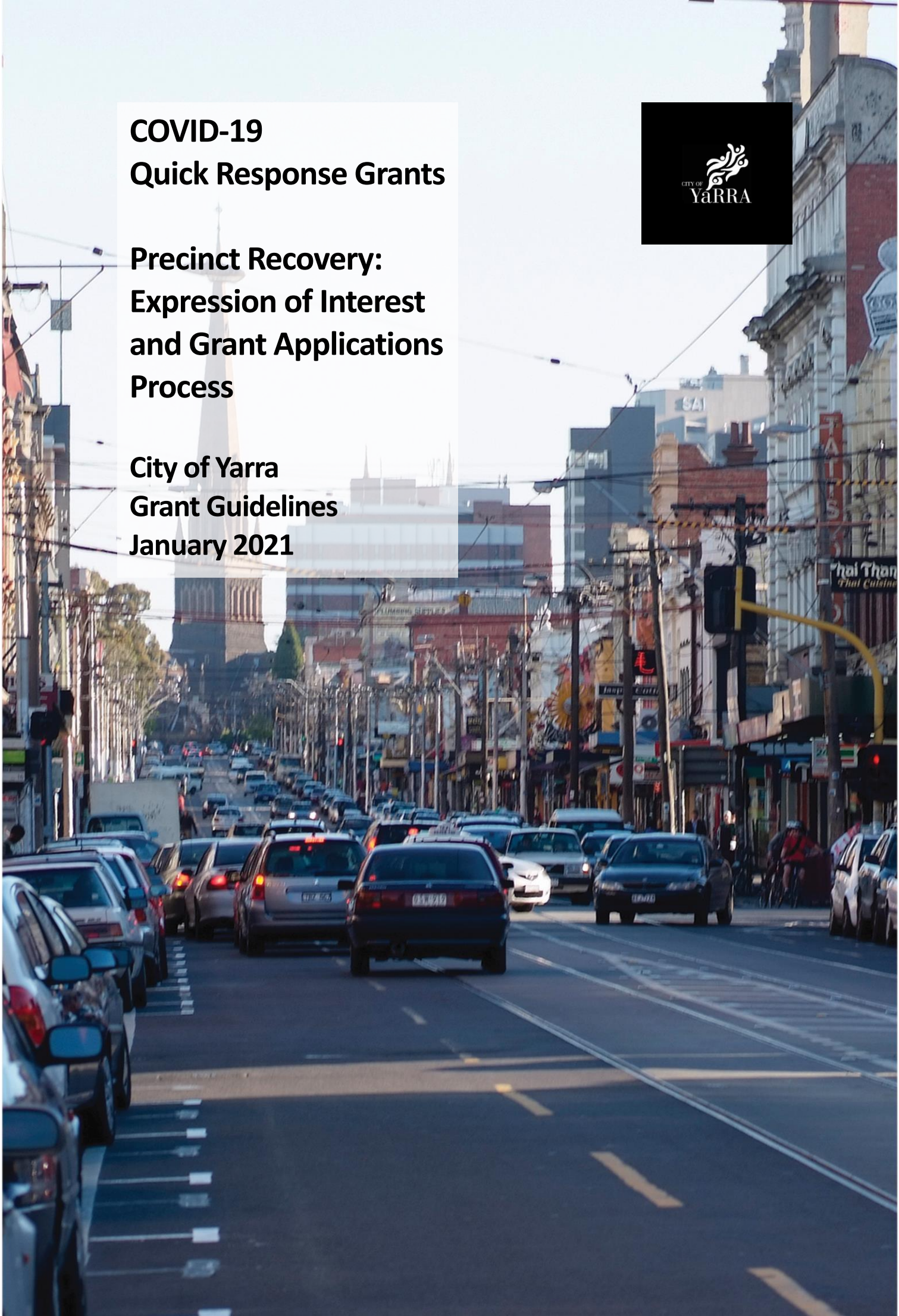


**COVID-19
Quick Response Grants**



**Precinct Recovery:
Expression of Interest
and Grant Applications
Process**

**City of Yarra
Grant Guidelines
January 2021**



City of Yarra Grant Guidelines

Precinct Recovery: Expression of Interest and Grant Applications Process COVID-19 Quick Response Grants

Background

The Business Recovery Grants Program is part of Yarra's **COVID-19 Community and Economic Support Package**. The \$7.4 million package is to support businesses and the community through the initial restrictions and into the recovery stage. It complements existing State and Federal Government policies, agencies and economic stimulus packages by addressing gaps.

The Precinct Recovery Grants, are designed for the recovery from COVID-19 phase and aimed at supporting a collective of businesses, or community members and businesses, to deliver projects which activate, promote, or enhance our retail and services precincts. This is the second round of Precinct Recovery Grants with the total amount of funding available \$160,000.

The first round of Precinct Recovery Grants funded nine distinct projects from across our precincts.

1. Experience Japan in the City of Yarra for Brunswick and Smith Streets
2. The Smith Street Artisan Christmas Market
3. Yarra Beer Trail across Collingwood
4. Creative Corner on Brunswick Street
5. Queens Parade Christmas Shopping Day
6. North Fitzroy Village - Your Hood With the Goods
7. Gertrude Saturdays
8. People of Gertrude Street: Digital Marketing Campaign
9. The Abbotsford Convent Garden Party

Precincts

- Bridge Road¹
- Brunswick Street
- Church Street
- Gertrude Street
- Johnston Street
- Nicholson Village
- North Fitzroy
- Queens Parade
- Rathdowne Village
- Smith Street
- Swan Street
- Victoria Street
- Other²

Grant Objectives

Expressions of Interest for the Precinct Recovery Grant Program must meet one or more of the following objectives:

- Activations that create a point of interest for a precinct.
- Promote destination marketing and other opportunities to increase trade and business opportunities.

¹ The Bridge Road Traders Association receives an ongoing Council contribution to support promotional activities in the Bridge Road Precinct. Applications that relate to the Bridge Road precinct will not be funded out of this grant pool and will instead be forwarded to The Bridge Road Traders Association for consideration.

² If you have an idea that will support businesses outside of these precincts you are encouraged to give the Economic Development team a call.

- Beautification that strengthen business districts through improved public realm initiatives.
- Training programs – targeted programs that directly benefit a location-based group of businesses.
- Partnerships between businesses or business and community.

Round 1 case studies

Gertrude Street



The People of Gertrude Street is a mix of community and business owners whose objective is to demonstrate the rich cultural diversity of Gertrude Street through a series of images and short films – in a manner that encourages community engagement. With a strong focus on people and community – we will tell the stories of the businesses on Gertrude Street

50 disposable cameras distributed to our community

1350 photos taken

200 individual pieces have been installed on Gertrude Street and surrounds.

The videos are being launched through their Instagram account @peopleofgertrudestreet

Gertrude Saturdays was a group of businesses who came together to create a series of activations on the Saturdays during December. There were special offers provided by the businesses on the days and pop-up entertainment for those who attended. A number of photographs and profiles were also made of the business community. All promotions were communicated through the Instagram account with images and videos @gertrudesaturdays

These two projects complimented each other and provided a boost to the business community and brought more visitors to the street during the Christmas period.



Queens Parade Christmas Market



December 12th saw Queens Parade transformed into a family market day. A mix of business and community members put an application forward to create a one day Christmas market with businesses trading on the footpath, buskers and activities for the kids.

Feedback from our Queens Parade Retailers has been extremely positive with some saying they had the best trade ever for one day during their time on the Parade and trade has remained good since.

We have received many positive emails about the The Heritage posters on Shop Windows and the Treasure hunt was a big success with over 75 children participating.

People loved the Buskers and the holiday atmosphere that was created by the outdoor dining and trade.

North Fitzroy Village - Your Hood with the Goods

This campaign created awareness in the local and immediate surrounding communities showing that the businesses in North Fitzroy are open for business. The campaign encouraged people who are familiar with the Village to engage and re-connect with businesses within it, while also enticing new people to visit and discover what North Fitzroy as a whole, has to offer. This has been achieved through both online marketing and the distribution of physical campaign collateral, colouring competitions, fridge magnets, posters and window decals.



The campaign created a lot of support from the business community, a brand and a map of businesses for people to visit.

Eligibility Criteria

Any proposed activities will be required to be undertaken within COVID-19 protocols as identified by Federal and State Government directives.

Eligible Applicants

- Business applicant must currently operate a business in the City of Yarra.
- Business applicant must have an active ABN as at 1 March 2020.
- Applicants must hold appropriate public liability/professional indemnity insurance (minimum \$20M public liability and \$10M professional indemnity) and provide a copy of a certificate of currency.
- Applicants must provide a copy of an appropriate food safety plan, where meals are being prepared.
- Applicants must provide a copy of an Occupational Health and Safety (OHS) Plan.
- All project partners must operate in accordance with any applicable code of conduct and ethical standards and hold all appropriate permits and licenses.
- Round 1 successful applicants can apply for Round 2; it must be for a new initiative that could build on the first and include new project members.

Eligible Projects

- Expressions of Interest and subsequent Grant Applications must clearly articulate how the project will meet the grant objectives.
- Applications are open for groups of five or more business OR at least two businesses working with community representatives.
- A business must be the main applicant and evidence of support from other businesses and/or community representatives is required.
- All Projects must be completed by 30 June 2021.

Applicants that are not eligible

- Businesses not located in the City of Yarra.
- Businesses located within a shopping centre which is owned and managed as a single entity and is not part of a greater retail destination.
- Business which have outstanding debts to Yarra City Council and/or have not acquitted any previous Council grants.
- Businesses which are not meeting their responsibilities to their staff under the Fair Work Act 2009 and Occupational Health and Safety Act 2004.
- Businesses that own or operate Electronic Gaming Machines (EGMs), or receive funding or in-kind support from EGM venues.

Projects that are not eligible

- Activities that do not demonstrate a strong connection with the City of Yarra or do not deliver benefits to the Yarra community
- A project that is considered the responsibility of State or Federal Government.
- A project that has received full funding for the same activity from another funding source. Partial funding from other sources is permitted, where the organisation can demonstrate that Council funds will compliment or enhance the service offering.
- A project which substantially benefits a single business.
- Parking related requests including discounted or waived permit fees, changes in restrictions or parking fees.

- Capital works projects such as re-sheeting, building repairs and maintenance, etc.
- Graffiti removal higher than ground level.
- Ongoing staff salaries or administration costs not specific to the project.
- Applications to fund projects retrospectively.

Timelines

This round of funding has a total funding pool of \$160,000 with grants of up to \$20,000 available.

Round 2	
18 January 2021	Open for Expressions of Interest
5 February 2021	Expression of Interest close
8 February 2021	Invitations sent to all successful EOIs to submit full application
26 February 2021	Applications close
	Applicants notified of outcome. All projects awarded funding may begin immediately
30 June 2021	All projects should be completed by 30 June 2021 .

We recommend you submit your EOI as soon as possible so that we can arrange a short meeting with you to discuss your ideas and give you any advice and suggestions to support your project such as permit requirements and any restrictions that can be foreseen.

Assessment Criteria

All Expressions of Interest and subsequent Grant Applications will be assessed on the following criteria:

- Does the proposal meet one or more of the grant program objectives?
- Does the proposal consider COVID-19 impacts upon business and addresses how the project promotes economic recovery?
- Will the business community in the City of Yarra benefit from the proposal?
- Does the proposal consider COVID-19 restrictions and regulations (e.g. social distancing, etc.) and document the ways in which the project can be adapted (or deferred) to meet these circumstances? See DHHS website for details <https://www.dhhs.vic.gov.au/business-sector-coronavirus-disease-covid-19>
- Does the applicant and project team have the capacity to successfully complete the project?
- Is the budget for this project realistic, balanced and complete? (Please note: A full project plan, budget and timeline will be requested at the Grant Application stage)

Application process

- Expressions of Interest must be made through Council's grant portal SmartyGrants <https://cityofyarra.smartygrants.com.au> and submitted prior to the closing date.
- All EOI applicants must have a short meeting with a City of Yarra Economic Development team member to discuss their project.
- Commendable projects will be directly invited to complete a Grant Application. This application which includes templates for project plans, budgets and timelines. Applications must also be made through Council's grant portal SmartyGrants.
- It is recommended that applicants provide additional supporting documentation as part of their Grant Application.
- All Grant Applications must be received by the closing date to be considered. The submitted Grant Application will be the information considered by the assessment panel. No supplementary material will be considered.

- Applications cannot be submitted for the same project from multiple applicants.

Assessment Process

- All eligible applications will be assessed by a Council appointed advisory panel who will provide Council with an independent review of the applications received, as well as make recommendations on funding.
- The final decision to award grants rests with the Chief Executive Officer of Yarra City Council acting under the delegated authority of the Council.

Successful Applications

- If you are successful, a funding agreement which outlines the conditions of your grant will be sent to the main applicant. You will need to sign and return two original copies of the funding agreement.
- You will also need to provide a copy of your organisation's bank statement showing the account number, BSB number and name. All payments will be made by electronic transfer and may be remitted in instalments in line with project milestones.

Acquittal

- Each grant recipient is required to submit an acquittal form within two months of completion of the project.
- The acquittal includes questions about how many businesses and Yarra residents participated in the event/program, what adjustments were made to the project as it unfolded, and whether the aims and objectives outlined in the application were met.
- The acquittal also includes a financial report in which you are required to demonstrate that the funds were spent in accordance with the budget submitted. You are required to keep accurate, up-to-date records in relation to the project including, but not limited to, itemised receipts issued when funding is spent. We request that you include receipts for items/services over \$200 in your acquittal.
- The required acquittal form will be linked to your application in the My Submissions area of SmartyGrants. When you are ready to submit the acquittal form please log onto <https://cityofyarra.smartygrants.com.au> and submit it in the same way you submitted your grant application. Applications from past grant recipients will not be considered while they have overdue acquittals.
- Council may also require organisations to fully participate in any audit of the program/activity by making readily available all income/expenditure records, correspondence, meeting notes, promotional material, and any other document relating to the funded program/activity. This may include site visits and the collection of documents relating to the funded program/activity.