

Economic Development and Marketing Grants

Projects Funded

	Project Title	Applicant	Project Overview	Project Outcome	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.	14,700 printed maps produced, with over 150 local businesses featuring on the map. 26,600 views of Busselton landing page between November 23 and April 2024. Local suppliers engaged.	$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.	10 individuals aged between 16 to 25 were chosen to foster their entrepreneurial skills over a 3-month course and pitched their business at a presentation showcase to 50 attendees including executives, elected members and leaders in the community.	$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).	Fit out and design of the Margaret River Produce Showcase stand was successfully displayed at Origins Markets. Invitation sent to Margaret River Produce brand members with information sessions held to encourage participation. A professional designed regional map was displayed at front of stand. Quality bags and produce labels were included in funding.	$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.	#PrinceStreetBusselton marketing campaign designed to highlight the attraction of the Prince Street boutique shopping precinct in Busselton and strengthened the culture of over 20 local businesses working together in the precinct. The on-location activation with Hit WA on the day together with the 4-week radio ad campaign increased business exposure, new customers to the precinct over the months and sales.	$6,825
	Craft Beer Trail	South West Brewers Alliance (SWBA)	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. 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.	Regional Craft Beer Trail video is complete. The SW Brewers alliance have recently gained traction and development with the WA state government WA Craft Beer Strategy 10 year plan.	$9,900

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	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.	This funding enabled MRWA to contract a Sustainability Engagement Officer to support members throughout the entire Margaret River Wine Region. A local, in-region expert in wine industry sustainability has worked with growers and wine producers through one-on-one coaching, workshops, site visits and sharing best practice ideas to work towards that goal over the 2024 calendar year. As at 30 June 2024 (due to SWA reporting cycle), a total of 65 Members have received vineyard certification (comprising of 48% of the regions hectares); with 83 Vineyard members (comprising of 57% of the regions hectares) participating in the program. Winery facilities are measured separately, and there was a 54% increase in certified wineries to 20 facilities (crushing 26,114 tonnes)	$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 (Napolean 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.	The Vasse Twilight Markets, hosted by the Lions Club of Vasse Inc., were held on the following dates; 8th November 2024 , 6th December 2024, 10th January 2025, 7th February 2025 and 7th March 2025. Key outcomes (per market): * Estimated attendance: 500+ visitors * Positive community feedback via social media and informal surveys. * Vendor participation: Over 40 local stalls * Local suppliers used for signage, sound equipment, and promotional materials. * Positive community feedback via social media and informal surveys. * Strengthened relationships with local businesses and volunteers.	$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.	328 images of Busselton town centre were produced, strengthening the perception of Busselton among visitor markets and encouraging dispersal of visitors beyond the Busselton Foreshore and into the town. Promotional copy for Busselton was released in a template format for use by all MRBTA and Busselton Chamber members.	$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.	The Summit was held over 2.5days with 186 ticket holders, 40 speakers, 6 Tour hosts, 3 event delivery staff, 6 SEGRA Directors. Of the Summit attendees over 90% had to travel to Busselton by car or air. The SEGRA Foundation in its own capacity purchased 133 nights of accommodation for its directors, event delivery staff, speakers and some delegates (who extended their accommodation following the RDA National Forum). An estimate of total nights of accommodation purchased for the Summit in Busselton was over 485. The Foundation ran six off site tours for half a day on Wednesday 30th October. These tours saw attendees split into groups and travel around the South West area to explore and learn first hand about the region. The tours included: Nannup; The Aspiring Trail Town, Capel Marron & Rocky Ridge, Dolphin Discovery Centre & Transforming Bunbury's Waterfront, Busselton Jetty, Cowaramup and Ngilgi Cave.	$20,000
Round 4 2023/24	**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.	2023- 232 guests, 37 complimentary 42 submissions, 29 had not previously applied. 11 non Chamber members. 2024-201 guests (venue capacity) 39 complimentary 40 submissions, 24 had not previously applied. 11 non Chamber members.	$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.	* 100 tickets sold for the event * 4 local businesses participated * Advertising shared with 100's of people online and through physical posters located across the region. * Multiple new networks created, with local artists proposing to support the Hospice with their time (art therapy), future events planned between the Gallery and the Hospice, * Over $1500 raised for Busselton Hospice	$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.	* Promoted Busselton as a whole, Busselton Jetty and the surrounding Foreshore Precinct as an ideal weekend getaway destination, with a specific focus on Perth based influencers. * Targeted a wide range of visitor archetypes including families, couples, grey nomads, and experience-driven travellers, ensuring broad demographic appeal. * Over 100 pieces of influencer-generated content shared across Instagram, TikTok, and Facebook. * Strengthened partnerships with Tourism WA, Australia South West, Hilton Busselton, Shelter Brewing Co., MRBTA, and other local businesses. * Direct exposure to over 300,000 combined followers through influencer posts. * Promoted new visitor experiences. * Successfully positioned Busselton as a vibrant, accessible destination for road tripping Perth visitors, aligning with seasonal travel behaviour.	$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.	* 10 young entrepreneurs completed the full program. * Participants ranged in age from 16 to 25, with 6 male and 5 female, including 2 school leavers and 8 young professionals. * All 10 participants provided feedback surveys, which showed reported personal and professional growth, strengthened business skills, and increased confidence in pursuing business goals. * 7 local businesses were involved in the program. * 10 local entrepreneurs and business leaders provided 1-1 mentorship to participants. Mentors included established founders from the South West and Perth, strengthening ties across the innovation ecosystem. * The final Showcase event attracted an audience of 60 local businesses, investors, mentors, community members, and partners, providing valuable exposure and networking opportunities for participants. * Relationships formed during the program have led to 10 new opportunities, including participants engaging with South West Angels for pitch development and investment readiness.	$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.	The event exceeded its attendance target, attracting 172 participants (including delegates, speakers and volunteers), more than double the original target. The summit delivered a full-day program including keynote presentations, panel discussions and networking opportunities. There were 9 presentations in total and three panel sessions.	$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 Carbanup, creating additional economic outcomes of visitor dispersal and promotion of the locality.	* 1530 Total attendees. Presale ticket holders predominantly residing in Perth, followed by regional WA. There were several interstate attendees and a few international attendees. * Local businesses were utilised for equipment, venues, food and accommodation. * Work experience offered to 2 local high school students studying event management for the day. * Several local Not-for-profits were offered a free display space.	$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.	Awards night held at Aravina Estate with 170 attendees and 44 applications. Provided a high class presentation event to raise revenue for the BCCI and allow the business community to celebrate the successes of businesses in the Busselton LGA.	$12,500
	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.	Project completed. SW Creative Directory Launch - August 2026.	$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.	The competition included an exhibition held at Yallingup Galleries of all the award winners from the year's entrants. Representation by Yallingup Galleries for the following 12 month period including mentorship by established artists. Entrance into Margaret River Open Studios for 2026. The ArtBeat competition was supported by a diverse range of WA businesses and individuals, and by the City of Busselton, which generated additional support and coverage for the competition.	$5,950
	LEEF Program	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.	All facilitators and service providers engaged in LEEF were locally based in SW businesses. 75% of participants took up new work, training or volunteering opportunities throughout the program and 87% reported increased confidence in seeking employment or new opportunities. This represents a broader pool of work-ready, skilled women available to local businesses as employees, contractors & collaborators. 100% of participants reported the program helped reduce feelings of isolation and 50% made new professional or business connections through the program. 100% of participants rated the program four or five stars.	$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.	Produced a detailed walking map of Busselton town centre. Increase footfall in the CBD and foreshore area. Assists local CBD businesses to make cross referrals to other businesses. Enhances the City's destination brand awareness. 30,000 copies per year and over 40,000 visits to the Busselton landing page.	$7,400
	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.	The South West Brewers Alliance have successfully delivered the next stage of the South West Craft Beer Trails initiative. The creation of the beer trails app in partnership with Tapwyse has provided an interactive experience for consumers to view the trail and claim the offers. The platform was designed to enhance consumer engagement, continue to promote regional breweries and drive increased visitor spending with the local tourism economy. Official launch was held at the S W Craft Beer Festival in May 2026, with 229 new app downloads.	$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.	The project delivered strong measurable outcomes across attendance, engagement, and business impact. Key outcomes included: * Delivery of multiple keynote-led events and workshops across the 2025 calendar, aligned to the proposed event schedule * Strong attendance across events, demonstrating continued demand for locally delivered professional development * High levels of participant engagement, including active involvement in keynote sessions, panel discussions, and networking opportunities * Positive attendee feedback, with participants reporting increased confidence, improved Decision-making, and practical skills they could apply to their businesses * Growth in community reach and awareness, reflected through increased social media engagement and audience growth These outcomes were delivered through a structured program of curated keynote speakers, facilitated discussions, and interactive workshop formats, supported by strategic partnerships with local venues, sponsors, and industry collaborators.	$9,000

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	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.	Trophy presentations took place in front of 175 guests at The Tiller Farm on Friday 31 October 2025. Wine Show Committee Chair, Cameron Haskell and fellow committee member, Brendan Carr took on the role of co-MCs presenting 17 trophies and 3 awards to Margaret River's finest. Exhibitors were invited to a tasting of the Wine Show exhibits on Thursday 30 October. This provided an opportunity for wine producers to assess their wines alongside their peers and to seek areas for improvement in future vintages. In keeping with Margaret River Wine Association's sustainability values, the results are published online and available to download via a QR code at the tasting.	$5,500
Round 1 2025/26	**Parklet Trial - Traffic Management & Sightlines**	Building Busselton Town Team	This project has received significant funding through the "Streets Alive" program through Main Roads WA, WALGA and Town Team Movement to develop a parklet trial in the City of Busselton. A traffic management control and sightline assessment is required for implementation of the "Sitting in the Cit y" Parklet Project . This project is designing and building an on-street parklet that will provide space for people to enjoy in the city centre by reclaiming a parking space and providing seating, plants, decking with visual and safety barriers to protect users from traffic. BBTT has engaged with City staff across all business units including engineering and planning to determine requirements.	3 proposed Parklet sites have been reviewed. The Assessment Report recommends all proposed sites can accommodate a Parklet structure in the proposed locations without negatively impacting on traffic and parking efficiency and safety at the proposed locations. Key Milestones achieved: * Identified three local businesses as parklet hosts * Briefing provided to the City of Busselton Council to keep elected members informed * Engineering approval obtained * Building & Planning approval secured * Completion of a traffic engineering report	$8,755
	Margaret River Summer of Wine	Margaret River Wine Association	Margaret River Summer of Wine is a promotional campaign celebrating more than 40 winery-led events across the region, designed to drive visitation and engagement while placing wine experiences and events at the forefront of summer for both visitors and residents. Although the region is busy during summer, wineries are not always top of mind for visitors, and winery visitation has declined in recent years. This campaign brings all these experiences together in one easy-to-find, inspiring destination, making it simple for people to discover, plan, and attend one or more of the diverse winery events happening throughout the season . Objectives of the Margaret River Summer of Wine: 1) Increase Awareness. 2) Boost Visitation and Spend. 3) Foster Connection and Discovery. 4) Support Winery Event Development.	Participating wineries gained increased exposure, higher event attendance, boosted cellar door sales and stronger direct-to-customer relationships. Adjacent tourism business benefited from the increased spend across the region's summer period. Event suppliers and creatives all benefited from greater demand generated by increase number and scale of winery-led events. The campaign's success was tracked through digital metrics and industry feedback i.e. social media engagement, outdoor advertising, promotional collateral and increased winery visitation.	$10,000
	Regional Innovation Summit	Connected Futures Hub	The Regional Innovation Investor Tour and Summit is a two-day, high-impact business and industry event taking place 12-13 March 2026. The Cultural and Investor Tour on the 12th will visit multiple regional sites and the Summit on the 13th will be held at Caves House, Yallingup. As the regional component of the 2026 BioInnovation Festival, the Tour will host 20-30 participants, and the Summit will convene 90 founders, researchers, investors, industry leaders, Traditional Owners, and government representatives to collaborate on innovation, regional development, and emerging industry opportunities in the South West. The 2026 Summit builds significantly on previous years' regional innovation events. Due to high demand and strong attendance, the 2026 venue has been upgraded to Caves House to allow for a more sophisticated summit layout. The calibre of speakers has also increased, with national and international leaders in marine biotechnology, agtech, environmental innovation and cultural knowledge (including representatives from Agovor NZ). This includes esteemed author, explorer and environmentalist Tim Jarvis AM. The Summit is set to deliver direct economic benefits to the City of Busselton through increased visitation and local procurement. Local businesses will be engaged for venue hire, catering, accommodation, cultural services, and event staffing. With delegates travelling from Perth, interstate and globally, the Summit is expected to contribute to mid-week visitation and spending across Busselton and Yallingup.	Participation Numbers * Total unique attendees: 96 * Total touchpoints: 113 * More than 10 South West businesses were engaged * 36 respondents would attend again Testimonials confirm strong networking outcomes, with 30+ new connections formed across 96 founders, investors, government and industry. Direct Economic Benefits: * Accommodation * Venue hire * Catering * Cultural experience * Photography/videography * Local transport and hospitality * Event Management	$17,225
Round 2 2025/26	**Creative Corner on behalf of Creative Tech Village**	Bandwidth	BANDWIDTH is a structured digital capability and creative technology upskilling program delivered by Creative Tech Village to support small businesses, creatives, founders and emerging entrepreneurs across the City of Busselton and wider Western Australia. The program delivers curated workshops, expert talks and facilitated networking focused on digital marketing, content creation, AI enabled tools, sustainability, emerging technologies and pathways to commercialisation. Using a hybrid delivery model and regional partnerships, BANDWIDTH ensures inclusive access for rural, remote, Indigenous and culturally diverse participants. The initiative addresses identified gaps in digital confidence and workforce readiness, strengthens cross sector collaboration and connects participants with mentors, industry and investors. Expected benefits include increased business capability, stronger regional innovation networks, improved workforce participation and measurable economic uplift across the South West. Participants go through a six-week high-impact mentoring and business growth program designed to help creatives build sustainable, commercially viable businesses. Participants receive tailored support through expert-led workshops, one-on-one mentoring, and access to a national network of industry leaders in design, music, film, marketing, tech, and more.	Project Completion due July 2027.	$14,000

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	Busselton Chamber of Commerce (BCCI)	Business Excellence Awards 2026	The BCCI Business Excellence Awards align with the City of Busselton key economic development and marketing funding objective by promoting industry sector growth, fostering innovation, and strengthening regional branding, thereby contributing to the overall economic and social development of the region. The Awards promote and recognise excellence across various business sectors within Busselton , Vasse, Yallingup and Dunsborough, encouraging best practices and fostering competitiveness. This supports overall industry sector growth by motivating businesses to improve their performance and innovate. The Business Excellence Awards provide a platform for businesses to network, share knowledge, and learn from each other. This can lead to cross-sector upskilling and improved workforce participation, as businesses adopt new strategies and practices showcased at the awards. The awards directly contribute to the Economic Development key actions by promoting business excellence and fostering an environment of continuous improvement and innovation among local businesses.	Project Completion due January 2027.	$12,500
	Inspire & Collaborate	Business Capability Workshop Series & Digital Resources Library	Inspire + Collaborate will deliver a series of full-day Business and Leadership Capability Workshops in the City of Busselton, designed to support women in building commercially strong and sustainable businesses while strengthening personal leadership capacity. The workshops will combine practical business development topics — including growth strategy, marketing, profitability and systems — with performance-focused sessions addressing leadership resilience, decision-making, energy management and sustainable success. This integrated approach recognises that business growth and personal capacity are closely linked. Led by specialist facilitators from WA and interstate, the program will also create a professionally produced digital resource library, ensuring ongoing access to high-quality cap ability-building content for the wider business community. This initiative supports local economic resilience by strengthening business capability, fostering cross-industry collaboration and equipping women-led enterprises in the City of Busselton for long-term success.	Project Completion due January 2027.	$9,500

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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.	Advertising campaign successfully completed.	$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.	The inaugural February lunch 'n' learn series was a successful event for learning, connecting with stakeholders and business owners, branding and overall community awareness. It was expected that numbers would be small due to the time of day and as such, provided an intimate and relaxed learning and connection experience for both the attendees and presenter. However, the result of 71.4% attendee rate highlights solid business owner interest for these short presentations. The series generated 40% of new/re-appearing business owners. This benefits the business owners directly, as they hear about the free business service offerings provided through SBDC Regional. Government service providers were genuinely supportive of the concept and connecting with IPS and the SBDC Regional program. It also provided me, as a business advisor, the opportunity to understand, in more depth, what these service providers offer and how I can reciprocate support when a client need arises.	$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.	The Vasse Lions Club successfully held a series of Twilight Markets on December 1st, 2023, January 5th, February 20th, and March 1st, 2024. The grant funding of $1,000 directly contributed to the costs associated with road closures for each market, totalling $2,965.98 across the four events. A user-friendly website facilitated vendor registration, streamlining the selection process and minimizing overlap in product offerings. This resulted in a diverse and successful market with a strong representation of artisans, cottage industries, and local businesses. Collaboration with local businesses was prioritized. Encouraging extended opening hours fostered a cohesive market atmosphere while respecting existing businesses by ensuring complementary, non-competitive stall placement.	$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.	Facilitate business collaboration by holding the Barrelled Surf Podcast Live Community Event at Bungalow Social during the Margaret River Pro on 19 April 2024 Promote the Cape as a surfing tourist destination. Collaboration between local businesses: Bungalow hosting the evening, Cheeky Monkey Brewing, Creatures of Leisure. 120 attendees, and over 4,000 downloads of the episode recorded on the night. Having the locally brewed collaboration beer was also a success, with Cheeky Monkey receiving an ABA (Australian Beer Awards) nomination for the brew, "Mainbreak" Participation of the Professional Surfers attending -Championship Tour Athletes Liam Obrien, Matt McGillivary and Sophie McCulloch.	$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.	* 250 people attended opening night function and supported the event and the Tuart Forest Restoration Group through donations, raffle sales and by the purchase of artworks. * 10 local community groups accepted invitations to attend throughout the week and enjoyed the exhibition, morning tea in our pop-up café and specially organised presentations by our founding committee members on the history and future plans for the Forest and the Mill buildings as well as the opportunity to tour the Ludlow Site. * Over 100 people per day visited the exhibition during the week with numbers much higher over the two weekends. A combination of running the event over the school holiday period and opening the entries to the whole of WA saw entrants and many visitors from outside the region attend the exhibition.	$924

	Project Title	Applicant	Project Overview	Project Outcome	Amount Funded
	Building Busselton Town Team	Beautifying Busselton	Installation of street furniture at strategic locations in the Busselton CBD to encourage foot traffic, beautification and activation.	• Town centre activation and placemaking by beautifying and activating Queen Street and Prince Street • Placed colourfully planted timber planters and benches on the footpath in north Queen Street and Prince Street (near Australia Post) • Worked with another community group on this initiative, creating partnership and connection. • A team of eight Men's Shed members built the planter boxes and timber benches, whilst eight Town team members potted up the plants and placed the planters and benches in two locations.	$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.	Weekly free early morning yoga sessions were presented in March 2025, located in Mitchell Park. BBTT volunteers set up a PA system and BBT materials, registered attendance and oversaw the free event. Invited Geographe Leisure Centre and five other yoga studios instructors to partner and deliver this initiative. Targeted a local audience of all ages and demographic, drawing from a range of Busselton suburbs. Brought people into Busselton's City centre to experience different types of yoga in a casual and friendly format. The initiative attracted people to try yoga for the first time and/or bring friends down to give it a go. Provided participants with donated vouchers to use in nearby cafes and businesses. Created partnerships and collaborations with five City centre businesses.	$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.	14 Businesses involved-Choices Flooring, One Rustic Bloom, The Cheese cake shop, Elysium Jewellers, Brimful of Asha, House of Hair on Kent, Portal Coffee, Spice Odysee, Desert To Ocean, Kitchen Works, Landscape Supplies, South West Windscreens and Tint, Beacon Lighting, Busselton Automotives. Around 77 businesses were approached, and it was sent through our newsletter of around 600 people, and on our social media platforms. 6 of the businesses are members. There were 7764 entries, required to spend $50 or more to enter. $388,200 direct benefit to business.	$999
2025/26	**Building Busselton Town Team**	Queen Street Food Party 2025	Building Busselton Town Team, in conjunction with The Vasse Tavern, are holding a Queen Street Food Party on 07 November 2025. Grant funding of $2,000 will go towards the traffic management required to close off Queen Street between Kent and Duchess Streets. The proposed date for the event is Friday 7th November. The event will run from 6.00pm - 9.00pm, with local food outlets and community groups trading from 6.00pm until closing. The road will be closed to traffic from 3.00pm when bump-in of the band and alfresco equipment will commence. Local hospitality businesses on Queen Street between Kent and Duchess streets have agreed to open on the night and setup their footpath areas for a party. All elements of this event will be sourced from local suppliers. BBTT aim to keep the event family/community friendly, with free entertainment and affordable food options. This project is to provide a nighttime trading opportunity for businesses in the Queen Street Food Precinct and will create identity and launch Queen Street Food Precinct to the community and visitors to town.	The event ran from 6 - 9pm, with local food outlets and community groups trading from 6pm until closing. The road was closed to traffic from 3pm when bump-in of the band and al fresco equipment began. Local hospitality businesses on Queen Street between Kent and Duchess streets opened on the night and set-up their footpath areas al fresco for a party. They contributed to promoting the event by putting posters in their windows and posting the event on Socials. The Vasse Tavern provided al fresco umbrellas whilst Bendigo Bank supplied their red pallet furniture. Building Busselton Town Team supplied and supervised giant games and pavement chalk. Yellow bunting was erected down the street. BBTT will look at making this an annual event.	$2,000
	Creative Corner	Bandwidth Amplify	Bandwidth Amplify is a four-week mentoring and business development program designed specifically for creatives working in such fields as gaming and interactive media, music and audio production, photography and film creative tech and app design. The program is delivered with flexible virtual access, making it easy for regional creatives to participate alongside their peers across WA. Project partners include Lottery west, Mesh points, Space Cubed and Creative Corner. This program is available to applicants throughout WA, with other local governments involved including City of Bunbury, Subiaco, Stirling and Joondalup. Grant funding of up to $2,000 will go towards mentoring up to 4 City of Busselton based local creative applicants ($500 per participant). Enabling four Busselton creatives to participate, this initiative directly contributes to local industry growth and professional upskilling. Participants will develop stronger business foundations, improved financial literacy, and collaborative networks - enhancing the region's creative economy and supporting long-term sustainability. The City's investment fosters local creative enterprise development, connects Busselton participants to wider WA industry clusters, and builds the capacity of creative small businesses to contribute to the region's economic vibrancy year-round.	The City sponsored 4 places within the program and enabled creative entrepreneurs within our community to access a structured program of professional development, mentoring, and sector engagement - building capability, confidence, and stronger pathways to employment and business sustainability. Local creatives from within the region had equitable access to industry mentoring, business development training, and networking opportunities. Many participants were early-stage businesses or sole traders seeking clarity, structure and commercial capability. Others were established practitioners ready to scale, refine their business model, or expand their market reach.	$2,000

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Busselton Chamber of Commerce & Industry	Shop Local Christmas 2025	The project builds on a similar campaign instigated last Christmas by BCCI, to promote local spending during the holiday season by incentivizing customers and businesses to participate. Last years' campaign had 14 local business participants, with 7,764 customer entries who qualified by spending $50 or more at the participating local businesses. This equates to at least $388,200 in sales generated through the campaign. The campaign is open to both Chamber member and non-member businesses, with a participation fee for each business of $350 to be featured in a coordinated marketing campaign across television, radio, print and social media. The campaign will run from 18 November 2025 until 18 December 2025, encouraging shoppers to spend $50 at participating local businesses for a chance to win prizes. City funding will contribute towards cost of marketing and promotion and provide for the City of Busselton to be recognised as a supporter of our small business community in resultant promotion and marketing collateral.	The campaign generated approximately 7,000 prize draw entries across the four week period, indicating strong and sustained consumer engagement with participating businesses. 17 local businesses received exposure through a coordinated marketing campaign delivered across television, radio, print, and social media throughout November and December 2025. Outcomes were delivered through a campaign structure managed entirely by BCCI staff, across logistics, design coordination, printing, delivery and collection of entry materials, and prize draw administration. Prize draw winners were drawn and awarded with Chamber Gift Vouchers channelling prize value directly back into the local economy through Busselton businesses.	$1,980
Healthy Mind Menu Inc.	Mental Health in Hospitality Busselton Roadshow	With a successful track record of Mental Health First Aid (MHFA) workshops and industry partnerships across WA, HMM is now expanding regionally to reach workplaces in Busselton, a high-demand community where hospitality, tourism, and resource-sector teams experience increased stress, burnout, and isolation. This project will deliver one "Creating Mentally Healthy Venues" workshop and distribute Healthy Mind Menu Starter Packs to all participants. The initiative aims to improve mental health literacy, create connected peer networks, and embed wellbeing practices in local workplaces.	2 workshops held with 12 attendees at each. Topics covered: * Recognising signs of stress and burnout * Psychosocial hazards * Creating supportive workplace cultures * Leading mentally healthy teams * Supporting staff wellbeing * Building resilient workplaces 34 'Healthy Hospitality' Starter Packs were distributed.	$2,000
Leeuwin Ocean Adventure Foundation	Leeuwin II Busselton Visit 2026	The Leeuwin Ocean Adventure Foundation has delivered experiential youth development programs through sail training voyages aboard the tall ship STS Leeuwin II. Operational delivery is centred around the STS Leeuwin II, a purpose-built sail training vessel. The ship operates with a qualified professional maritime crew supported by a large network of trained volunteers who contribute across sailing operations, maintenance, youth mentoring and shore-based activities. The Foundation's structure combines professional staff, maritime crew and volunteers to deliver safe and impactful youth development programs. This model enables Leeuwin to operate a complex maritime training environment while maintaining strong community engagement and cost-efficient program delivery. Through this structure, the organisation is able to deliver leadership and teamwork development experiences to thousands of young Western Australians while maintaining high standards of maritime safety, governance and operational oversight. Funding contribution towards marine berthing fees to berth at the Busselton Jetty.	The project delivered the STS Leeuwin II's planned Busselton visit between 30 March and 10 April 2026, with the vessel berthed at Allyes Landing, Busselton Jetty. Outcomes included: 8 days berthed at Busselton Jetty, 2 public-facing activities delivered, including Open Day / Day Sail and over 300 participants and visitors engaged through vessel activities and public access.	$1,416