

# Council Policy

## Local Commercial Support Grants



Legislation/local law requirements	N/A
Relevant Delegation	Please see the City Delegated Authority Register
Related policy procedures and documents	Strategic Community Plan Corporate Business Plan 2019

## Introduction

The City of Kwinana recognises the vital role that local businesses play in enhancing the community's quality of life and economic prosperity. Retail precincts and home-based businesses contribute significantly to the City's vibrancy, employment opportunities, and overall sustainability.

To support the sustained growth of local businesses, the City has established the Local Commercial Support Grant program. This initiative encourages investment by providing financial assistance to eligible businesses, enabling them to enhance their operations, improve their premises, and strengthen their digital presence.

## Purpose

The City of Kwinana recognises that the businesses in Kwinana play an important role in the quality of life of the community. The continued role of our shopping precincts support the vitality of our City and are an important source of employment for local residents, acknowledge that Kwinana is home to a large number of home based businesses. The purpose of these grants are to encourage investment in local business that will support their sustained growth. The grant funds will be allocated on a competitive basis via and Expression of Interest (EOI) process.

## Objective

The objective of this policy is to:

- Support the growth and sustainability of local businesses within the City of Kwinana.
- Enhance the visual appeal, safety, and functionality of retail precincts.
- Encourage businesses to invest in improvements that contribute to the economic and social wellbeing of the community.
- Foster innovation and digital transformation by supporting businesses in developing e-commerce capabilities.
- Promote local procurement and strengthen connections between businesses within the City.

## Scope

The policy applies to retail and home based businesses within the City of Kwinana that meet the eligibility criteria of the Policy.

The Policy shall be reviewed following a period of three years. Funding for the program is subject to annual budget allocations as determined by Council.

# Policy Provisions

## Definitions

**Retail Business** means – an approved shop, local shop, liquor store, health studio, eating house, fish shop, tavern, showroom or trade display as defined in the City of Kwinana Local Planning Scheme No.2.

**Home Based Business** – a business that is operated from the dwelling/private residence of the business owner.

## Policy statement

The Policy also requires the formation of a selection panel comprised of three elected members, and two City Officers to be appointed by the CEO, who will assess the applications against the eligibility assessment criteria for the Local Commercial Support Grants program.

1. The following expenses will be considered for grant funding for Retail Businesses under this Policy:
  - 1.1. The removal and replacement of obtrusive security features to make the property more inviting, while providing the necessary security;
  - 1.2. External improvements permanently affixed to the property (permanent outdoor signage is an eligible expense) or works directly upon the external premises (must have building owner's written consent);
  - 1.3. Enhanced public realm (for which a broad definition shall apply) and will include, but not be limited to, improvements or creation of alfresco areas or enhanced landscaping, such as a flower bed;
  - 1.4. The development of websites with e-commerce functions such as sales or booking features.
  - 1.5. Installation of security features such as lighting, CCTV or alarm systems.
  - 1.6. Any other project, that in the opinion of the selection panel, is consistent with the intent of the policy (for example, professional or business development).
2. The following expenses will be considered for grant funding for Home Based Businesses under this Policy:
  - 2.1. The development of websites or smart phone applications with e-commerce functions such as sales or booking features.
  - 2.2. Any other project, that in the opinion of the selection panel, is consistent with the intent of the policy (for example, professional development, business or social media training).



3. In order to be eligible for a grant, a business must meet the following criteria:
  - 3.1. Applications are to a maximum contribution of \$1000 (plus GST) from the City of Kwinana.
  - 3.2. Have ownership of the premise or a lease for at least 12 months from the time of approval, or demonstrate an ongoing rental arrangement confirmed in writing by the owner of the property, that is acceptable to the panel;
  - 3.3. Have all current, or be able to obtain, insurances, permits and licences for business operation, including being registered by the City of Kwinana and holding an ABN. These approvals must be obtained prior to any application being approved;
  - 3.4. Have all current, or be able to obtain, insurances, permits and licences for the works proposed. These approvals must be obtained prior to any funds being dispersed;
  - 3.5. All grant applications must have a written quote for the work. Grants will not be given for works already undertaken. (Disbursement of grant funding will only occur on receipt of final paid invoice);
  - 3.6. The grant will not fund operational expenses such as wages, stock or marketing;
  - 3.7. The applicant must be the owner-operator of that business location (franchises are eligible);
  - 3.8. The project must be complete three months from project approval unless otherwise approved by the City;
  - 3.9. Goods or services should be procured from businesses within the City of Kwinana (unless exceptional circumstances preclude this);
  - 3.10. The applicant or owner not be a member of Council or an employee of the City, or a closely associated person of a Councillor or employee of the City, as defined in Section 5.62 of the Local Government Act 1995; and
  - 3.11. Successful applicants must enter into an agreement with the City. The agreement must include the following information:
    - agreement to allow the City to promote the program, the City's support and the outcomes through the City's media;
    - agreed scope of benefits to the business and the community;
    - acquittal of funding; and
    - provision to the City, on a date determined within the agreement, of the achieved benefit as a result of the grant funding.

4. The Local Commercial Support Grant funds will be distributed based upon merit with evaluation based upon:
  - 4.1. The leveraging of private funds as a result of the grant;
  - 4.2. The goods or services being procured from businesses within the City of Kwinana;
  - 4.3. The extent to which the proposal brings new products or services to the community;
  - 4.4. The extent to which the proposal demonstrates financial viability or sound management;
  - 4.5. The extent to which the project is ready to be implemented (investment ready);
  - 4.6. The equal distribution of the funds based upon geographic location (to the degree that this is practical based upon quality of submissions);
  - 4.7. The maximum grant allocated to an individual project will be \$1,000;
  - 4.8. Preference will be given to applicants who have not received funding from previous grants from the City;
  - 4.9. Preference will be given to applications that focus on the external aesthetics of the premises and the amenity of the area.
  - 4.10. An evaluation matrix is included in Appendix One.
  
5. Where a proposal indicates procurement of products from outside the boundaries of the City of Kwinana, the City may approve the application conditional on procuring the goods and services, in part or in full, from businesses within the City of Kwinana, where goods or services of a similar price and quality are available.

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Officers may amend this section without council approval.

Responsible Team	Economic Development and Advocacy
Initial Council adoption	Date: 25 March 2020      Ref#: 118
Reviewed/amended	Date: March 2025      Ref#: 621
Next Review Date	Date: March 2027
Policy Document Number	D20/13561[v3]

## Appendix One

### **Evaluation Matrix**

Each application will be scored by the *Commercial Support Grant Panel* by the following evaluation matrix. All scores will then be added to create a final score to rank applications.

<b>Criteria</b>	<b>Maximum Score</b>
The leveraging of private funds as a result of the grant	20
Goods or services procured from businesses within City of Kwinana	30
The extent to which the proposal brings new products or services to the community;	10
The extent to which the proposal demonstrates financial viability or sound management;	10
The extent to which the project is ready to be implemented (investment ready);	10
The extent to which the project improves the amenity of an area;	10
The equal distribution of the funds based upon geographic location (to the degree that this is practical based upon quality of submissions);	10
<b>SUBTOTAL</b>	
If no previous grant secured in previous round	+20% OF SUBTOTAL
If outcome is focused on external aesthetics	+20% OF SUBTOTAL
<b>TOTAL</b>	