 central geelong

Business facilitation

Program

**2018-19 Program Guide**

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| Overview |

The Central Geelong Business Facilitation Program supports the Central Geelong Action Plan and helps achieve the following short term actions:

1. Activate key strategic sites such as buildings that contribute to street appeal and that are suitable for ground floor street activation.
2. Work with the relevant landowners/tenants to undertake appropriate treatment works to create more active, vibrant places at these locations; and
3. Engage with landowners to promote redevelopment opportunities which provide for laneway improvements or new linkage opportunities.

Having a vibrant and commercially sustainable city centre is a top priority for the Geelong community. The Central Geelong Business Facilitation Program is intended to support one-off capital improvement projects for businesses located within the Central Geelong Action Plan boundary area.

Successful applications can receive a maximum of up to $10,000 towards any single project, which will be awarded by Council, and with the applicant matching the funds awarded.

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| ELIGIBLE PROJECTS |

The following projects will be considered for funding under the Central Geelong Business Facilitation Program:

* Enclosures and facilities for alfresco dining, street trading and the like;
* Installation of new externally located business signage;
* Painting of building facades;
* Installation of verandahs, awnings and pergolas;
* External lighting;
* External building alterations that enhance the streetscape (ie. removal of roller doors, new windows and façade openings); and
* The installation and/or display of public artwork, vertical gardens and green walls.

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| INELIGIBLE PROJECTS |

The following projects will not be eligible for funding under the Central Geelong Business Facilitation Program:

* Projects outside the Central Geelong Action Plan Boundary (see appendix 1);
* Routine building maintenance or repairs;
* Projects that have commenced at the time of submitting the application;
* Projects for properties where monies are owing to the City of Greater Geelong;
* Properties that are on the Victorian Heritage Register;
* Projects relating to non-commercial buildings (ie. dwellings, schools, churches, etc.); and
* Projects that aren’t visible to the public and do not focus on the presentation to a street or laneway.

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| APPLICATION REQUIREMENTS |

Applications for the Central Geelong Business Facilitation Program must be made online at [www.geelongaustralia.com.au/grants](http://www.geelongaustralia.com.au/grants) and must provide the following information:

1. Completed online application form.
2. A project plan or timeframe for the works.
3. A current copy of title for the land (produced within 3 months). A current copy of title can be obtained online at [www.landata.vic.gov.au](http://www.landata.vic.gov.au) or by visiting the Land Information Centre located at Level 10, 570 Bourke Street, Melbourne.
4. Plans and/or photographs which are fully dimensioned and clearly articulate the extent of works proposed.
5. A copy of any planning permit and endorsed plans, **OR**
   1. A letter (or email) from Council’s Planning Department confirming that no planning permit is required for the project, **OR**
   2. A letter confirming that an application has been lodged with Council’s Planning Department.
6. A fully itemised quote from a suitably qualified practitioner who is capable of carrying out the works. The quote must separately itemise all relevant project costs.

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| assessment criteria |

Applications eligible for the Central Geelong Business Facilitation Program will be assessed against the following criteria:

1. Whether the application is for an established business or a new business in processing of establishing in Central Geelong;
2. The ability for the project to support ongoing public and private investment, and economic growth in Central Geelong;
3. The visual benefits and public amenity improvements from the project; and
4. The overall public and community benefits as a result of the project.

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| ADDITIONAL INFORMATION FOR APPLICANTS |

1. All applicants must possess an Australian Business Number (ABN) or provide written advice from the Australian Tax Office that no withholding tax is required from the grant payment by completing a Statement by a Supplier Form.
2. Successful applicants will be required to enter into a legally-binding Funding Agreement with the City of Greater Geelong prior to the receipt of grant funds that sets out the responsibilities of each party.
3. Applicants will be required to complete the project within twelve (12) months of successful grant notification, unless otherwise agreed in writing by the City of Greater Geelong.
4. Funding is to be provided upon the satisfactory completion of the project. Prior to payment, an inspection is required to be undertaken by Council.
5. The value of the total grant provided to individual applicants will be assessed on a case-by-case basis determined on its merits relative to the assessment criteria.
6. The Applicant is required (at their cost) to erect a temporary sign on the subject property for the duration of the works stating that these works are being partially funded by the City of Greater Geelong. Details of the signage can be obtained from Council’s Central Geelong and Waterfront Unit on 5272 5059.
7. The property will be subject to routine inspection(s) by representatives of Council, fulfilling its responsibilities under the Planning and Environment Act (1987), Building Regulations 2006 and any requirements set out in the Funding Agreement.
8. Funded projects must be delivered as described in the application, unless otherwise approved in writing by the City of Greater Geelong. This includes any delays to the completion date, or ability to complete the project.
9. Successful projects that have been funded must acknowledge the City of Greater Geelong as a funding source on any marketing or publicity material, and include the City’s official logo and include the following working: ‘This project is supported by the City of Greater Geelong through the Central Geelong Business Facilitation Program’. Please contact the City’s Communications and Marketing Team on 5272 4803 to arrange appropriate logo material to be provided.
10. It is the sole responsibility of the applicant to ensure that all funded projects obtain necessary permits, consents and permissions, including those required from the City of Greater Geelong. A successful application for funding does not equate to the granting of any permits or necessary approvals.

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| KEY DATES |

Applications **open** on **Friday 7 December 2018** and **close** on **Monday 18 February 2019.** Applications will be accepted until 5:00pm on the final day. Incomplete or late submissions may not be accepted.

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| contact information |

For further information regarding the Central Geelong Business Facilitation Program please contact Council’s Central Geelong and Waterfront Team on 5272 5059 or email [jtrowell@geelongcity.vic.gov.au](mailto:jtrowell@geelongcity.vic.gov.au)

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| appendix 1 – central geelong action plan boundary (CGAP) MAP |

