

TOURISM TAKE YOUR BUSINESS ONLINE GRANT SCHEME

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1. OBJECTIVE

The City of Karratha's [Take Your Tourism](#) Business [Online](#) Grant Scheme offers ~~tourism~~-City businesses financial assistance of up to \$5,000 per business on a matched dollar for dollar basis to improve their digital capacity and marketing in order to increase competitiveness, innovation and efficiency of the enterprises' operations, products and services.

This in turn will support the effective implementation of the City's Operational Economic Development Strategy which has, as a strategic focus, the support and development of ~~tourism~~ enterprises [and SMEs](#) providing direct benefits to City residents and the business community.

2. PRINCIPLES

2.1 Introduction

~~A recent 2017 Map and Gap Study commissioned by the City of Karratha and Regional Development Australia identified a gap in the market where City businesses and retailers are losing a large market share for online shopping and online service providers. Council is committed to strengthening microbusiness and SMEs through different initiatives including the Take Your Business Online Grant Scheme. In recognition of the important role that tourism businesses play in contributing to the local economy and providing local jobs, Council is committed to the provision of support and assistance through the Tourism Business Grant Scheme.~~

2.2 Funding

Council will allocate funds to be available for the ~~Take Your Tourism~~ Business [Online](#) Grant Scheme and for these to be included as part of the City of Karratha annual budget process.

2.3 Eligibility Criteria

The applicant must:

- a) Own or operate a small business (as defined by the ATO and the ABS) within the City of Karratha municipality;
- ~~b) Be able to demonstrate they are involved in tourism enterprise e.g. tours, charters, tourist accommodation etc;~~
- ~~c) b)~~ have 20 or fewer full-time equivalent employees;
- ~~d) c)~~ have a registered Australian Business Number (ABN);
- ~~e) d)~~ have an appropriate legal business structure;
- ~~f) e)~~ Have the appropriate insurances, permits and licences;
- ~~g) f)~~ If operating from home must be registered with the City of Karratha either as a home occupation or home business with the necessary planning approvals;
- ~~h) g)~~ have ~~tourism~~ product/services that are market-ready;
- ~~i) h)~~ have a proposal that will deliver benefits to the City of Karratha;
- ~~j) i)~~ have a proposal which is financially viable;
- ~~k) j)~~ be able to proceed without grant funding;
- ~~l) k)~~ Provide a project plan detailing objectives of the project, costs, timelines, and methodology.

NB: Applications from ~~tourism~~ businesses for projects that have already been funded through alternate City of Karratha's grant schemes may be ineligible.

2.4 General Conditions

- 2.4.1 The [tourist take your business online](#) grant scheme offers cash grants of up to \$5,000 per business on a matched dollar for dollar basis to assist with digital capacity building and online marketing.
- 2.4.2 Examples of projects that grants may be used to contribute towards include: web design, social media, ebusiness, customer relationship management, development of apps, online marketing
- 2.4.3 The City of Karratha will not provide grants for business operating costs (e.g. staff wages, rent, utilities, and consumables)
- 2.4.4 Grants would be on a matched dollar for dollar basis
- 2.4.5 Initially one round per annum will take place. Subsequent rounds may be considered dependent on the demand and available funds.
- 2.4.6 Grant funding is to be paid as reimbursement for spending or costs incurred after the Tourist Business Grant Scheme application has been approved.
- 2.4.7 Funds will not be approved to any eligible applicant that currently holds outstanding debts with the City of Karratha.
- 2.4.8 Assistance will not be given retrospectively.
- 2.4.9 The proposal must meet the specific funding program guidelines and criteria.
- 2.4.10 The applicant organisation must demonstrate their capacity to manage financial and funding accountabilities of the project, as well as their overall project management capabilities.
- 2.4.11 Assistance will not be issued to applicants where monies are not expended on the purpose detailed in the original application.
- 2.4.12 All applications must be submitted on the relevant application forms.

2.5 Return Benefits to the City of Karratha

The applicant agrees to acknowledge the City of Karratha assistance through the following mediums, inclusive of, but not limited to:

1. City logo displayed on posters, pamphlets, sign boards etc;
2. City logo displayed on the digital application developed e.g. website, portal, app, etc;
3. Undertake joint media promotion with the City of Karratha;
4. Submission of an acquittal report containing photographs of project deliverables upon project completion.

2.6 Allocation of Funds

All successful applications will be eligible to claim allocated funds upon receipt of approval/acceptance letter and submission of a valid tax invoice to the City of Karratha.

Council will not:

- fund deficit funding
- fund retrospectively

Decisions regarding funding applications are final and will not be reconsidered. Applicants may choose to resubmit their applications during future funding rounds, including those in the same financial year.

2.7 Unspent Funds

Funds which are unspent at the conclusion of the project or activity will be returned to Council within 60 days of the completion of the project, activity or event.

Funds that remain unaccounted for, or remain unspent in the custody of the organisation, shall be treated as for any Council debt.

2.8 GST

Where groups and individuals have an ABN (Australian Business Number) and are registered, GST will be applicable and will be paid. Unregistered groups and individuals will need to complete an Australian Taxation Office declaration form prior to receiving reimbursement of grant monies.

2.9 Other

All applicants should note that [Tourism-Take Your Business Online Grant Scheme](#) is competitive. It is therefore recommended that all information requested and/or required, is provided at time of application so as not to jeopardise eligibility.

Variations to the approved application are generally not accepted. Any request to vary expenditure from the approved application would need to be submitted to, and approved by the CEO prior to the expenditure occurring. Only minor variations that do not change the overall intent of the approved application will be considered.

3. CONSEQUENCES

This policy represents the formal policy and expected standards of the City of Karratha. Appropriate approvals need to be obtained prior to any deviation from the policy. Elected Members and Employees are reminded of their obligations under the Council's Code of Conduct to give full effect to the lawful policies, decisions and practices of the City.

4. ROLES AND RESPONSIBILITIES

It is the responsibility of **All Staff** to ensure that they adhere to the policy, direction and legislation.

It is the responsibility of the **Development Services Directorate** to administer funds within relevant guidelines and ensure community organisations successful in obtaining funds, are compliant with this policy.

Council is responsible for the application of the policy. **Council** is responsible for the review of the policy.

5. REFERENCES TO RELATED DOCUMENTS

- City of Karratha [Take Your Tourism Business Online Grant Scheme Guidelines](#)
- City of Karratha [Take Your Tourism Business Online Grant Scheme Application Form](#)

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Responsible Officer:	Director Development Services

This Policy takes effect from the date of adoption by Council and shall remain valid until it is amended or deleted.