

Business and Economy Recovery Grant Guidelines



The Business and Economy Recovery Grant program is designed to provide funding assistance to individual Mornington Peninsula small businesses to strengthen resilience and build capacity in the current COVID economy.

There are 7 categories of funding under the Program. A business may apply for a maximum of 2 grants. A business may only apply once per grant.

1. Online Initiatives
2. Revitalisation Initiatives
3. Business Continuity Planning and Expansion
4. New Business Support
5. Accessible Business Improvements
6. Tourism Marketing and Membership Subsidy
7. Local Economy Booster Vouchers

General Eligibility

Businesses must meet the general eligibility criteria plus any category eligibility criteria specific to the grant they are applying for. Businesses who do not meet these eligibility requirements or do not provide the requested documentation will not be considered.

Minimum eligibility requirements for applicants to be considered for funding:

- Must have an active ABN (Australian Business Number), includes sole traders
- Primary business address must operate in the Mornington Peninsula Shire Local Government area
- Employ 20 FTE or less employees (ABS definition)
- Certificate of Currency of relevant Public Liability (PL) insurance (if applicable to funding)
- Hold all appropriate permits and licenses; this will include but not limited to, building and planning permits, liquor licence, health permits, bankruptcy and any other statutory permits or licences that are required for the implementation of the grant
- Be willing to procure goods/and or services from local independent suppliers
- Not be in debt to the Council and must have acquitted or is compliant with any funding previously awarded by Council
- Applications must be submitted online via the 'SmartyGrants' link located on the relevant grant stream web page at <https://www.mornpen.vic.gov.au/grants>.

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Funding Categories and Details

Online Initiatives	
Maximum value per application: \$3,000	
Open: 4 October 2021	Close: 5 November 2021
Purpose: Engage professional services for: <ul style="list-style-type: none">• Website development, design, upgrades and e-commerce platforms (selling online and receiving payments)• Online content development (web pages, mobile apps, audio and visual media)• Social media development• Training in online and e-commerce skills• Improve current online content to be accessible to all audiences/abilities	
Specific Criteria: <ul style="list-style-type: none">• Provision of quote and ABN for the professional services• Demonstration of the capacity and expertise of the professional services to undertake and deliver the project• Purchase of equipment that will not be funded, including but not limited to, laptops, PCs, personal devices, smart phones	
Revitalisation Initiatives	
Maximum value per application: \$10,000	
Open: 21 March 2022	Close: 22 April 2022
Purpose: To foster collaboration and create revitalisation initiatives and activities in small townships and industrial estates that: <ul style="list-style-type: none">• Benefit the township or industrial estate businesses• Activate community spending and support local business in that area	
Specific Criteria: <ul style="list-style-type: none">• Consortium of at least 4 businesses in the township or industrial estate who:<ul style="list-style-type: none">○ Must work together on a collective project that has broader benefits for businesses in that township or industrial estate○ Must show capacity to carry out the project	

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- Full applicant information is required for each business in the consortium
- Townships with existing Trader's Associations or Chambers of Commerce are ineligible, including:
 - Mornington
 - Hastings
 - Rosebud
 - Sorrento
 - Mt Eliza
- Funding is not applicable to infrastructure or Community Placemaking projects

Business Continuity Planning and Expansion

Maximum value per application: \$3,000

Open: 25 October 2021

Close: 26 November 2021

Purpose: Engage professional services for:

- Business and financial planning
- Product development
- Diversification
- Marketing strategy development

Specific Criteria:

- Provision of quote and ABN for the professional services
- Demonstration of the capacity and expertise of the professional services to undertake and deliver the project

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New Business Support	
Maximum value per application: \$3,000	
Open: 4 October 2021	Close: 5 November 2021
Purpose: To assist the establishment of start-up (new) or fledgling businesses	
Specific Criteria: <ul style="list-style-type: none">• Businesses registered after January 2020 must show:<ul style="list-style-type: none">○ A clear business concept or marketing plan to establish the business○ Evidence of market potential○ Consideration given to minimising environmental footprint	

Accessible Business Improvements	
Maximum value per application: \$5,000	
Open: 7 February 2022	Close: 11 March 2022
Purpose: Improvements or enhancements that increase the physical, visual accessibility and amenity of business premises for people with a disability to: <ul style="list-style-type: none">• Increase the number of people with disability as customers, visitors or employees• Enhance existing accessible amenities• Encourage more people with disability and their friends and families to visit a business	
Specific Criteria: <ul style="list-style-type: none">• Provision of quote and ABN for the professional services• Demonstration of the capacity and expertise of the professional services to undertake and deliver the project• Project must display an innovative approach to meeting access and inclusion needs• Application must target an identified area for improving accessibility	

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Tourism Marketing and Membership Subsidy	
Maximum value per application: \$1,000	
Open: 4 October 2021	Close: 5 November 2021
<p>Purpose: To assist tourism businesses to access cooperative marketing opportunities offered by relevant industry associations by:</p> <ul style="list-style-type: none"> • Subsidising regional or a local tourism association membership fee • Contributing to the cost of marketing applicant business and the region at a tourism trade show/expo that will encourage visitors to their business • 	
<p>Specific Criteria:</p> <ul style="list-style-type: none"> • Applicable to businesses that would benefit from joining a membership association or participating in a cooperative marketing campaign that would boost tourism visitation to their industry sector • Grant will subsidise up to 50% of the total cost of an association fee or marketing opportunity, to a maximum of \$1,000 • Applicable to fees paid for 2021/2022 financial year (fees will be paid retrospectively with evidence of tax invoice/receipt) 	

Local Economy Booster Vouchers			
Maximum value per application: \$100			
Round	Registrations open	Eligible period	Claim period and cut off
Round 1	11 October 2021	23 October – 23 December 2021	10 January – 21 January 2022
Round 2	19 April 2022	26 April – 31 May 2022	6 June – 17 June 2022
<i>** dates are subject to change dependent on State Government COVID-19 restrictions and lockdowns</i>			
<p>Purpose: To stimulate local visitation and spend through a reimbursement program for accommodation, attractions and events</p> <ul style="list-style-type: none"> • Provide Mornington Peninsula tourism businesses with an economic boost during the off-peak season 			

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- Contribute to the costs of visiting tourism attractions, taking a tour or tourism experience/activity, or staying in accommodation within the Mornington Peninsula

Applicable for spend at eligible businesses only:

- Paid tours and experiences – tour operators that offer regularly organised tours with a leisure-tourism focus, organised by experienced guides e.g. fishing charter, dolphin swim, snorkel tour, kayak tour, guided walk, bus tour, food and wine tour, experiences like cooking workshops and masterclasses
- Entry fees to attractions – places of interest that offer a distinct visitor experience to the leisure tourist. For example, outdoor adventure parks, animal parks, museums, mazes, drive in theatre, hot springs
- Eligible Paid accommodation – serviced apartments, bed and breakfasts, cabins or caravans in holiday parks, cottages, private holiday rentals, motels, hotels, resorts, retreats and lodges

Specific Criteria:

- Limit one application per household
- A minimum of \$150 must be spent on eligible purchases. The spend may be across multiple attractions
- Open to Mornington Peninsula residents over the age of 18 years with proof of residency such as drivers licence, rates notice or utility bill
- Vouchers are available on a first-come-first-served basis.
- Receipts are required as evidence and must include business name and ABN
- Second round applications will be given priority to those that did not apply or receive in the first round.
- Minimum of 1 night stay for paid accommodation and is not applicable to foreshore camping (Crown land)
- The program won't cover:
 - Gift vouchers
 - Gaming
 - Alcohol (except if alcohol is included in a wine, brewery or distillery tasting type tour; excludes any alcohol purchased and consumed outside of the experience)
 - Fuel
 - Food and drinks, except where packaged with an eligible expense such as a winery tour
 - Groceries
 - Personal items such as clothing and accessories
 - Transport costs (rental vehicles, bus tickets)

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Ineligible for Funding

- Applicants who do not reside within the Mornington Peninsula Shire Local Government area.
- Franchisees, subsidiaries of larger companies and government departments are not eligible to apply. Branches of foreign companies not registered as an Australian company are also ineligible.
- Activities that do not directly benefit the Mornington Peninsula region and/or community.
- Activities, programs and projects undertaken outside of Mornington Peninsula Shire Local Government Area.
- Activities, programs, projects and events currently supported by another Mornington Peninsula Shire funding source/grant per financial year.
- Administration and operational costs including (but not limited to) staff wages, utilities, rates/rent/room hire, insurance, personal expenses, travel expenses.
- Sporting trips, educational, civic or political events, conferences, seminars or similar.
- Applicants that are the responsibility of another level of government (such as education, health); or are the responsibility of a group under their incorporation or lease/license agreement.
- Organisations that are politically based or those who operate principally as a lobby/advocacy group.
- Applicants in receipt of gaming machine revenue.
- Requests for contributions toward major capital work projects or capital expenses.
- Requests to fund purchases that would otherwise be covered by insurance.
- Gifts, prizes, appeals, donations, campaigns and general fundraising.
- Mornington Peninsula Shire employees, Councillors and contractors.
- Projects will not be funded retrospectively (except for 2021/2022 memberships).
- Late applications will not be accepted.

Budget

- Budget must be GST exclusive.
- The budget should account for all expenses and income and must be calculated as the same amount.
- Quotes and invoices must be submitted where requested
- Budget income refers to all resources that will be directed towards the development, implementation and/or evaluation of proposed projects. Income includes the organisations financial co-contribution, additional grants or sponsorships. It does not refer to proposed income generated from a project, such as ticket or publication sales.

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Assessment Process

- An eligibility and finance check is conducted following submission of the application and progressed to an Assessment Panel after the closing date.
- Applicants may be requested to provide additional supporting information to assist with the assessment of their application.
- An Assessment Panel will evaluate and score applications for compliance with the criteria of the program
- The level of assistance available is limited by Council's budget allocation and its priorities. No applicant can be guaranteed funding, nor can any applicant be guaranteed to receive the full requested amount.
- Council may provide funding less than the amount requested by a business and make special conditions for the funding to be provided.
- Successful applicants are required to sign a funding agreement prior to payment being processed (excluding Local Economy Booster Vouchers)
- All applicants will be notified via email within 2 days of the decision.

Post Grant Report (Acquittals)

- All projects must be completed within 12 months of receipt of funding unless Council has agreed to an alternate date in writing
- A report and photographs (with consent from individuals in pictures) is required as evidence of the execution of the project, expenditure and outcomes
- The report must include project outcomes, variations, learnings and final budget
- Applicants will be notified via email when the acquittal form is available via SmartyGrants
- Applicants will receive a reminder email prior to the acquittal due date
- Failure to complete the acquittal will result in Council taking action for return of the funds