



# WynLocal Business Recovery and Growth Program (COVID-19)

## TERMS AND CONDITIONS

### **BACKGROUND**

The flow on impact of COVID-19 is presenting major challenges to all business across the country with the Federal and State Governments' Economic Stimulus/Survival Packages designed to inject money into the economy and provide financial support to businesses and employees with the objective of minimising business closures and job losses.

Wyndham City Council ('Council') has implemented a number of strategies to further support these multi-billion dollar initiatives including its "Buy Local Campaign", the delivery of business training and information workshops through webinars and other online platforms, and the establishment of a Business Support Line and provision of information specific to individual business needs and challenges.

The "WynLocal Economic Support Package" was endorsed by Council at a Special Meeting on 23 March 2020 with a major initiative of the package being a grants program available to eligible Wyndham businesses.

With the first stages of social distancing protocols being relaxed and other stages scheduled in the future it is now timely to implement the "WynLocal Business Recovery and Growth Program (COVID-19)" ('Program'); a program that will resource and encourage businesses as they emerge and re-establish operations and seek to invest in their capacity to grow.

The Program has a total funding pool of \$1.5million and will be initiated on a competitive basis.

### **Program Objectives**

- To provide support to Wyndham businesses that have been adversely impacted by COVID-19;
- To enable businesses to adapt to a post COVID-19 economy; and
- To build entrepreneurship, innovation and business capacity including, but not limited to investment in:
  - new technologies and digital platforms that drive business efficiency and revenue generation;
  - professional development;
  - alternative service models; and
  - local business to local business collaboration.

### **The Program has the following levels of funding:**

- Sole trader up to four employees (effective full time) - maximum of \$5,000
- Five to 14 employees (effective full time) - maximum of \$10,000
- 15 to 50 employees (effective full time) - maximum of \$20,000
- Local business and industry incorporated associations that meet the eligibility criteria - maximum of \$10,000

***The Program will not provide funding for:***

- Land purchases or leasing of property
- Purchase of consumables
- Office, shop or warehouse furniture
- Building maintenance
- Costs of starting a new business
- Costs of goods or services already ordered or purchased

***Examples of support Council may consider funding include, but are not limited to:***

- Investment in business training and skills development including:
  - business mentoring;
  - business continuity planning;
  - financial management systems;
  - growth planning business model review including identification of opportunities to success; and
  - digital literacy.
- Investment in programs that specifically aim to raise enterprise revenue including:
  - marketing skills and/or investment in marketing systems; and
  - promotional and marketing campaigns that demonstrate business growth measurability.
- Investment in professional personal and organisational development programs that build organisational capacity including, but not limited to, responding to employee and employer wellbeing.
- Investment in technologies and digital platforms that aim to create new markets, grow existing markets and/or penetrate new markets.
- Investment that drives the development of alternative service delivery models.
- Investment in business to business collaboration initiatives.
- Funding to support the retention or employment of apprentices.

Beyond the need for many businesses to gain support and bridge the current and immediate impact of COVID-19, medium to long term growth and that which generates local employment potential will be highly valued.

***Assessment Criteria***

Applications will be assessed against the following key assessment criteria:

- **Provide support to Wyndham businesses that have been adversely impacted by COVID-19**
  - All applications must demonstrate that they have been adversely impacted by COVID-19.
- **Alignment with Program objectives (75%)**
  - Build entrepreneurship, innovation and capacity building including, but not limited to:
    - investment in new technologies and digital platforms that drive business efficiency and revenue generation and could lead to local employment;
    - Investment in professional development;
    - investment in alternative service models; and
    - investment in local business to local business collaboration.
- **Provision of a clear and realistic budget and implementation plan (15%)**
  - Services and products required in the delivery of projects to be costed as part of an application.
  - Schedule of dates including project commencement and completion.
- **Local Supply Chain (10%)**

- Where possible, applications should aim to demonstrate a commitment to build local supply chains including the provision of goods or services required in the acquittal of funds under the Program.

## **TERMS AND CONDITIONS**

By submitting an application to the Program, you agree to be bound by these terms and conditions. If your application does not comply with these terms and conditions, it will not be valid and will not be considered.

### **1. Eligibility**

1.1. To be eligible for the Program, the business must:

- (a) have its principal place of business within Wyndham;
- (b) hold an ABN;
- (c) employ 50 people or less (effective full time);
- (d) have been trading for a minimum of 12 months prior to 1 March 2020 and submitted an annual return to the ATO for the period 2018/19; and
- (e) be compliant with all relevant local, state and federal legislation.

1.2. Local business and industry incorporated associations are also invited to apply if they have:

- (a) memberships comprising a minimum 80% local Wyndham companies;
- (b) a minimum of 50 financial members with voting rights as outlined in the organisation's rules of association or constitution; and
- (c) a base rate annual membership fee in excess of \$50.00.

1.3. Applications will not be accepted from:

- (a) any local, state or federal government agencies;
- (b) Council staff, Councillors and their family members;
- (c) an individual or organisation without an ABN;
- (d) an applicant that has failed to provide satisfactory acquittal reporting for any previous Council funding;
- (e) businesses that have an adverse effect on public health, safety, the environment, or heritage or whose activities do not align with Council's values;
- (f) individuals that have been declared bankrupt; or
- (g) Companies and/or Directors of Companies that are undergoing any form of insolvency event.

### **2. Application Process**

2.1. To apply, applicants must submit a properly completed application form at <https://www.wyndham.vic.gov.au/business-recovery-and-growth-fund> between 9.00am on

27 May 2020 and 5:00pm on 9 June 2020. Applications received outside of this period will not be accepted.

- 2.2. There will be an initial single round of funding.
- 2.3. Council may determine to release a second round of funding.
- 2.4. Council will not seek to correct errors in applications or supporting material. Applications are assessed as they have been submitted.
- 2.5. Council reserves the right to request further information when considering applications, and the right to reject any application that is ineligible or does not meet the Program category criteria.

### **3. *Assessment of Applications***

- 3.1. Applications will be assessed by a panel of Council staff who will make recommendations to Council.
- 3.2. Council will determine the outcome of all applications that have been recommended by the assessment panel.
- 3.3. Council reserves the right to approve a lesser or greater amount of funds applied for. All applicants will be notified in writing of the outcome of their application.
- 3.4. Unsuccessful applicants are eligible to re-apply for future funding rounds in accordance with these terms and conditions.

### **4. *Lobbying***

No consideration will be given to applications submitted by applicants who have canvassed or lobbied Councillors or Council staff in relation to their application.

### **5. *Successful applicants***

Successful applicants:

- 5.1. must enter into a funding agreement with Council and comply with the terms and conditions of the funding agreement;
- 5.2. will receive funding within 30 working days of entering into a funding agreement;
- 5.3. must acquit all funds within two months of entering into a funding agreement, or within such other time period as may be determined by the assessment panel; and
- 5.4. may be required to submit a report that sets out how the funds were utilised and short-term funding outcomes. This report may be requested at any time within 12 months of the funds being provided.

### **6. *Confidentiality***

- 6.1. Applications are confidential and will only be disclosed in accordance with these terms and conditions, or as required by law.
- 6.2. Applicants acknowledge and agree that their names, their project details and the amount of funding requested and/or awarded will be made publicly available by Council and may be utilised in reports to Council and for use in Program marketing material.

**7. General**

- 7.1. Council accepts no responsibility for late, lost, incomplete, invalid or corrupt applications.
- 7.2. Council reserves the right to modify these terms and conditions at any time, without prior notice.
- 7.3. Council's decisions are final, and no correspondence will be entered into.