



# Main Street Trader Support Guidelines

## What is it?

Council in 2015 established a place making Framework that reinforced Council's belief that collaborating with the community to improve public places generates opportunities for visitors, residents and businesses.

The Main Street Trader Support program provides funding to enable business associations and small groups of businesses to deliver programs and activities that contribute to the promotion, activation and development of main streets and retail services centres whether on a neighbourhood level like at Queen Street Croydon or a larger scale like Henley Square, Hindmarsh and Woodville Road.

The program aims to provide support to existing business associations that have been previously funded by the City of Charles Sturt Council while opening up funding opportunities within other precincts where businesses are seeking to collaborate to undertake activities that support and promote their area.

## Why?

Council has previously funded business associations to develop projects that promote and activate main streets. These business led initiatives have proved successful as they provide a catalyst for businesses to contribute to public spaces while building stronger relationships amongst business owners.

For example the Woodville Business Association has successfully established a Christmas show on Woodville Road, which now occurs annually. This event attracts over 2000 visitors to the area and showcases local businesses.

The Henley Beach Business Association coordinates a SALA hub at Henley each year. They link artists and businesses together and over 20 businesses host exhibitions. The event brings high calibre art to Henley for a month and a SALA launch event attracts visitors to Henley at a quieter time of year.

[Councils Place making framework](#) guiding principles have also informed the objectives of the program:

- *Tap into local knowledge* – the insights and knowledge from people that regularly visit or work in a space are invaluable to undertaking successful projects that meet the needs of an area.
- *Foster collaboration amongst businesses* – The funding provides a catalyst for businesses to work together, it's an opportunity to build stronger relationships and draw on the skills and networks of multiple people.
- *Develop a vision* – it's an opportunity to identify common goals amongst businesses and make a tangible contribution to public spaces.
- *Innovate* – Charles Sturt recognises that opportunities arise quickly and the funding enables businesses to act on their ideas and realise their vision.

## What does it fund?

Applications for Main Street Trader support can include (but is not limited to):

- Marketing campaigns and materials (including print and digital)
- Website and Social Media that promotes the precinct
- Community activations and events that promote the precinct

- Participation in major festivals such as the Adelaide Fringe Festival, SALA, Tour Down Under and Guitars in Bars and Other Places
- Precinct improvements such as planter boxes, public art, temporary lighting and wayfinding signage

### **How much money can I apply for?**

We hope to support as many proposals as possible through this program. The minimum amount is \$500 and the maximum amount \$20,000.

Council is keen to establish long term relationships with trader groups and therefore a 12 month program of activities and promotion would be supported. Once off projects and initiatives are encouraged to enable new business collaborations to trial their ideas before pursuing longer term initiatives.

### **Eligibility and assessment criteria:**

Funding proposals will be assessed on their merits against the eligibility and assessment criteria by a panel of Charles Sturt staff.

Those eligible to apply are:

- Business Associations within the City of Charles Sturt (both incorporated business associations and informal trader groups).
- Groups of 2 or more businesses operating within the same precinct within the City of Charles Sturt collaborating on a project.

### *Assessment Criteria*

Proposals are required to address how they meet the following:

1. The City of Charles Sturt [Place Making Guiding Principles](#):
  - a. Use local knowledge
  - b. Collaborate
  - c. Have a vision
  - d. Be resourceful and flexible
  - e. Create a place, not a design
  - f. Be sustainable
  - g. Be innovative
2. The benefits for the community and place such as:
  - a. Promotion, support and contribution to the local distinctiveness of the area ; and/or
  - b. Improve the precinct appeal and offerings
3. Benefits the project will deliver for local businesses such as:
  - a. Supporting local businesses (eg number of local businesses benefiting, potential increase in employment)
  - b. Increased visitation
  - c. Increased media and publicity of the precinct
4. Collaboration with a minimum of 2 businesses. Your application should include letters of support (or similar) to demonstrate collaboration.
5. Comprehensive budget including a breakdown of how the funding will be allocated. Projects that demonstrate in kind support, match funding or other funding sources will be considered more favourably.

6. The capacity, ability and expertise of the applicants to deliver the project

**The following activities are not eligible for funding:**

- Major infrastructure, major capital works and upgrades
- Fully ticketed events
- Business development and training
- Improvement and upgrades to individual businesses

**Some important things to know**

- Funding support does not negate the need to obtain other Council approvals and permission if required.
- Markets on both private and public land will require a Development Application. Speak to our Planning team (ph. 8408 1480) to fully understand the requirements before submitting your funding proposal.
- If your project involves the use of a City of Charles Sturt reserve or space/property owned by a third party, you must include evidence of support and permission from the property owner and/or relevant City of Charles Sturt Council department.
- Projects can take place in privately owned spaces but they must be publically accessible.
- Works of art must adhere to the City of Charles Sturt [public art guidelines and policies](#).
- If you underestimate the cost of your project, the City of Charles Sturt is not responsible for any shortfall.

**If you are successful with funding:**

Proposals recommended for funding will be presented at a Council meeting for a final decision. Applicants may be asked to present at a Council meeting regarding their proposal.

The delivery of all projects remains the responsibility of the applicants. Successful applicants will receive the support of a Council Place Leader, who can provide you with further advice and information so you can successfully deliver your project.

One business should be identified to enter into the funding agreement and auspice the grant. The funding agreement states that you are being provided with 'x' amount of funding to do 'y & z'. The nominated business requires an ABN and must provide an invoice to receive the funds.

The agreement includes the following terms and conditions:

- Grant funding must be used for the project as outlined in the proposal.
- The grant must be fully acquitted within 12 months from the date of funding. This includes providing:
  - a financial report detailing expenditure of the grant in accordance with the application; and
  - a project evaluation report.
- The City of Charles Sturt is not responsible for any budget shortfall.
- Any grant money left over following the completion of the project must be returned to Council.
- Support of the City of Charles Sturt Main Street Trader program must be acknowledged in any marketing materials.

- Any special conditions applied to the project separate to the 'Terms and Conditions' must be adhered to.
- All relevant legal requirements such as planning approval, permits and copyright clearance must be met by the applicant.

The City of Charles Sturt has the right to talk about your project for marketing and promotional purposes but we will not profit from this, nor will we impinge on your moral rights, copyright or intellectual property.

### **How to apply**

Simply submit your proposal addressing the information and assessment criteria and submit it to:

Main Street Trader Support Program  
City of Charles Sturt  
PO Box 1  
Woodville SA 5011  
Email: [placemakers@charlessturt.sa.gov.au](mailto:placemakers@charlessturt.sa.gov.au)  
Phone: 8408 1111