



Business Boost Grants Program

Information and Guidelines

Business Boost Grants Program

Purpose:

The program supports local businesses in creating business plans, undertaking marketing activities, or purchasing new equipment to improve efficiency.

Expected Outcomes:

- Increased focus on business planning to help owners adapt to changing economic conditions.
- Enhanced targeted marketing activities by local businesses to boost brand awareness and increase sales.
- Purchase of equipment that improves business efficiencies and helps to reach new customers.

Funding Amount:

- Maximum grant: **\$1,000** per application.
- Requirement: **1:1 contribution** from the business.

Total Funds Available for this round: \$30,000.

Eligibility Requirements:

1. Business must be domiciled in Campaspe Shire.
2. Businesses must have a current Australian Business Number (ABN).
3. Businesses must commit to matching the grant amount 1:1 with their own funds.
4. Businesses must demonstrate how the grant aligns with the purpose of the Business Boost Grants Program and the assessment criteria. Applications that have a positive impact on the local economy, as well as the individual business will be regarded highly.
5. Only one application per business will be accepted.
6. Campaspe Shire Council Councillors, staff and their families are ineligible to apply.
7. Major retail chains and franchises are ineligible to apply.

Eligible Activities:

- **Strategic Business Planning:** Development of business plans, sustainability plans, or market strategies.
- **Marketing Activities:** Initiatives like marketing campaigns, community events, shopfront enhancements, and digital transformation efforts.
- **Equipment Purchases:** Equipment that introduces technological efficiencies beyond 'business as usual'.

Assessment Criteria:

Each application will be assessed against the purpose of the Business Boost Grants Program and the following criteria;

- **Improve Strategic Planning:** Demonstrate how the funded activity will help to improve strategic planning for the business.
- **Improve Operational Activities:** Demonstrate how the funded activity will improve normal business operations.
- **Efficiency Gain:** Show how the equipment purchase will help the business grow and streamline operations.
- **Support Local:** using local suppliers and businesses is encouraged and will be regarded highly.

Ineligible Activities:

- Retrospective activities (projects that have already started, purchasing that has already occurred) will not be funded.
- Staffing costs or ongoing operational costs such as utility bills.

Application Process:

Submission: Submit your application online via Council's website by **8pm AEST on 9 June 2025**.

- Applicants must meet eligibility requirements.
- Incomplete or ineligible applications will be deemed invalid and no correspondence entered into.

Review and Selection: All complete Applications will be reviewed by a panel of Council Officers based on the assessment criteria. Please note that decisions are final and no correspondence will be entered into. Not all valid applications will be funded if the program is oversubscribed.

Applicants will be notified by **30 June 2025**.

Funding Agreement: Successful applicants will enter into an agreement outlining grant terms, including the 1:1 co-contribution requirement.

Implementation and Reporting: Implement proposed activities and submit a report to Council detailing outcomes and impact.

Key Dates:

- Applications open: **12 May 2025**.
- Applications close: 8pm **9 June 2025**.
- Notification of success: **30 June 2025**.

Contact Information:

For further information and to apply, visit the Council's website www.campaspe.vic.gov.au or contact the Economic Development team on (03) 5481 2200 or ecodev@campaspe.vic.gov.au