

DE-02 BUSINESS DEVELOPMENT SUPPORT GRANTS SCHEME 2022/23 APPLICATION FORM



Please read the DE-02 Business Development Support Grant Scheme Policy & Guideline documents before completing this application. It is recommended that you contact the City Growth Team on 9186 8555 to discuss your initiative prior to its submission. Guidelines can be downloaded from the Council's website at <https://karratha.wa.gov.au/small-and-medium-business-support>.

SECTION 1 - APPLICANT DETAILS

Business Name: KDCCI

Type of Organisation e.g. NFP, Charity, Commercial: NFP

Title of Initiative/Project: KDCCI Funding Agreement

Contact Person for Project: Sarah Whelan

Position Held: Chief Executive Officer

Postal Address: PO Box 10, Karratha WA 6714

Office Hours Telephone: 9144 1999

Mobile:

Email Address: Resarah.whelan@kdcci.com.au

Website Address: www.kdcci.com.au

Australian Business Number:

69 518 576 024

Total Project Budget:

NA

Amount requested: \$130,000 with annual increase of 3.75% per year.

Year 1: \$130,000, **Year 2:** 134,875, **Year 3:** 140,000

Economic Development Officer (if discussed prior to lodgment): Carla Stafford

SECTION 2 - ABOUT YOUR ORGANISATION

Please describe the business support operations of your business i.e. What services you provide to support business in the region?

KDCCI is a not-for-profit member-driven organisation with over 440 businesses as members. Our objectives are to support, develop, promote, inform & grow our members to ensure the long-term economic sustainability of Karratha & Surrounds. We deliver high-quality support and advocacy services to our members, in a variety of ways, assisting their businesses to

grow and prosper. These include, but are not limited to:

- Business specific information and advice
- Quality networking opportunities and events
- Seminars and forums
- Business Expo's and Trade Shows
- Workshops & Training
- Access to CCIWA Employee Relations advice
- Advertising & business promotion via various channels
- Dedicated programs delivering capacity building, connection opportunities and specific training
- Business Excellence Awards – recognising & rewarding businesses success
- Advocacy & stakeholder engagement – connecting our members to the right people and organisations
- Business to business mentoring
- Business to business referrals

SECTION 3 - PROJECT/ACTIVITY/DETAILS

3.1 Please describe the business support activity/project that you are planning to undertake and outline your objectives.

Establishing a Partnership will assist with fostering a vibrant ecosystem where businesses thrive and innovation flourishes, showcasing the City of Karratha's unwavering commitment to sustainable development and community prosperity, while providing a compelling return on investment for all stakeholders involved. This objective aims to pave the way for a prosperous future, creating long-term benefits that extend to businesses, residents, and the entire community.

1. **Fuel Economic Growth:** The primary objective of a partnership is to stimulate and drive economic growth within the City of Karratha. By attracting strategic partners and fostering collaboration, the partnership aims to create opportunities for local businesses, generate employment, and contribute to the overall economic development of the region.
2. **Promote the City as a Business Destination:** Another key objective is to position the City of Karratha as an attractive destination for businesses and investors. Through the partnership, the city can showcase its unique strengths, competitive advantages, and investment opportunities, thereby attracting new businesses, industries, and investments to the region.
3. **Facilitate Networking and Collaboration:** The partnership seeks to facilitate networking opportunities and foster collaboration among businesses, government entities, community organizations, and other stakeholders. By providing a platform for meaningful connections and knowledge exchange, the partnership aims to promote synergies, innovation, and collective problem-solving to benefit the entire community.
4. **Showcase the City's Commitment:** The partnership serves as a testament to the City of Karratha's commitment to fostering growth, supporting local businesses, and creating a conducive environment for investment and development. It demonstrates the city's dedication to building strong relationships, fostering partnerships, and actively contributing to the success and prosperity of its community.
5. **Provide Tangible Return on Investment:** The partnership aims to deliver a measurable and tangible return on investment for both the City of Karratha and its partners. By leveraging shared resources, expertise, and collaborative initiatives, the partnership seeks to achieve mutually beneficial outcomes, such as increased business opportunities, improved infrastructure, enhanced community services, and a positive impact on the city's overall quality of life.
6. **Secure Long-term Benefits:** Ultimately, the objective of the partnership is to secure long-term benefits for the City of Karratha, its businesses, residents, and the entire community. By establishing strong partnerships, fostering sustainable growth, and implementing strategic initiatives, the partnership aims to create a prosperous future for all stakeholders, ensuring the continued development and well-being of the city.

The objectives of a partnership for the City of Karratha revolve around fuelling economic growth, promoting the City as a business destination, facilitating networking and collaboration, showcasing the City's commitment, providing a tangible return on investment, and securing long-term benefits for the community. Through these objectives, the partnership strives to create a thriving and prosperous future for the City of Karratha and its stakeholders.

3.2 Please provide a clear plan for delivery of your project including key dates/timelines. If you have a project timeline, calendar or GANTT Chart to attach please do so.

The City of Karratha partnership supports KDCCI in implementing several programs throughout the year to support local businesses including:

1. Pilbara Indigenous Business Networking Group (PIBNG):
 - a) Program aimed at building capability of local indigenous business owners and employees.
 - b) Assists in creating connections for Indigenous Businesses with industries such as Rio Tinto, Woodside, City of Karratha, and Chevron
2. Pilbara Women in Business (PWIB):
 - a) Panel events covering various topics were launched in 2019, and they have now evolved into the Pilbara Women in Business Program.
 - b) The program includes panel events and business brunch workshops tailored to the needs of local women in business.
 - c) Topics and themes are designed to address health and resilience in the workplace, leadership, business strategy, and financial literacy.
3. Grow Local:
 - a) The Grow Local program aims to support local businesses by providing information, training, and connections.
 - b) It is delivered by the KDCCI with support from RCCIWA.
 - c) The program focuses on building businesses and fostering sustainable local communities.
 - d) Businesses can connect through social media platforms, e-newsletters, the website, or by contacting the KDCCI office.
4. Careers Expo
 - a) Focuses on post-secondary education, training and employment opportunities available to young people living across the City of Karratha Region
 - b) Participants will have access to information about a diverse range of options including TAFE, universities, apprenticeships and traineeships.
 - c) For educators in these communities, Careers Central will provide an opportunity to further develop their skills to benefit students
5. Business Breakfast Briefing
 - a) The Business Breakfast Briefing serves as a platform for the City of Karratha and other organisations to provide project updates and share important information with the business communities. This aligns with the members need to stay informed.
 - b) Run quarterly and well attended by the local business community
6. Business Excellence Awards
 - a) The Annual KDCCI awards serves as a platform for celebrating the achievements, innovation, and enterprising spirit of small to medium sized businesses within the City of Karratha. These awards not only recognise outstanding accomplishments but also emphasize the importance of establishing a sustainable business community that is robust and instrumental in creating jobs and business opportunities.
7. Business Bootcamp
 - a. This initiative designed to offer extensive and intensive support to local businesses in with its primary goal to address the challenges faced by businesses and enhance day to day operations.
 - b. Brings in a diverse line up of speakers including State, National and Local presenters who possess extensive knowledge and expertise in the regions business landscape
 - c. The events key areas of focus are:
 - i. Management and Leadership
 - ii. Leveraging information
 - iii. Business Resilience
8. KDCCI Platinum Sponsorship
 - a) Premium membership of the KDCCI.

Each program operates on its own schedule, with specific dates and timelines for meetings, events, and workshops. The KDCCI ensures effective planning and coordination to deliver these initiatives and support the local business community.

3.3 Please demonstrate the need and demand for the activity/project

The KDCCI is a vital organization that serves the Karratha business community, addressing their unique needs and demands. Our strong foundation and comprehensive services demonstrate the necessity and demand for our activity/project. Here's how we showcase the need:

1. Diverse Board and Dedicated Team:
 - Our board consists of active local businesspeople who meet regularly to represent our membership base.
 - Our team comprises four experienced business specialists dedicated to serving our members effectively.
2. Wide Membership Base:
 - We have a membership base of over 400 organizations, including multinational mining and resource companies, government agencies, community service organizations, and small to medium-sized enterprises.
 - This diverse membership base reflects the recognition and support we receive from various sectors in the community.
3. Affiliation and Collaboration:
 - As a part of the Chamber of Commerce and Industry of Western Australia, we have a strong connection to the broader business community in the region.
 - We are also a founding member of the Regional Chamber of Commerce and Industry of Western Australia, actively collaborating with regional chambers across the state.
 - These affiliations highlight our commitment to building a robust business network and sharing valuable information and resources.
4. Benefits for Businesses of All Sizes:
 - We cater to businesses of all sizes, recognizing that each one can benefit greatly from our team's work and the expertise of our board members.
 - Whether you're a multinational company, a government agency, or a small to medium-sized enterprise, becoming a KDCCI member provides access to valuable services and connections.
 -

By showcasing our diverse board, dedicated team, wide membership base, affiliations, and benefits for businesses of all sizes, we demonstrate the clear need and demand for our activity/project.

3.4 How does this align to the City of Karratha's strategies (please be specific)?

The alignment between KDCCI and the City of Karratha's strategies is more than just a strategic connection – it's a shared vision for building a vibrant and prosperous local business community. KDCCI's initiatives fully align with the City's strategic plan as follows:

1. Diverse Industry (2.a):
 - KDCCI actively supports and promotes a diverse range of industries within the local business community.
 - Through various programs and activities, KDCCI encourages the growth and development of businesses across different sectors.
2. Key Industry and Business Groups as Advocates (12.a.1):
 - KDCCI serves as a key industry and business advocate, representing the interests and concerns of its members.
 - Through its strong network and affiliations, KDCCI amplifies the voice of the local business community to ensure their needs are addressed.
3. Highlighting and Promoting Business Opportunities (12.a.2):
 - KDCCI actively identifies and promotes business opportunities within the region, helping its members and sponsors to connect with potential clients, customers, and partners.
 - The organization's initiatives, such as the business directory listing and online events calendar, facilitate easy access to information and opportunities for businesses.

4. Prioritizing Local Procurement (12.a.3):

- KDCCI places emphasis on local procurement by encouraging businesses to prioritize sourcing goods and services locally.
- Through its programs and services, KDCCI assists businesses in navigating government tenders, grants, and business procurement portals, fostering a supportive environment for local procurement.

5. Supporting Local Business Leadership (12.d.1):

- KDCCI identifies, supports, and enhances local business leadership within the community.
- Through networking events, workshops, and mentoring programs, KDCCI empowers local business leaders to thrive and contribute to the overall growth of the business community.

6. Establishing a Strong Business Destination (2.d):

- KDCCI plays a crucial role in establishing Karratha as a reputable and desirable business destination.
- By promoting the region's business potential, facilitating connections, and providing advisory services, KDCCI enhances the perception of Karratha as a place for business opportunities.

KDCCI's initiatives align closely with the City of Karratha's Strategic Plan, specifically in promoting a diverse industry, advocating for key business groups, highlighting business opportunities, prioritizing local procurement, supporting local business leadership, and establishing a strong business destination.

3.5 What is the potential economic impact of this activity / project and how will the success be measured? (Provide any economic impact data to support your case)

The potential economic impact of becoming a partner of KDCCI is significant, and the success of our activities and projects will be measured through various indicators. Here's how the economic impact will be assessed:

1. Business Growth and Prosperity:

- By accessing our vast business network and exclusive member offers, your business will have the opportunity to establish valuable connections and partnerships, leading to increased growth and prosperity.
- The success of our activities will be measured by tracking the growth of member businesses, including revenue, employment opportunities, and expansion into new markets.

2. Increased Collaboration and Working Relationships:

- A strong membership base contributes to fostering collaboration and working relationships among businesses in the City of Karratha.
- We will measure the success of our activities by evaluating the number of collaborative projects, partnerships, and joint ventures that emerge within our membership network.

3. Enhanced Visibility and Exposure:

- As a member, your business will gain visibility through our online custom business directory, where you can showcase your products and services to a wide audience.
- The success of our initiatives will be measured by monitoring the number of profile views, inquiries, and business leads generated through the directory.

4. Cost Savings and Support:

- Our membership options are designed to cater to different business types and models, offering cost-saving benefits and tailored support.
- We will measure the success of our activities by tracking the amount of savings achieved by member businesses through exclusive discounts, workshops, and information sessions.

5. Knowledge Sharing and Industry Development:

- Through our weekly newsletter, industry updates, and events, we provide valuable information on industry developments, tender opportunities, and procurement portals.
- The success of our activities will be measured by assessing the engagement levels of members with the provided resources and the implementation of new business strategies based on acquired knowledge.

By monitoring these key indicators, we can evaluate the economic impact of our activities and projects accurately. We are dedicated to supporting your business's growth, fostering a thriving business community, and measuring success through tangible outcomes and benefits for our members.

3.6 Please demonstrate how this activity / project represents good value for money for the City of Karratha?

A Partnership represents exceptional value for money for the City of Karratha, delivering substantial benefits that contribute to the city's growth and prosperity. Here's how:

1. Premium Directory Listing:
 - Your business will receive a prominent and enhanced listing in our directory, showcasing your capabilities and attracting potential customers.
2. Marketing Kit:
 - We will provide you with a comprehensive marketing kit, tailored to your business, to support your promotional efforts and enhance your brand visibility.
3. Recognition at Events:
 - As a Partner, your brand will be prominently displayed as a partner at all our events. Your logo will feature on banners, websites, social media platforms, and other marketing materials, maximizing your exposure to our audience.
4. VIP Tickets:
 - You will receive a generous allocation of tickets to our exclusive events, including Business After Hours, Business Bootcamp, and Business Excellence Awards. These tickets will enable you to network with influential professionals and gain valuable exposure for your business.
2x Additional tickets for Business After Hours
1x Tickets for Business Bootcamp
2x Tickets for Business Excellence Awards
4x Invite to Premium Partner Recognition Dinner
1x Free ticket to KDCCI Golf Day
5. Exclusive Interactions:
 - We will facilitate 12 dedicated interactions per year for you to engage with other premium partners. These interactions will foster collaboration, knowledge sharing, and business growth opportunities.
6. Advertisement Benefits:
 - You will receive six complimentary advertisements in our newsletter and social media platforms, allowing you to reach our extensive network of subscribers and members.
7. Priority for Events:
 - As a partner, you will be given priority consideration for hosting our renowned Business After Hours events. This provides you with a platform to showcase your facilities and services to a targeted audience.
8. Conference Room Access:
 - You will enjoy two hours of free monthly booking in our state-of-the-art conference room, providing you with a professional space for meetings and presentations.
9. Enhanced Brand Visibility:
 - Your large logo and website URL will be prominently featured in our newsletters and emails, ensuring consistent and widespread brand visibility among our members and subscribers.

The Partnership offers an extensive array of benefits that demonstrate its exceptional value for money, elevating the success and prominence of businesses in the City of Karratha.

SECTION 4 – ACKNOWLEDGEMENT OF FUNDING

If your application is successful, please outline all methods you would use to acknowledge the support you have received from the City. Please also outline how will you collaborate with the City for joint promotion and marketing material?

The KDCCI will acknowledge the support received from the City through various methods, and we will collaborate with the City for joint promotion and marketing material. Here are the detailed methods we will employ:

Acknowledging the City's Support:

1. **Premium Directory Listing:** Your business will receive a prominent and enhanced listing in our directory, showcasing your capabilities and attracting potential customers. This listing will prominently acknowledge the support received from the City.
2. **Marketing Kit:** We will provide you with a comprehensive marketing kit tailored to your business, which will include a section acknowledging the City's support. This kit will support your promotional efforts and enhance your brand visibility.
3. **Collaboration for Joint Promotion and Marketing:**
4. **Recognition at Events:** As a partner, the City's brand will be prominently displayed as a partner at all our events. Your logo will feature on banners, websites, social media platforms, and other marketing materials, maximizing your exposure to our audience. We will collaborate with the City to ensure consistent branding and joint promotion.
5. **VIP Tickets:** The City will receive a generous allocation of tickets to our exclusive events, including Business After Hours, Business Bootcamp, and Business Excellence Awards. These tickets will enable representatives from the City to network with influential professionals and gain valuable exposure for the City.
 - 2x Additional tickets for Business After Hours
 - 1x Tickets for Business Bootcamp
 - 2x Tickets for Business Excellence Awards
 - 4x Invite to Premium Partner Recognition Dinner
 - 1x Free ticket to KDCCI Golf Day
6. **Premium Partner Recognition Dinner:** The City will be invited to our annual Premium Partner Recognition Dinner, a prestigious event dedicated to celebrating and honoring our valued sponsors. This event provides an excellent networking opportunity with key stakeholders and industry leaders, and it will serve as a platform for joint promotion and marketing initiatives.
7. **Exclusive Interactions:** We will facilitate 12 dedicated interactions per year for the City to engage with other premium partners. These interactions will foster collaboration, knowledge sharing, and business growth opportunities, and can be leveraged for joint promotion and marketing efforts.
8. **Advertisement Benefits:** The City will receive six complimentary advertisements in our eNewsletter and social media platforms. This will allow the City to reach our extensive network of subscribers and members, providing opportunities for joint promotion and marketing campaigns.
9. **Priority for Hosting Events:** As a partner, the City will be given priority consideration for hosting our renowned Business After Hours events. This will provide the City with a platform to showcase its facilities and services to a targeted audience, strengthening joint promotion and marketing efforts.
10. **Conference Room Access:** The City will enjoy two hours of free monthly booking in our state-of-the-art conference room. This professional space can be utilized for joint meetings, presentations, and collaborative sessions focused on promotion and marketing initiatives.
11. **Golf Day Participation:** The City will receive a complimentary ticket to our highly anticipated Golf Day, a premier networking event that brings together business professionals. This event can be leveraged for joint promotion and marketing activities, fostering connections and visibility for the City.
12. **Career Expo Benefits:** Your business will receive a premium package at our Career Expo, including exclusive branding opportunities and heightened exposure to potential employees and job seekers. We will collaborate with the City to maximize the City's presence and marketing impact at this event.

Additionally, as a partner, the City will benefit from enhanced brand visibility through the inclusion of their large logo and website URL in our newsletters and emails. This consistent and widespread visibility among our members and subscribers will further strengthen the joint promotion and marketing efforts.

As a Partner, our objective is to provide exceptional value for your investment. We are committed to enhancing

SECTION 5 – BUDGET DETAILS

List all the expenditure and income details relating specifically to your activity/project including any supporting quotes and support of other funding partners. If this information exists in another format please attach a comprehensive budget document.

Please note: The City of Karratha will not provide funding to cover business operating costs (e.g. staff wages, rent,

Expenditure		Income	
Items	Total	Items	Total
Total Expenditure		Total Income	

Total amount requested from the City for this initiative (keep in mind relevant categories and funding caps in the Guidelines and Council's support of up to 50%): \$ _____

SECTION 6 – OTHER INFORMATION

We welcome further information or attachments that may assist us in the processing of your application.

SECTION 7 – DECLARATION

I hereby certify that I am the authorised person of:

Business Name: Korriatha & Districts Chamber of Commerce & Industry

And that:

- ☒ I have read and understood the Policy & Guidelines;
- ☒ The business has all the required insurances, permits and licences to operate;
- ☒ We would be able to proceed with the project if we were not successful in the funding application

The information contained herein, is to the best of my knowledge, true and correct.

Applicant Name: Sarah Whelan

Signature: 

Date: 1 / 8 / 2023

SECTION 8 – FINAL CHECKLIST

Before submitting the application please ensure that the following has been completed. Please note that this checklist is included that you provide all the required information for assessment of your application. Incomplete applications will not be accepted.

- ☐ Provided your ABN and if you are registered for GST
- ☐ Clearly defined the purpose of the grant
- ☐ Shown other fundraising sources
- ☐ Quotes included for all expenditure items
- ☐ Provided other documents that support the application
- ☐ Application has been signed by an authorized signatory

Applications can be submitted to:

City Growth Team
City of Karratha
PO Box 219
KARRATHA WA 6714

OR

Hand delivered to
City Growth Team
City of Karratha Administration Office
Welcome Road
Karratha WA 6714

OR

Via email

enquiries@karratha.wa.gov.au