



**Small Business Grants Program 2023-24
Information Webinar**

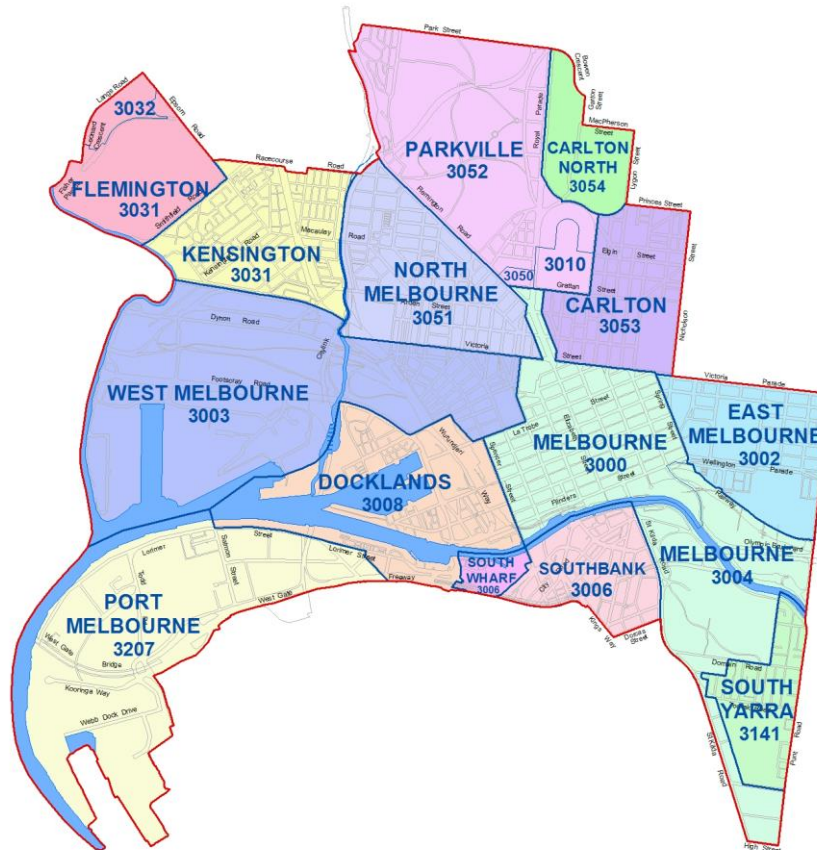


CITY OF MELBOURNE

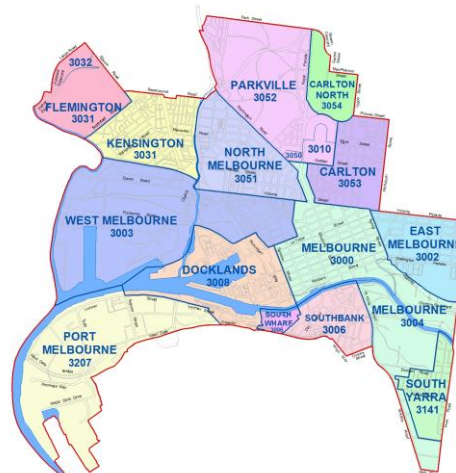


GRANT PROGRAM OVERVIEW

Supporting the establishment of new businesses and expansion of existing businesses within the [City of Melbourne municipality](#).



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Objectives

- encourage the establishment and growth of small businesses that:
 - enhance the City of Melbourne’s reputation for business innovation, creativity, diversity, inclusiveness and environmental sustainability
 - strengthen and diversify the local economy’s resilience by demonstrating a unique point-of-difference, sound business model and long-term financial viability
 - generate employment and investment opportunities
- enhance the city’s vitality by increasing the occupancy rate of shopfronts** across the municipality.

What is a shopfront?

A street-facing, ground level commercial properties.

Open stream

Up to \$20,000 available to any business that meets the eligibility criteria and program objectives

Shopfront Occupancy stream

Has two options available:

- Up to \$20,000 for shopfront vacant **between 2 and 6 months**
- Up to \$30,000 for shopfront vacant **more than 6 months**



- **OPENED** on Tuesday 22 August 2023 at 9am AEST
- **CLOSES** at 12pm on Monday 25 September 2023
- **Assessment period** will be in October and November 2023
- **Outcomes announced** once letters of agreement have been signed

Applicants must:

- be located within or committed to relocate promptly (within three months of receiving a grant) to the City of Melbourne municipality
- have a valid Australian Business Number (ABN)
- have less than 20 full-time or equivalent employees at the time of applying
- ****Shopfront occupancy stream ONLY:** provide evidence of a commercial lease (for a minimum length of 12 months) if relocating to City of Melbourne or moving to a larger premises within City of Melbourne

**Please refer to full eligibility criteria in Program Guidelines*

Business plan, workforce and experience

40%

Benefits and impact to the City of Melbourne

20%

Financial viability

40%

Business plan, workforce and experience

Demonstrate your business's operational plan including:

- Your unique point of difference
- Organisational structure and your team
- Main competitors
- Marketing strategy including target audience/customers

Your business's purpose, vision and operational model

Benefits and impact to the City of Melbourne

Familiarise yourself with two key Council documents:

1. [Council Plan 2021-25](#) is our long-term vision for Melbourne
2. [Economic Development Strategy 2031](#) is a 10-year economic, social and cultural plan

***Outline your small business's contribution to our City
- it's people and places.***

Also refer to our [commitment](#) to United Nations Sustainable Development Goals



Pick **ONE** your business identifies with the most

Financial viability

You must provide financial statements and other additional financial information to validate your business's financial viability.

Check our [financial templates](#) to support your application.

Evidence could include:

- previous and projected financial statements
- profit and loss
- financial guarantee, or
- financial reserve.

Outline the total investment in the enterprise

**It has been shown from previous grant rounds that those applications providing more financial information have a greater chance of success.*

YES...

- Capital improvement costs associated with fit-out of business premises including, but not limited to furniture, cabinetry, joinery, partitioning, flooring, shelving, and painting.
- Website development or enhancements
- IT equipment (purchasing hardware (computers, laptops, printers, servers))
- Specialised equipment and software (directly related business operation)
- Other expenditure items (clearly demonstrate the need)

NO...

- Operational expenses which are ongoing costs to run the business, such as rent, utilities, legal costs, marketing, wages and personal expenses.
- Applications that do not meet the eligibility or assessment criteria.
- Expenditure items incurred prior to the date the business submitted an application.



Applications can be completed online using SmartyGrants

Applications must:

- meet all eligibility criteria
- address all assessment criteria
- answer all questions
- submit by **12pm on Monday 25 Sept 2023**

Assessment process

1. **Due diligence:** ensure all eligibility criteria are met
2. **Panel assessment:** applications individually assessed by a panel
3. **Recommendations:** selected applications go to Council for their decision
4. **Notification:** outcomes will be communicated through SmartyGrants

Grant writing webinar

11am on Monday 11 September



Need support with your financial information?

Book a 1on1 session with Small Business Mentoring Service to review your financial information prior to submitting your grant application.

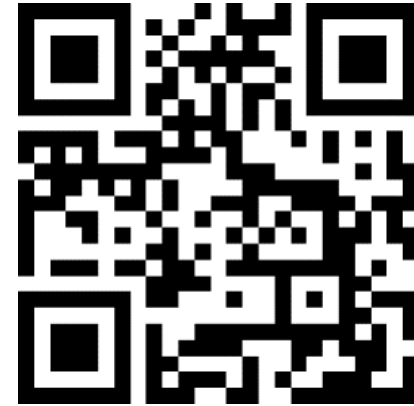
Cost \$80

Refer to our [financial templates](#) to support your application

melbourne.vic.gov.au/smallbusinessgrants

Grant writing webinar

11am on Monday 11 September



Questions about the grant?

Contact businessfunding@melbourne.vic.gov.au to discuss the grant opportunity with our team

Issues with your SmartyGrants application?

Call 03 9320 6888 or email service@smartygrants.com.au
Open Monday to Friday 9am to 5pm

melbourne.vic.gov.au/smallbusinessgrants

A dedicated team of case managers who can assist:

- new businesses with getting started at all stages
- existing businesses to transform their operating models
- connecting all businesses with the right business mentoring service, at the right time to achieve business success

One-stop shop for your business

Providing information from all levels of Govt. and other organisations



Call 9658 9658 (press 1 for business) or book online

MORK Chocolate

Opened their North Melbourne café in 2012 and after receiving a Small Business Grant in 2014 they have grown to multiple cafes, a chocolate factory and have operations in UK and Japan.



Wendy Voon Knits

This local fashion designer received a small business grant in 2017 to expand her retail space by offering customers a personalised retail service.

Little Lon Distillery

Operating out of Melbourne CBDs last remaining single story house, this popular distillery received a small business grant in 2019 to create a special whiskey that's been maturing in a cell at the Old Melbourne Gaol!



Q) Can my business apply more than once?

- A) No, only one application per business/ABN

Q) Can I apply for grant funding if I have received grant funding from other sources for my business?

- Yes – however, you must clearly demonstrate how the funding request is different from the activity that you've received funding for

Q) Insurance - Certificate of Currency – do I need to submit one?

- Yes – your application requires you submit evidence of appropriate insurances to be accepted for assessment

Q) Can I apply for retrospective activities?

- No – only expenditure items incurred after the date your application was submitted. Please note, priority will be given to leases signed for vacant shopfronts after 1 July 2023.

Q) When will I get my money?

- A) As per the funding agreement, once executed and an invoice is received. Standard payment terms are 30 days from the date being issued to City of Melbourne.

Q) What if my proposed activity fails or does not occur?

- (A) You must inform us as soon as you know this to be the case. If you're facing challenges with delivering your proposed activity please contact us to discuss options.

Q) Can you provide feedback on my application before I submit?

- A) No, we cannot provide feedback or advice on the contents of your application – this is a competitive grant process.

Q) Can I get an extension to submit my application?

- A) No, though we will consider on a case by case basis if you are having technical issues on the closing date. ***Tip – don't leave submission to the closing date.**





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