Small Business Growth Grant

Information Sheet



PORT ADELAIDE ENFIELD

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The City of PAE is committed to creating a **prosperous economy:** a City with a thriving economy that enriches its local community. To achieve this, the Council is committing to **supporting local businesses**, big and small, to grow, innovate and succeed.

The Small Business Growth Grant has been designed to foster the growth and success of small businesses by co-investing in strategic projects that align to three categories:

1. **Market Expansion** – Bringing existing products or services into new geographic markets, or making them accessible to entirely new audiences.

> *Examples: a cafe translating its menu into different languages to cater for international visitors, a retail store upgrading its layout to create a more inclusive and accessible experience, establishing a pop-up shop that brings products/services to a new area.*

2. **Product/Service Diversification** – Broadening the scope of products and services the business provides to expand or diversify its offerings and unlock additional revenue streams.

> *Examples: an art studio purchasing a 3D printer to create new products, a photographer investing in video production equipment to start offering videography services, a bakery purchasing a commercial espresso machine to introduce hot coffees as a new offering for customers.*

3. **Digital Transformation** – Integrating digital technology into a business to enhance customer experience, streamline operations, and improve business agility and productivity.

> *Examples: A café introducing mobile order app, a retail business building an e-commerce website to reach customers nationwide, a business implementing AI-powered chatbot solutions to respond to customer enquiries efficiently.*

Businesses that cannot demonstrate how the funds will drive impactful and measurable growth against one or more of the grant categories are unlikely to receive funding.

Who is eligible?

The grant is available to small businesses located in the City of Port Adelaide Enfield that meet the following eligibility criteria:

- Operate a business from a physical location within the City of PAE, and/or have the principal place of business registered within the City of PAE
- Are a legal entity with an active ABN and appropriate public liability insurance ($20 million)
- Have fewer than 20 full-time equivalent (FTE) employees or be a sole proprietor or part of a business partnership at the time of application
- Have been in business for more than 12 months
- Have necessary approvals granted from property owners (where relevant)
- Have necessary development approvals secured (if required)
- Are submitting only one application per business

How much can you apply for?

Businesses can apply for up to a maximum of 50% of the proposed project/investment cost. Grant funding must be matched by the applicant 50:50. Any one business can apply for a grant for between $1,000 and $5,000 in a single application.

Timeframes and Assessment

There will be one funding round per financial year with opening and closing dates listed on our website. Please note that the funding round will close once the yearly budget allocation has been exhausted.

Applications will be assessed as they are received. If applications meet the eligibility criteria (see 'Who is eligible?'), they will then proceed to the assessment stage where they will be evaluated against the criteria below.

No.	Assessment Criteria	Weighting
1	**Return on investment –** how the project/investment is expected to drive impactful and measurable growth and deliver against the desired outcomes: • **Market expansion** • **Product/service diversification** • **Digital transformation**	**40%**
2	**Effective implementation** – how the grant and the 50% matched funding provided by the business will be expended within planned timeframes	**30%**
3	**Long-term viability of the project/investment** – how will the project/investment continue to provide benefit in an ongoing capacity after the initial expenditure of funding	**30%**
	Total	**100%**

Furthermore, each application will need to ensure that:

- quotes include itemised costs, supplier name and their ABN have been obtained;
- all appropriate documentation has been provided; and
- any relevant planning and landlord approvals have been secured.

We aim to ensure that successful applications achieve a score of 60% or more. If your application fails to meet that score, we will discuss it with you and provide feedback on what you need to improve.

Both the eligibility and assessment stages will be undertaken by City of PAE staff. The decision to award funds will be made by City of PAE staff with appropriate delegations.

Applicants will be notified of the outcome of their application within 4 weeks of submission date. All correspondence relating to an application will be made by email to the lead applicant.

Successful applicants will be required to spend the City of PAE's funds within six months of the date of their approval and acquit the grant within two months of the purchase/implementation of service and/or products. Any unspent funding must be reimbursed to the City of PAE.

As part of your acquittal report, you must provide relevant receipts for the approved project/investment, together with a short evaluation on the effectiveness of the project/investment in achieving the outcomes stated in the grant application.

Grants will not be provided for:

- Branches, franchisees, subsidiaries of large companies, fundraising or political organisations, not for profits
- Businesses whose principal place of business or business address is outside the City of PAE, or whose business activities primarily occur outside the City of PAE
- "In-kind" contributions (such as project management time by staff employed by the business)
- Retrospective funding for completed projects or projects that have commenced prior to the funding application being submitted
- Recurrent costs such as rates, utility bills, staff salaries, software subscription fees, and general operating expenses such as compliance costs and replacement machinery
- Tuition fees for professional development courses or other forms of individual professional upskilling programs
- Funds are not available to top-up projects already funded by the City of PAE
- Applications clearly intended to be supported through any of the City of PAE's other grant programs
- Businesses that have not provided a satisfactory acquittal for any previous funding received from the City of PAE
- Businesses with outstanding debts to the City of PAE
- Elected members and employees of the City of PAE are not eligible to sign or be listed on any grant programs offered by the City of PAE

Other relevant information

- Only one application will be considered for funding, per applicant, per financial year.
- You will need to acknowledge the City of PAE's grant in any publications or publicity.
- The City of PAE may choose to report on projects that have been funded as part of its marketing and communications.

Change of Scope

Any changes to the scope of the project or investment under the funding agreement must be re-submitted to the City of PAE for assessment. The same criteria will apply to the re-submitted application, and the assessment process may take up to two weeks from the date of submission. While the City of PAE strives to fast track the review of re-submitted applications to minimise business disruption, it is essential that applicants discuss the rationale for the scope change with City of PAE staff before spending any awarded funds.

How to apply.

We provide an online application tool for you to prepare and submit your application:

It's available from our website, just visit **cityofpae.sa.gov.au** and search:

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Before lodging your application, businesses are strongly recommended to discuss proposed applications with a member of the Economic Development team.

business@cityofpae.sa.gov.au **8405 6600**

