

12.1 2023/24 Economic Development Grants Recommendations

Location	Town-wide
Reporting officer	Place Leader (Economic Development)
Responsible officer	Manager Place Planning
Voting requirement	Simple majority
Attachments	1. Attachment 1 Economic Development Grant 2023 24 Evaluation Summaries [12.1.1 - 7 pages] 2. Naja Consulting Acquittal 2021-22 [12.1.2 - 7 pages] 3. Archer Street acquittal [12.1.3 - 9 pages] 4. Up C Lose Walking Tour acquittal [12.1.4 - 10 pages]

Summary

To provide Council with oversight of the Town's 2023/24 Economic Development Grant applications and assessments for Council endorsement.

Recommendation

1. That Council endorses the recommendation that the below applications receive funding under the Town's 2023-34 Economic Development Grants.
 - a. Spacecubed Ventures Pty Ltd: Business Boosted – Marketing Masterclass Series, \$7,500
 - b. Reach Her Inc: Reach Her Business Education and Networking Events, \$10,000
 - c. Naja Business Consulting Services: Local Business Development, Improvement and Training – How to Access Funding, \$9,320
2. In accordance with section 9.49A(4) of the Local Government Act 1995, Council authorise the Manager Place Planning to sign the corresponding documents in alignment with Category Two documents in Policy 009 – Execution of Documents.

Background

1. The objective of the 2023/24 Economic Development Grants is to support projects that deliver economic benefits to a group of businesses, an industry sector or the broader local economy in the Town of Victoria Park.
2. The Town administers Economic Development Grants in accordance with Policy 117 Business Grants. The policy aims to support the local business community while ensuring transparency of funding decisions and accountability of those parties receiving funding.
3. The Economic Development Grants round was open for a period of 35 days commencing 12 January 2024 and closing 16 February 2024.
4. The Town received nine applications with a total request of \$79,820. The total funding available for Economic Development Grants is \$40,000.
5. A review of applications by the Town's Economic Development Grant Assessment Panel concluded that three applications sufficiently met the criteria and are recommended to be awarded a collective total of \$26,820.

6. In making recommendations to Council the Economic Development Grant Assessment Panel provides the following details on all applications to ensure Council can make informed and transparent decisions.

Discussion

7. The Economic Development Grants were assessed individually by judges and then reviewed in a formal panel meeting in accordance with Policy 117 Business Grants. Four panel members assessed applications against three criteria, scoring out of a maximum 100 points.
8. Membership for the Town's internal Economic Development Grant assessment Panel was recruited directly from different service areas. This was to ensure an appropriate mix of skills, knowledge and expertise could be applied to the assessment process.
9. The Economic Development Grant Assessment Panel consisted of the below Town officers.
- a) Coordinator Communications and Engagement
 - b) Community Development Officer – Inclusion
 - c) Place Leader (Transport)
 - d) Environmental Health Officer
10. The Town's assessment questions included:
- a) Eligibility
 - b) Conflict of interest
 - c) Applicant details
 - d) Project details
 - e) Assessment criteria questions
11. The assessment criteria questions are described below.

Assessment Criteria Questions	Weighting per question
Criterion 1 The proposed project, activity or program occurs within, or substantially benefits economic development outcomes within the Town of Victoria Park local government area.	10%
Criterion 2 The applicant can demonstrate the feasibility of the proposed project, activity or program and their capability to successfully deliver the proposed project, activity or program. The proposed project, activity or program is a discrete piece of work and is not, in the opinion of the Town of Victoria Park, a standard operational expense.	30%
Criterion 3 The proposed project, activity or program will deliver at least one substantial broad benefit to the local economy, including: <ul style="list-style-type: none">a) Substantial improvements to the amenity of the public realm that will attract visitors to the area;b) Substantial activation of underutilised or vacant spaces that will attract visitors or investment to the area;c) Provide a unique and visible retail or service offering that will attract visitors to the Town of Victoria Park;d) Foster networking and collaboration between local businesses;e) Provide unique, regionally significant promotion, development or investment for the Town of Victoria Park's local economy; and/or	60%

f) Foster innovation industries or innovative business practices in the Town of Victoria Park's local economy.	
	Total weighting for three questions = 100% Average score between judges is out of 100

12. The Town received nine eligible applications with a total request of \$79,820.
13. After the assessment and review of applications by the assessment panel three applications were deemed to sufficiently met the criteria and are recommended to be awarded a collective total of \$26,820.
14. Evaluation summaries related to all Economic Development Grant applications are provided in Attachment 1 – Economic Development Grants 2023-24 Evaluation Summaries.
15. The Town recommends the below Economic Development Grants for endorsement by Council.

Applicant	Project	Amount
Spacecubed Ventures Pty Ltd	Business Boosted: Marketing Masterclass Series	\$7,500
Reach Her Inc	Reach Her Inc's Business Education & Networking Events	\$10,000
Naja Business Consulting Services	Local business development, improvement and training: how to access government and industry funding	\$9,320
Total		\$26,820

16. The Town does not recommend the below Economic Development Grants for endorsement by Council.

Applicant	Project	Amount
Grove Medical Victoria Park	Community Health Outreach: Mobile Vaccination Program for Local Businesses	\$10,000
Mike Ghasemi Research	Innovation & Digital Tech Seminars	\$10,000
DICAPE PTY LTD	FoodSafe 360	\$10,000
Swan River Distillery	Marketing for new venue, expanding the Vic Park strip	\$3,000

Narrowband Technologies Australia	Smart Bin Monitoring	\$10,000
LEONARD ALTO	ALT Delivery Service	\$10,000
Total		\$53,000

Funding Administration

17. Decisions regarding funding of grant applications are the responsibility of Council. Policy 009 Execution of Documents requires the execution of Grant Agreements for successful applications by the Chief Executive Officer. However, as the issue of Grant Agreements is a standard administration practice which utilises a standard template, this report requests the Council provide authorisation to the Manager Place Planning to execute Grant Agreements in-lieu of the CEO as permitted under Clause 10 of Policy 009 Execution of Documents and 9.49A(4) of the Local Government Act, 1995.

Relevant documents

[Policy 009 Execution of Documents](#)

[Policy 117 Business Grants](#)

Legal and policy compliance

Not applicable.

Financial implications

Current budget impact	Sufficient funds exist within the annual budget to address this recommendation.
Future budget impact	Not applicable.

Risk management consideration

Risk impact category	Risk event description	Risk rating	Risk appetite	Risk Mitigation
Financial	Loss of funds if projects are not delivered as agreed.	Moderate	Low	TREAT risk by Letter of agreement will be executed that outlines expected deliverables. Acquittal process to be communicated to all successful participants to help ensure funding is used per proposed applications.
Environmental	Not applicable.			
Health and safety	Not applicable.			
Infrastructure/	Not applicable.			

ICT systems/ utilities	
Legislative compliance	Not applicable.
Reputation	<p>Negative public perception towards the Towns applications being funded or not funded</p> <p>Minor</p> <p>Low</p> <p>TREAT risk by Administering grant application and assessment through a transparent system. Rationale and feedback will be provided to unsuccessful applicants.</p>
Service delivery	

Engagement

Internal engagement	
Stakeholder	Comments
Economic Development Grant Panel	Consultation, assessment and panel evaluation of applications.
Communications and Engagement	Consultation with the Town's Communications team to develop a Communications Plan to promote the opening and closing of Economic Development Grants.

External engagement	
Stakeholders	Business owners
Period of engagement	Economic Development grants opened 12 January 2024 and closed 16 February 2024. Prom
Level of engagement	1. Inform
Methods of engagement	<ul style="list-style-type: none"> Town's website Town's social media platforms – Facebook, Instagram and LinkedIn Town of Victoria Park Business E-newsletter; E-vibe Newsletter Place Leaders directly emailing and contacting businesses
Advertising	<ul style="list-style-type: none"> Town's website Town's social media platforms – Facebook, Instagram and LinkedIn Google and Facebook ads
Submission summary	Nine applications were received.

Key findings

Three applications met the grant assessment criteria and are recommended for Council Endorsement. Six applications are not recommended for Council endorsement.

Strategic alignment

Economic	
Community Priority	Intended public value outcome or impact
EC1 - Facilitating a strong local economy.	The objective of the Economic Development Grants is to deliver broad economic benefits to the local business community. This helps achieve the EC1 goals of enabling the local economy to be prosperous and resilient and ensuring businesses feel supported.
EC2 - Connecting businesses and people to our local activity centres through place planning and activation.	Economic Development Grants provide an opportunity for businesses to attract visitors to the Town by activating underutilized places, making improvements to the amenity of the public realm or by providing unique and visible retail or service offering.

Further consideration

At the Agenda Briefing Forum on 2 April 2024 the following information was requested:

18. *Q: More details about the Space Cubed Business grant application.* Details of the Space Cubed application include:
 - a. Business Boosted Master Class – Full Day Workshop (20-30pax)
 - b. Half day Social Media workshop (External Facilitator) – Room Capacity 20pax (\$550)
 - c. Half day Video Marketing Workshop – Room Capacity 20pax (External Facilitator) (\$1100)
 - d. Event Sundowner (\$670)
 - e. Event Photography (\$600)
 - f. Catering (\$1000)
 - g. Venue Hire (\$2050)
 - h. Marketing (\$800)
 - i. Material for Event (\$750)
19. *Q: Can the acquittal for Naja Consulting business grant be provided.* The acquittal is attached.
20. *Q: Can the acquittals from previous business grants be provided.* Two previous acquittals (Archer St Physio and Up Close and Local) have been included as attachments. The other 2 successful business grant recipients from last year withdrew their applications/funding after they received Council endorsement.