

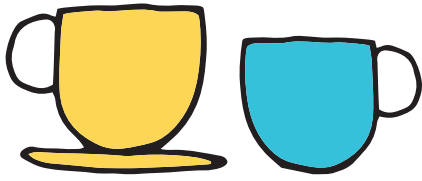


eCommerce Support Grant

Quick response funding for small business
affected by COVID-19



City of **HOBART**



SUMMARY:

The City of Hobart is providing funding to small businesses to cover fees that are associated with selling their goods online (ecommerce).

The funding is available to the value of \$300 (ex GST) per business. This funding is to cover the equivalent of approximately 6 months of fees for an ecommerce platform.

Practical experience for establishing an ecommerce system will be provided through Digital Ready, including the use of a free 2-hour digital coaching session to assist in getting you online.

This funding is designed to assist those businesses who have a physical store selling material goods for example jewellery, clothing, giftware or non-perishable food such as chocolate.

In this initial stage, there is a maximum of 100 allocations of funding to award. Assessment will be done in the order of applications received until such time as the budget is exhausted.

ELIGIBILITY:

- The business must have an existing physical store that is located within the City of Hobart municipality where customers would come to purchase items (as at 29 February 2020)
- Have an Australian Business Number (ABN)
- Be a small business as defined by the ABS, that is employing less than 20 FTE (at the time of the application)
- Business must be selling items that have the potential to be sold via an ecommerce platform and non-perishable.
- You must be use an eCommerce platform which allows you to sell the goods including payment, inventory control and general point-of-sale functions. It is not sufficient to use Facebook marketplace or similar.
- If you already have an ecommerce platform, you will still be eligible for funding so you can maintain this sales model, although preference will be given to those stores that do not have an online store.

KEY DATES:

The applications open 9 am Thursday 2nd April 2020 and will be available until such time as the budget is exhausted.

Applications will be assessed in the order that they are submitted and applicants will be advised of an outcome as soon as practicable.

Applicants are expected to use their funds as soon as practicable with an acquittal due in 6 months.



APPLY:

hobartcity.smartygrants.com.au/eCommerce

NOT ELIGIBLE:

- Australian, state and local government agencies, bodies and enterprises.
- Political organisations
- Where the applicant has outstanding debt to the City of Hobart or where the applicant has failed to comply with terms and conditions of previous funding with the City of Hobart

ASSESSMENT:

Will be undertaken by an internal panel of skilled and relevant officers. The City of Hobart may request further information should it be required to fully assess your application.

TERMS AND CONDITIONS:

You will be required to provide your bank details when submitting your application as the quickest way to transfer your funds if successful is via Receipt Created Tax Invoice.

If successful, you will need to sign a letter of agreement with details of the funding received.

You will also be required to submit an acquittal form which will request you provide the web address (URL) of your new platform, and if you already have an existing website address, provide a summary of how the funds assisted with your response to COVID-19.

DIGITAL READY

The City of Hobart strongly encourages participants who require assistance to get their business online to contact Digital Ready. The Digital Ready team have skills and experience and are able to provide one-on-one coaching sessions between business owners and skilled coaches. Every Tasmanian business is eligible for a coaching sessions which runs for 2 hours and is free of charge.

Digital coaching sessions are available via Zoom, Skype or by phone. Extra coaches have been engaged in order to meet the increased demand.

In addition, Digital Ready have a suite of resources available to access any time. We recommend you visit them at digitalready.tas.gov.au

To book a coaching session please call 1800 955 660.

Further business support in response to COVID-19:

Business advice & registering your impact

You are encouraged to contact Business Tasmania to register the impact COVID-19 has had on your business on 1800 440 026.

Tourism (including F&B, relevant retail) updates

If you operate a visitor economy business in Tasmania and want to keep up to date with the latest information from Tourism Tasmania, you can register for the e-newsletter at www.tourismtasmania.com.au/news/newsletter

QUESTIONS?

Please call the Marketing & Business Engagement Officer on 6238 2434