

MAY 2017 V1

# COMMUNITY DEVELOPMENT GRANTS PROGRAM

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# LOCAL TRADER MARKETING GRANT GUIDELINES



City of **HOBART**

# Contents

INTRODUCTION .....	3
STRATEGIC PLAN AND VISION .....	3
GUIDELINES.....	3
WHAT CAN YOU APPLY FOR? .....	3
HOW MUCH MONEY IS AVAILABLE PER FINANCIAL YEAR?.....	4
HOW MUCH MONEY CAN YOUR ORGANISATION APPLY FOR?.....	4
WHAT IS A LOCAL TRADER AREA? .....	4
WHO CAN APPLY? .....	4
WHO CAN'T APPLY .....	4
HOW TO APPLY .....	4
KEY DATES FOR APPLICATIONS .....	5
PROJECT ELIGIBILITY .....	5
INELIGIBLE APPLICATIONS .....	5
ASSESSMENT CRITERIA .....	6
PROJECT PLAN .....	6
EVIDENCE OF SUPPORT .....	6
ASSESSMENT PROCESS .....	7
ASSESSMENT PANEL.....	7
RECOMMENDATION TO COUNCIL.....	7
COMMUNICATION .....	7
PRE-ASSESSMENT ELIGIBILITY CHECK.....	7
SUCCESSFUL APPLICATIONS .....	8
GRANT AGREEMENT.....	8
ACQUITTAL .....	8
GST AND GRANTS .....	8
RECOGNITION OF COUNCIL ASSISTANCE .....	9
UNSUCCESSFUL APPLICATIONS .....	9
FURTHER INFORMATION AND ENQUIRIES .....	9
DOCUMENTS .....	9
CONTACT OFFICERS.....	9

## Introduction

The Local Trader Marketing Grants are designed to help groups of traders to attract customers to their trading area. These grants are designed to encourage these groups to create and run marketing activities and events.

New and innovative ideas are encouraged, and in particular, projects that can activate under-utilised spaces, that build upon existing City of Hobart events, and/or that activate outside of traditional trading hours (for example, night trading).

The following activities are eligible for a Local Trader Marketing Grant:

- consumer advertising and marketing communications including digital, competitions or promotions that specifically drive awareness/visitation to a local trader area
- events that specifically drive awareness and visitation to a local trader area with a view to increasing customers.

## Strategic Plan and Vision

Our vision for 2025 (from the [Capital City Strategic Plan 2015-2025](#)) is that Hobart will be a city that:

- offers opportunities for all ages and a city for life
- is recognised for its natural beauty and quality of environment
- is well governed at a regional and community level
- achieves good quality development and urban management
- is highly accessible through efficient transport systems
- builds strong and healthy communities through diversity, participation and empathy
- is dynamic, vibrant and culturally expressive.

## Guidelines

These guidelines outline eligibility and assessment criteria for the Local Trader Marketing Grants program. All applications must comply with these guidelines.

From time to time the City of Hobart may elect to target specific outcomes within the assessment criteria and will redistribute assessment weightings accordingly. This will be notified in advance on the grants website as the 'Key Criteria' for each round.

Where there are no Key Criteria, all criteria will be evenly weighted.

### What can you apply for?

The City of Hobart provides grants for groups of traders for local area marketing. Prior to completing this application and developing your event submission, please consult with the City of Hobart's City Marketing Unit on (03) 6238 2434.

Businesses can apply for only one Local Marketing Trader Grant per project, per financial year. This means that applicants may also apply for other grants in the

Council's Community Development Grants simultaneously and in consecutive rounds, but not for the same project.

<b>How much money is available per financial year?</b>	
\$24,000	
<b>How much money can your organisation apply for?</b>	
Local Trader Marketing Grants	
Amount	Funding up to \$5,000
Availability	Two rounds per year

### **What is a local trader area?**

For the purpose of the grant, a local trader area comprises a group of at least five businesses within a close geographical area working collaboratively together.

One business (of the minimum five) would be required to auspice the grant. Alternatively, an incorporated association would be eligible.

### **Who can apply?**

A group must apply together, with one incorporated business auspicing the group. In addition, the group members must:

- be physically located within the City of Hobart municipality and within reasonable proximity to one another
- have an appropriate business registration including that of sole trader
- provide evidence that they are working collaboratively on the proposed project.

Alternatively, an incorporated association may apply without the need for the above requirements. The incorporated association would have to show evidence of its members, with a minimum of five being located within the City of Hobart municipality and within reasonable proximity to one another.

### **Who can't apply**

The following are not eligible to apply:

- Australian and local government agencies and bodies
- owners corporations (strata and company owned)
- applicants who have received a City of Hobart Grant for the same project within the same financial year
- businesses that trade business-to-business only.

## **How to Apply**

All grant applications need to be made via the City of Hobart website, [hobartcity.com.au/grants](http://hobartcity.com.au/grants). Applications cannot be submitted by mail or email.

When you start your application you will need to register by setting up a username and password. You are able to start and save your application, exit the program and then return to it at various times before finishing it.

If you do not have access to a computer, are unable to complete an application online or are having difficulty submitting your application, please email [marketing@hobartcity.com.au](mailto:marketing@hobartcity.com.au) or telephone (03) 6238 2434 and we will be happy to assist you.

## Key Dates for Applications

Local Trader Marketing Grant applications will be accepted twice a year, in the February and August rounds.

Submissions for grant, including all required supporting documentation, must be submitted before 5pm on the closing date nominated for each round.

Late applications are not eligible and will not be assessed.

Grant Applications open to the public: 12 August

Public Information Session: Mid August

Grant round closes: 11 September

Assessment Panel meet: Mid September

Decision made by Council: October

Advice distributed to applicants: October/November

Projects that commence prior to the round notification date cannot be funded in that round.

## Project Eligibility

To be eligible to be assessed for a Local Trader Marketing Grant, please refer to the 'Who can apply?' section in these guidelines. In addition to this, applications need to:

- be for a project occurring within 12 months from the approval of the grant
- appropriately acknowledge the City of Hobart's support in accordance with the [City of Hobart Grant and Partnerships Guidelines](#)
- Incorporate waste reduction strategies in their project. This means, if food is sold or given away in disposable containers as part of an event, only certified compostable containers and utensils must be provided to patrons.

The applicant may be asked what measurements for success they will use (footfall at an event, traffic on a webpage etc).

## Ineligible Applications

Applications will be ineligible if they do not comply with the eligibility criteria and if:

- the applicant has received another City of Hobart Community Development grant for the same project within the same financial year
- the applicant has not fulfilled the conditions of a previous City of Hobart grant by its due date

- where other funding sources are considered to be more appropriate
- the application is for funding to pay for:
  - permanent structures including signage, seating, pavers and trees
  - purchase of buildings or property extensions
  - remissions of rates
  - activities or events that have already commenced, or are scheduled to occur prior to the funding period dates
  - retrospective payments or deficit funding.

The grant is not to be used for the payment of City of Hobart fees including those for development applications, health inspection fees, health approvals and Section 68 approvals.

## **Assessment Criteria**

Projects will be assessed in terms of their capacity to meet the following criteria:

### **Project plan**

A project plan needs to be submitted to explain:

- how the project will drive foot traffic to the local trader community
- how the achievements of the project will be measured
- how the project will be promoted
- if the project or event will run again, how it will be self-sustaining.

### **Evidence of support**

The applicant must name which minimum five (5) businesses are collaborating for the project, and include written support from each business together with detail of their involvement in the project.

This criterion ensures that the project is supported by and representative of a local trader community.

### **Innovation**

New and innovative ideas are encouraged, in particular, projects that can activate under-utilised spaces, that build upon existing City of Hobart promotions or events, and/or that activate outside of traditional trading hours (for example night trading).

Evidence that the event does not duplicate or continue with established programs will be required.

### **Project budget**

Clear budget information will allow the assessment panel to understand the project and whether the budget is reasonable.

Applications should show a balanced budget, accounting for all expected expenses, including in-kind (free of charge), other sponsorships or grants and the amount sought from the City of Hobart.

If there is anything within the budget that is not eligible for funding, this should be highlighted.

## **Assessment Process**

### **Assessment Panel**

The assessment panel will involve City officers as well as representatives from outside of the council organisation.

The panel will assess each application on its merit, against the assessment criteria and will meet to discuss the applications. Applications will be scored and assessed according to the criteria. If the panel requires additional information in relation to your application, you will be contacted.

The application may be recommended for partial funding. This decision is carefully considered with the view of maintaining the integrity of the proposal.

Any lesser financial assistance by the City will involve consultation with the applicant at the time of a Grant Agreement being made.

### **Recommendation to Council**

The panel will make recommendations to the City of Hobart's Economic Development and Communications Committee as to which applications should receive funding based on decisions made as a result of the assessment process.

This Committee will then consider the recommendations and will refer those recommendations to the full Council for decision. The decision of Council regarding funding outcomes is final.

It should be noted that the report detailing the recommendations for funding will be on the open agenda of the City of Hobart's Economic Development and Communications Committee which is placed on the City of Hobart website and is visible to the public. The entire grant application is not published on the website, but brief details of all applications including the applicant name, amount requested, amount recommended for approval (for successful applicants), and a brief outline of the project will be included in the report.

### **Communication**

Applicants will receive notification of receipt of their application as well as notification of the assessment results. All applicants will be advised of the Council decision by email following the Council meeting. Please see 'Key dates' for the likely timing.

### **Pre-Assessment Eligibility Check**

City officers have a 48 business hour review period to contact applicants after the grant round has closed to clarify technical points such as eligibility, if necessary, or to request the provision of supplementary information that would assist the assessment panel in their deliberations.

# Successful Applications

## Grant Agreement

Successful applicants will be sent a Grant Agreement. In general, the City of Hobart will not make an offer for substantially less than the amount requested in the application, however, where the City is unable to provide the full amount requested any lesser assistance will involve consultation with the applicant at this stage.

Grants will be paid once the following is provided:

- all requested documentation
- receipt of the applicant's tax invoices (inclusive of GST where applicable)

Applicants who do not meet their obligations under the Grant Agreement may not be eligible to apply for future grants.

Inability to comply with the Grant Agreement may result in withdrawal of Council support.

## Acquittal

Upon completion of the project, successful applicants will be required to acquit their grant, providing evidence of the delivery of their project, expenditure and outcomes.

The acquittal form will be made available to successful applicants via *SmartyGrants*, and must be completed online within 90 days of the project completion date.

The acquittal report for Local Trader Marketing Grants includes:

- copies of invoices for materials and labour used
- data collected for sales/foot traffic prior to and after the project
- if the grant is for an event, an estimate of attendance figures
- digital images of the project where possible
- evidence of how the City was acknowledged as per the [City of Hobart Grant and Partnerships Guidelines](#)
- a summary of any media or marketing coverage where available.

Groups that do not satisfactorily acquit their grant may not be eligible for future funding and may be required to return the funds allocated to their project.

## GST and Grants

If your organisation will incur a GST liability as a result of receiving the grant (only applicable if your organisation is registered for GST), please submit a tax invoice equal to the amount of the grant plus GST. Otherwise, please submit an invoice equal to the amount of the grant only.

It is a requirement of the Australian Taxation Office that any payee (including incorporated organisations) that does not have an Australian Business Number (ABN) must complete a 'Statement by a Supplier' form. This must be submitted with your application. A copy of this form can be found on the City of Hobart website: [hobartcity.com.au/grants](http://hobartcity.com.au/grants).



## **Recognition of Council Assistance**

Successful applicants must acknowledge the City of Hobart's assistance for the project. This will be required at a value proportional to the grant offered. Please refer to the [Grant and Partnership Acknowledgement Guidelines](#) for details of the expectations in terms of acknowledging Council's assistance. When submitting Shopfront Improvement Grant applications, applicants will need to ensure that all agreed Council benefit deliverables can be provided within an appropriate timeframe prior to the event delivery date.

## **Unsuccessful Applications**

Unsuccessful applicants may discuss their application with the relevant City officer.

If your application is not successful, the decision does not necessarily reflect the worthiness or community benefit of your proposal.

## **Further Information and Enquiries**

### **Documents**

Copies of all City of Hobart documents referred to throughout these guidelines can be found via the hyperlinks contained throughout these guidelines or at the City of Hobart website: [hobartcity.com.au/grants](http://hobartcity.com.au/grants). All documents that need to be provided by you must be included with your grant application unless otherwise indicated.

### **Contact Officers**

For further information specifically regarding a project proposal for the Local Trader Marketing Grant, please contact:

Samantha Skillern (03) 6238 2434

Marketing Coordinator – City Marketing [skillerns@hobartcity.com.au](mailto:skillerns@hobartcity.com.au)