

# BUSINESS DEVELOPMENT GRANT

To be eligible for the business development grant component of the Program, participating businesses must register and send a minimum of ONE staff member to at least ONE of the Your Dubbo Business Development Workshops.

## What is the 'Your Dubbo' Business Development Grant?

The 'Your Dubbo' Business Development Grants have been included in the 2014 'Your Dubbo' Program and are being provided to directly support Dubbo businesses undertake projects that will help their businesses grow and develop in response to customer needs and expectations.

## How much is available?

Funding is provided as a one off grant and successful applicants will receive a \$10,000 cheque. There are three grants available.

Successful applicants will also have the opportunity to receive a \$3,000 comprehensive business diagnostic review (strategy, finance, marketing) meeting, donated by the Business Development Partner, PrincipleFocus.

## What can the grant be used for?

The grant funding can be used for any physical (infrastructure) or administrative project that will support the business's sustainability and/or growth. i.e. Fixtures, advertising, signage, research, store presentation, staff development. Funds can be used for employment of staff or contractors that are critical in delivering the specific project.

Applicants will be asked to articulate how they would use \$10,000 to improve or expand their business. The nominated 'project' could be multiple projects to the value of \$10,000, or could contribute to a larger project being delivered by the business.

The Funds will be available in late August 2014, and must be expended on the successful project by 30th June 2015.

## Who is eligible to apply for a grant?

All businesses that participate in the 2014 'Your Dubbo' Program are eligible to apply. One application per participating business. Council owned facilities are not permitted to apply.

## How does the application review process work?

It is a competitive process. Applications will be reviewed independently by a panel of three regionally based industry representatives. Each criteria will be scored and the point scores averaged out. The highest three scoring applications will be deemed successful.

A project overview for each of the successful applicants will be made public however the full applications will not be distributed.

The applications will be held in commercial in confidence and will not be distributed outside the assessment panel. The decision once made will be final and no discussion will be entered into. Feedback will not be provided to applicants nor will the panel be available for discussion.

Successful applicants will be asked to provide a follow-up report to Dubbo City Council regarding the expenditure of fund and impact on the business.

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MAJOR PARTNER



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DEVELOPMENT  
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# BUSINESS DEVELOPMENT GRANT

## What criteria will used to judge applications?

Criteria area	Score	Points to consideration in your application
Demonstrates clear insight and understanding of customer needs	/40	<p>Why is this project important for your business/your customers? Consider identifying how this will grow your revenue or customer base?</p> <p>How do you know it's important for your business/your customers? Consider explaining if you have conducted research to understand what your customer needs are (this could be informally talking to customer or more formally surveys).</p>
Demonstrates measurable impact of project to business	/40	<p>What impact will this project have on your businesses sustainability or growth? Try to show how you will measure the success.</p> <p>How will this project increase your customer experience/satisfaction, customer yield, business appeal, sales or productivity? Try and include projected measurement data eg. how many visitors, satisfaction levels, sales \$ etc.</p> <p>How will you know that it has had an impact? Consider describing how you will track the impact eg. via a POS system, door counters, average sales etc.</p>
Relevance and/or creativity of idea as a way to grow your business	/20	<p>Why is this project worthy of support? Explain why the panel should select your project.</p> <p>Is this a new idea in regards to your business/your industry?</p> <p>Is this project/investment in this area outside what your business would generally undertake? Explain if the project would occur without the support of this grant.</p>

## When are applications due?

Applications must be received no later than 5pm on Monday 16th June 2014.

## How do I submit application?

Online: [dcc@dubbo.nsw.gov.au](mailto:dcc@dubbo.nsw.gov.au)

Hard copies can be hand delivered to: Dubbo City Council, Customer Service, Cnr Church and Darling Streets, Dubbo

Or via post: C/- Dubbo City Council, PO Box 81, Dubbo, NSW, 2830

## When will I know if I have been successful?

Successful applicants will be announced at a breakfast event in August. Date and place TBC.

All 'Your Dubbo' participants will be invited to this event.

# BUSINESS DEVELOPMENT GRANT APPLICATION FORM

Business name \_\_\_\_\_  
Contact name \_\_\_\_\_  
Address \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

## Question 1 (500 word limit - please supply on separate page)

How would you use \$10,000 to improve or expand your business? Why is this project important to your business?  
How do you know this is an important project for your business?

## Question 2 (500 word limit - please supply on separate page)

a) Please clearly indicate how the project will help you meet at least one of the following:

- Improve your customer service
- Improve customer experience
- Increase your business efficiency
- Expand your business through increase/ new sales or customer yield/ value of your customer

b) How will you measure the impact of this project on your business – how will you know it has made a difference?

## Question 3 (200 word limit - please supply on separate page)

Why do you think this project is worthy of support? Is this outside activities you would usually undertake in your business/budget for?

### Application Agreement

I agree that if successful in obtaining a \$10,000 grant that the money will be used as I have identified as above before 30th June 2015. I agree to provide Dubbo City Council with an update to use of these funds and impact on my business.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_