

Business Improvement Grant 2024/25 Application Form

Form Preview

Business Improvement Grant Program 2024/25

Overview

The City recognises that businesses contribute to the vibrancy and energy of Perth. The Business Improvement Grants support businesses and property owners to carry out project works that enhance the public realm, create new experiences and encourage people to visit and stay longer.

Funding Available

Minimum funding of \$10,000 and maximum of \$25,000 is available in one competitive funding round in the 2024/25 financial year.

The City can provide matched funding up to 50% of the total project cost within the maximum grant value of \$25,000 and the remaining amount is to be contributed by the applicant.

Key Dates

Applications Open: 5 March 2024

Application Deadline: 2 May 2024, 4pm AWST

Notification of Decision: 30 July 2024

*Note - Projects can commence following the date of submission. **Approved projects must be completed before 30 June 2025.***

Documentation Required

Applicants will need to supply the following documentation:

- Evidence of financial viability through a recent bank statement, business activity statement or annual reporting statement.
- Copies of relevant insurance.
- Commercial Lease Agreement (must be two years remaining from application submission date); **or**
- Evidence of property ownership such as deed of title.
- Minimum of one written quote.
- Project plan.
- Project brief.

Declaration

* indicates a required field

Eligibility

Please note the Eligibility Criteria for the Business Improvement Grant program before starting your application - see the Business Improvement Grant Guidelines on the [Sponsorship & Grants](#) page on the City of Perth website.

To be eligible to receive sponsorship from the City, the applicant **must**:

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1. be a legally constituted entity, or an individual or business with an Australian Business Number (ABN);
2. have a demonstrated investment in the city such as:
 - a commercial property lease arrangement within the City of Perth local government area, extending at least two years from the time the application is submitted (e.g. if the application is submitted on 30 April 2024, the lease agreement of the space needs to be until at least 30 April 2026 and beyond); or
 - ownership of a property located within the City of Perth local government area, who is undertaking development to attract business tenants and employment outcomes for the city;
3. have all appropriate insurances, permits and licenses for the proposed project or can demonstrate that projects have been discussed with the relevant authorities including and not limited to the City's relevant departments (development, planning, building and health approvals) and relevant paperwork for these processes have been lodged;
4. have submitted the application prior to the project commencement date; and
5. demonstrate financial viability without the City's funding (e.g. the applicant is able to provide evidence such a bank statement to demonstrate the business has the cash flow to undertake and fund the entire project or initiative upfront, with this grant paid upon completion of the project or initiative).

The City will not consider applications from:

- the Commonwealth or State Government Departments;
- a political party;
- an applicant that the City considers to support, promote or facilitate violence, intolerance or discrimination;
- an employee or elected member of the City, or their immediate family, however this does not include an application from an organisation that an employee, elected member or their immediate family member may be part of;
- an applicant that has outstanding debts to the City;
- an applicant who is in legal conflict with the City;
- an applicant that has failed to provide satisfactory acquittal reporting for any previous City funding;
- an applicant that has already received City funding (including in-kind) for the same project within the same financial year; and
- an applicant that conducts, or has conducted themselves in a way that the City considers to be injurious or prejudicial to the character or interests of the City.

The City will **not** consider applications for the following projects or project expenses:

- where the City consider the primary purpose to be political;
- that the City consider denigrate or exclude parts of the community or have an adverse effect on public health, safety, the environment or heritage;
- that request reimbursement of funds already spent; or
- that are for debt reduction or operational deficit.

The City will not support recurrent operational funding, including, but not limited to wages, salaries, or administrative overheads. Further details on eligibility and requirements can be found in the [City's Sponsorship and Grants Policy](#).

If you have any questions please contact a City of Perth Sponsorship Officer on 08 9461 3333.

I confirm that I have read and understood the Eligibility Criteria before proceeding with the application *

☐ I confirm

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Disclosures

All applicants must disclose the following:

Are there any known established relationship between the property owner (or owner representative) and the managing agent or lessee and all quote providers? *

- ☐ Yes ☐ No

Note: conflicts of interest may not exclude an applicant's eligibility, but must be declared for consideration.

Has any other funding been sought or received from the City or any other funding body for this project? *

- ☐ Yes ☐ No

Does the applicant or business have any outstanding debts or compliance issues/ approval matters with the City? *

- ☐ Yes ☐ No

Nature of relationship

Please indicate the nature of the conflict of interest: *

- ☐ Financial (eg. you or your company have a financial relationship with another party related to this application)
☐ Organisational (eg. you or your company have a personal relationship with another party related to this application)

Provide information on the potential conflict of interest: *

Other funding

Please provide brief details of any other funding sought from the City or any other funding body for this project or initiative below: *

Outstanding debts, compliance issues or approval matters

Please provide brief details of any outstanding debts, compliance issues or approval matters below: *

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Please note, before you commence your application you are required to speak with a City Sponsorship Officer to ensure your event is eligible and aligned with the program.

I confirm that I have spoken to a City of Perth Sponsorship Officer about my event and application *

☐ I confirm

Which Sponsorship Officer at the City of Perth have you discussed your application with? *

Please list any other City of Perth officers you have spoken to regarding your application

Applicant Details

* indicates a required field

Definition of Applicant

Definition of 'Applicant': the party that makes an application, including its officers, directors, employees, an auspice of an applicant, an agent, or any individual who represents, acts on behalf of, or in the interests of, the applicant.

For the purpose of this application, you will be asked to provide the details of the applicant entity and the responsible contact person.

Applicant Entity

Definition: the organisation or individual who will enter into an agreement with the City of Perth and funds will be paid to.

Applicant Entity *

☐ Individual ☐ Organisation

Organisation Name

Title First Name Last Name

<input type="text"/>	<input type="text"/>	<input type="text"/>
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Make sure you provide the same name that is listed in official documentation such as with the ABR, ACNC or ATO.

Applicant Entity ABN *

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

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Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

Address *

Address

Address Line 1, Suburb/Town, State/Province, and Postcode are required.

Website

--

Must be a URL

Applicant Contact

Definition: the person completing this form and will be responsible for communicating with the City of Perth during the application and assessment process.

Who is completing this application form? *

- ☐ Business Owner, Employee, or Director (person directly employed by the applicant entity)
- ☐ Authorised Agent, such as external Property Manager or Project Manager or similar

Applicant Contact Details

Applicant Contact *

Title First Name Last Name

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This contact will be the person the City will correspond with regarding the application process

Position held in organisation *

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Applicant contact number *

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Applicant contact email *

Must be an email address.

Authorised Agent Details

As this application is being completed by an external party from the applicant organisation, the following detail is required:

Authorised Agent Organisation *

Organisation Name

ABN of Authorised Agent Organisation *

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

Authorised Agent Address *

Address

Authorised Agent Contact *

Title

First Name

Last Name

This contact will be the person the City will correspond with regarding the application process

Position in organisation *

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Authorised Agent contact number *

Authorised Agent contact email *

Must be an email address.

Please upload documented evidence provided by the applicant authorising the agent to complete this application on their behalf *

Attach a file:

This could be an email or letter from the applicant entity stating authorisation to act on their behalf.

Required Documentation

The following documentation is required from all applicants in this program

Attach a current Commercial Lease Agreement (must be two years remaining) or evidence of property ownership (such as deed of title) *

Attach a file:

A financial statement, business activity statement or similar that demonstrates ability to undertake and fund the entire project upfront, noting this grant is paid upon project completion *

Attach a file:

This could include an annual financial statement, Business Activity Statement, or bank statement demonstrating cash flow.

Applicants operating as a trust are requested to provide the Trust Deed

Attach a file:

Successful applicants will be required to provide evidence of appropriate insurances at the time of agreement execution *

- ☐ Provide now (attach below)
- ☐ If successful, will be provided at time of agreement execution

Please provide evidence of appropriate insurances (e.g. public liability)

Attach a file:

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Project Information

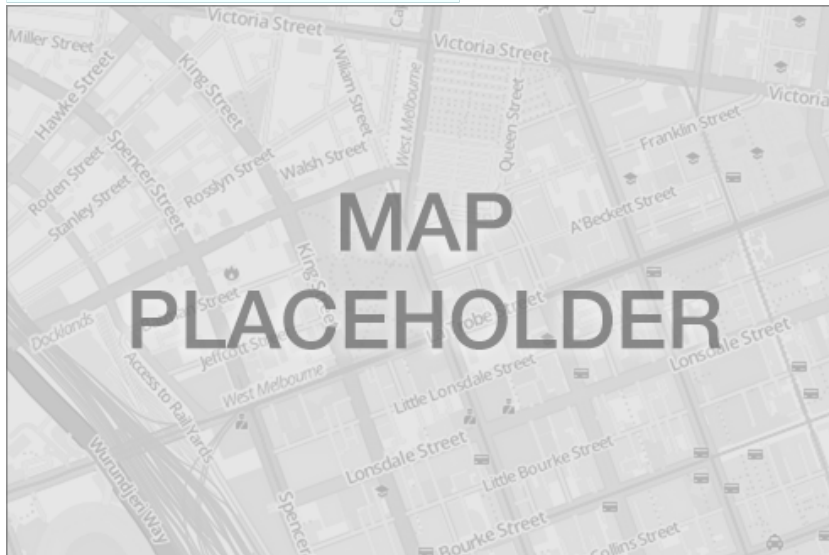
* indicates a required field

Key Details

Business Name *

Project Address

Address



Any, but at least one field is required.

How many years has your organisation or business been operating in the city? *

Industry Type *

- ☐ Retail ☐ Food and Beverage ☐ Tourism ☐ Education ☐ Commercial Property ☐ Other:

Provide a short background on your business and its core activity *

Please outline the core services or products your provide to your clientele

What are the hours of operation for your business? *

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Enter the days and hours of operation. Please use a new line for each day

Types of Projects Supported

BUILDING WORKS/SERVICES

- Building works such as:
 - façade and/or awning enhancement (shop fronts), upgrades and/or repairs;
 - works providing added amenity to the interface between public and private realms;
 - artistic lighting projects that achieve aesthetic and amenity outcomes;
 - major lighting improvements and added safety measures to building exterior;
 - works for fire, services and access upgrades to underutilised spaces (note: must comply with the Building Code of Australia); and
 - activation of underutilised spaces and/or adaptive re-use of a property that supports increased patronage, vibrancy and passive surveillance (e.g. fit-outs to rooftops, upper floors and basements).
- Professional fees e.g. architects, building surveyors, disability access consultant etc. (note: only eligible for projects that activate underutilised spaces).
- Accredited acoustic audits and major sound attenuation measures for venues seeking to offer live music and performance programs.

OUTDOOR DINING

- Installation of fixed/movable screens, umbrellas, planters, tables and chairs, other outdoor furniture (subject to the applicable approvals and permits being obtained from the City - Outdoor Dining Guidelines).

LANEWAY ENHANCEMENT

- Mural installations (note: evidence of laneway ownership or control to be provided as part of the application with written support from surrounding owners who may have rights or access to the laneway. Mural installations are subject to the applicable approvals and permits being obtained from the City).
- Lighting improvements and safety measures e.g. CCTV.
- New business trading interfaces in or near laneways such as coffee booth windows.

Project Type

Which best describes your project type? *

- ☐ Building Works/Services
- ☐ Outdoor Dining
- ☐ Laneway Enhancement

BUILDING WORKS/SERVICES

Select the category which best describes your project

- ☐ Façade and/or awning enhancement (shop fronts), upgrades and/or repairs
- ☐ Works providing added amenity to the interface between public and private realms
- ☐ Artistic lighting projects that achieve aesthetic and amenity outcomes
- ☐ Major lighting improvements and added safety measures to building exterior

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- ☐ Works for fire, services and access upgrades to underutilised spaces (note: must comply with the Building Code of Australia)
- ☐ Activation of underutilised spaces and/or adaptive re-use of a property that supports increased patronage, vibrancy and passive surveillance (e.g. fit-outs to rooftops, upper floors and basements)
- ☐ Professional fees e.g. architects, building surveyors, disability access consultant etc. (note: only eligible for projects that activate underutilised spaces)
- ☐ Accredited acoustic audits and major sound attenuation measures for venues seeking to offer live music and performance programs

OUTDOOR DINING

[City of Perth Outdoor Dining Guidelines](#)

Select the category which best describes your project

- ☐ Installation of fixed/moveable screens, umbrellas, planters, tables and chairs, other outdoor furniture (subject to the applicable approvals and permits being obtained from the City)

LANEWAY ENHANCEMENT

Select the category which best describes your project

- ☐ Mural installations (note: evidence of laneway ownership or control to be provided as part of the application with written support from surrounding owners who may have rights or access to the laneway. Mural installations are subject to the applicable approvals and permits being obtained from the City)
- ☐ Lighting improvements and safety measures e.g. CCTV
- ☐ New business trading interfaces in or near laneways such as coffee booth windows

Project Details

Applicants are to provide a project brief including the below information:

- **What** is the project?
- **Why** do you want to conduct this project?
- **Where** will the project take place? Include two high resolution before photos and site plans.
- **When** will the project take place? Include start and end dates.
- **Who** will run the project? Include project manager/s, contractors, etc.

Project Name *

Your title should be short but descriptive

Total amount requested

This amount will be calculated from responses later in the application form

Project start date *

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Project end date *

Project brief: *

Word count:

Please provide a detailed description of your project - what are you planning to do?

Detail the experience of key personnel (Contractors/Project Managers) delivering the project *

Applicants are to include two high resolution before photos and site plans to support the project brief. *

Attach a file:

Approvals, Permits, Licenses and Insurances

Funding is subject to the applicant obtaining all relevant permits and approvals.

The provision of the grant does not replace the requirements and processes for development, planning, building and health approvals.

Applicants are required to contact the City of Perth [Development Approvals](#) and/or [Environmental Health](#) teams to discuss their projects and ensure all relevant approvals and permits are obtained.

I confirm that I have investigated approvals, permits, licenses and/or insurances relevant to delivering the project: *

☐ I confirm

Please provide detail on any approvals, permits, licenses and/or insurances that are required to deliver the project. *

Upload any relevant correspondence relating to your approvals, permits, licenses and insurances.

Attach a file:

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Assessment Criteria

* indicates a required field

Part One: Project Planning and Budget

Applicants must provide a project plan (e.g. Gantt Chart) showing the process of the project from the start to completion; and a minimum of one written quote to outline the scope of works to be completed, and to demonstrate that the project budget is realistic.

To view an example template, click here - [Project Plan Template](#)

Please use the below sections to upload supporting documentation.

Project Plan: *

Attach a file:

Project is to be completed by 30 June 2025 and acquitted by 31 July 2025

Supplier Quotes *

Attach a file:

Part Two: Project Outcomes

It is the responsibility of the applicant to clearly explain how the proposed project will meet the following two outcomes. Strong evidence and explanations should be used to strengthen the case.

1) Visitation and Vibrancy

Creates a new product or experience within the City which contributes to the overall improvement of its location.

Applicants should consider and explain how the project will meet one or more of the following:

- activate underutilised or vacant spaces
- positively improve the streetscape and/or overall desirability of a location
- provide a point of difference or offer a unique experience/product/service
- provide visibility from street level and is accessible to the public
- assist in activating the location to attract vibrancy and visitation
- increase safety and passive surveillance measures

Visitation and Vibrancy - Provide a detailed response: *

Word count:

Must be no more than 350 words.

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2) Business Growth

The project or initiative contributes to the success and growth of existing or new businesses within identified key sectors, including but not limited to retail, food and beverage, and tourism.

The proposed project must meet one or more of the following:

- enable the business to attract and/or retain customers
- positively impact the night-time economy or shoulder activity periods (i.e. 6am - 8am 6pm - 8pm)
- increase business trade and activity capacity in the city
- offer new experiences or point of difference for the city
- attract new customers to the city
- improve the built form outcomes of the precinct/neighbourhood

Business Growth - Provide a detailed response: *

Word count:

Must be no more than 350 words.

Financial Detail

*** indicates a required field**

Funding Requested

Grants between \$10,000 and \$25,000 (with matched funding by applicant) will be considered in one competitive funding round in the 2024/25 financial year.

The maximum contribution the City can provide is 50% of the project cost (within the \$25,000 funding limit) with the other 50% being matched funding. I.e. to be eligible for \$20,000, the total eligible project costs need to be at least \$40,000.

Funding requested *

Must be a dollar amount and between 10000 and 25000.

What is the total cost of your project? *

This figure must be at least double the funding you are requesting from the City.

Budget

Please provide a detailed event budget including projected income and expenditure.

The budget should include details of other funding that you have applied for and whether it has been confirmed or not. All amounts should be **GST exclusive**.

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Please select whether you would like to upload the project budget or complete the budget table within this form *

- ☐ Upload budget ☐ Complete budget within form

Form Budget (GST exclusive)

Please provide a detailed event budget by completing the income and expenditure tables below or uploading a budget worksheet.

The event budget is to include details of other funding that you have applied for, whether it has been confirmed or not. All amounts should be **GST exclusive**.

Provide clear descriptions for each budget item in the 'Income' and 'Expenditure' columns, Examples of income could include 'DCA grant', 'ticket sales', 'Company X Corporate Sponsorship'. Examples of expenses could include 'performer fees', 'venue hire', 'marketing'.

Your budget **MUST** be accurate and **does not have to balance income and expenditure**. Please **do not add commas** to figures – e.g. type \$1000 not \$1,000 – this will ensure your figures for each table total correctly. You must include all potential or secured sponsorship or grants within the income table.

Please add additional lines if required.

Income Description	\$	Expenditure Description	\$
City of Perth Grant	\$		\$
Applicant Contribution	\$		\$
	\$		\$
	\$		\$

Total Income Amount *

\$

This number/amount is calculated.

Total Expenditure Amount *

\$

This number/amount is calculated.

Total Profit *

\$

This number/amount is calculated.

Upload Budget

You may choose to upload a budget from your accounting system here *

Attach a file:

Max file size 5MB

Previous City of Perth Funding

Has the applicant previously received funding from the City of Perth? *

- ☐ Yes ☐ No

Please detail all previous grants, sponsorship or in-kind support received by this applicant from the City of Perth for this event or other projects in the previous **five years**.

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Please add additional lines if required.

Financial Year	Project/Initiative	Amount
		Must be a dollar amount.
		\$
		\$
		\$

Additional Information

If there is anything else that you would like to add to support your application, please add it here

Any further supporting material for your application can be uploaded here

Attach a file:

A maximum of 10 files may be attached.
Suggested max file size 5MB

Certification and Feedback

* indicates a required field

Privacy Notice

City of Perth pledges to respect and uphold your rights to privacy protection under the [Australian Privacy Principles](#) (APPs) as established under the *Privacy Act 1988* and amended by the *Privacy Amendment (Enhancing Privacy Protection) Act 2012*. To view our privacy statement, [click here](#)

Confidential Information

Please note that the City of Perth must comply with the *State Records Act 2000* (WA), *Local Government Act 1995* (WA) and other relevant legislation and regulations.

An assessment of your application will form part of the decision recommendation report which may be subject to Freedom of Information (FOI) requests.

Successful applicants may be listed on the City's website.

Commercial-in-Confidence

If you have included any confidential information as part of your application, please make this known to the Sponsorship Officer so that this information can be treated as Commercial-in-Confidence.

I agree to these requirements *

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☐ Yes

Conditions of Funding

City of Perth Sponsorship and Grants agreement

Successful applicants will be required to accept the terms and conditions of the funding as outlined in the City of Perth's Sponsorship and Grants agreement. The Sponsorship and Grants agreement is a standard legal document and amendments can not be made to the terms and conditions.

Please follow the links to view the standard City of Perth [Sponsorship Agreement](#) or [Grant Agreement](#) templates.

I agree and understand that amendments can not be made to the standard agreement *

- ☐ I agree to the terms of the City template. ☐ I do not agree to the terms of the City template and list below the changes requested

Provide detail on the requested amendments to the City of Perth Sponsorship or Grants Agreement template *

Sponsorship and Grants Acquittal

Successful applicants will be required to acquit the project for which they have been funded.

The information within the application will be used to inform the acquittal process and the success of the project.

If successful, the applicant agrees to submit the acquittal by the determined due date. An applicant will not be eligible for future funding if they have failed to provide satisfactory acquittal reporting for any previous City funding.

I agree to these requirements *

☐ Yes

Lobbying of Elected Members and Administrative Staff

Applications or anyone representing the interests of applicants must not lobby or seek to influence the decision-making of Elected Members and administrative staff. If, during the period between submitting a funding application and a determination by Council or the CEO, an applicant or any member of the public seeks to lobby any Elected Member or administrative staff, or attempts to provide additional information, either directly or indirectly, on any matter relating to the funding application, the person/organisation will be disqualified and the sponsorship application excluded from being considered for approval.

In the event supplementary information is requested this will be communicated by your Sponsorship Officer directly.

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I agree to these requirements *

☐ Yes

Applicant Certification

This section must be completed by an appropriately authorised person on behalf of applicant organisation (may be different to the contact person listed earlier in this application form). The City of Perth may contact this person to certify the contents of the application.

I certify that to the best of my knowledge the statements made within this application are true and correct, and I understand that if the applicant organisation is approved for this funding, we will be required to accept the terms and conditions of the funding as outlined in the letter of approval and or agreement.

I agree and certify this application *

☐ Yes

Certification Contact *

Title First Name Last Name

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Contact Position *

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Primary Phone Number *

--

Primary Email *

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Application Feedback

You are nearing the end of the application process. Before you review your application and click the **SUBMIT** button please take a few minutes to provide some feedback to the City of Perth Sponsorship team so we can continually improve our application form and process.

How did you hear about this funding program? *

- | | |
|---|--|
| <input type="checkbox"/> Previous recipient | <input type="checkbox"/> City of Perth event |
| <input type="checkbox"/> City of Perth website | <input type="checkbox"/> Advertising |
| <input type="checkbox"/> City of Perth social media (Facebook, Twitter, LinkedIn) | <input type="checkbox"/> Industry forum or publication |
| <input type="checkbox"/> City of Perth newsletter | <input type="checkbox"/> Internet search |
| <input type="checkbox"/> Referral/word of mouth | |

Please indicate how you found the online application process *

- ☐ Very easy
☐ Easy

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- ☐ Neutral
- ☐ Difficult
- ☐ Very Difficult

How many minutes in total did it take you to complete this application? *

Must be a number.

Estimate in minutes i.e. 1 hour = 60 minutes

Please provide the City of Perth with your suggestions about any improvements and/or additions to the application process/form that you think we need to consider *