton Chamber of Commerce	Busselton Business Directory	Funding a comprehensive advertising campaign for the Busselton Business Directory across multiple media channels, including cinema, radio, TV, electronic displays, newspapers, flyers, newsletters, Google and Facebook Ads. The project aims to raise awareness of local businesses, encouraging people to shop locally during the 2023 festive season. Through the creation and dissemination of engaging advertisements, local businesses will feature, highlighting the important benefits of supporting them. The ads will be strategically placed in various media outlets to reach a wide and diverse audience, promoting the Busselton Business Directory as a valuable resource for local shopping options.	\$1,000
	IPS Management Consultants	Business Improvement Workshops	IPS ran six business improvement workshops from the Community Resource Centre between October and November 2023. The Grant covered the venue hire fee for the Community Resource Centre, allowing IPS to run their workshops.	\$375
	Vasse Lions	Vasse Lions Twilight Market	The markets include the closing off of the main street in Vasse (Napolean Blvd) to traffic, allowing vendors (up to 50) to set up and sell their local produce. The aim of the markets is for it to become an annual event in Vasse and provide local boutique businesses with an opportunity to sell their products in an environment that fosters community participation and support.	\$1,000
	Barrelled Surf Podcast	Barrelled Surf Podcast Live Event	A live podcast that on this occasion, took place during the Margaret River Pro. With over 30 countries tuning in, it provided for a unique opportunity to share with listeners the benefits and offerings within the City of Busselton - Surf, breweries, wineries etc. While Margaret River is the focus during the Pro, by providing a community event in Dunsborough shines a light on other areas of the Capes Region.	\$1,000
	Ludlow Tuart Forest Restoration Group	Ludlow Art Prize 2024	The underpinning goal of the Ludlow Art Prize is to raise awareness and gain support for the restoration, future development, management and use of the Ludlow Tuart Forest and the historic Ludlow Mill Settlement. The event is focused on attracting visitors to the forest to not only enjoy the exhibition, but to experience the other attractions of the site, including the visitor discovery centre, historic buildings and the walk trail.	\$924
	Building Busselton Town Team	Beautifying Busselton	Installation of street furniture at strategic locations in the Busselton CBD to encourage foot traffic, beautification and activation.	\$800
2024/25	Building Busselton Town Team	Autumn Yoga in Mitchell Park	Free yoga runs for 40 minutes, once weekly for the month of March 2025 - a total of four sessions. Autumn Yoga is held in Mitchell Park, attracting Busselton's community into the city centre, particularly cafés close to the park.	\$999
	Busselton Chamber of Commerce and Industry	Shop Local Christmas 2024	The 'Shop Local Christmas Campaign' is designed to promote local spending in Busselton and Vasse during the holiday season by incentivising customers and businesses to participate. Open to both Chamber members and non-members, the campaign encourages shoppers to spend \$50 at participating local businesses for a chance to win significant prizes.	\$999