



City of Charles Sturt COVID-19 Economic Support and Stimulus Package

FUNDING GUIDELINES FOR LOCAL BUSINESS, SPORTING CLUBS & THE ARTS

VERSION 2: AUGUST 2020

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INTRODUCTION

City of Charles Sturt's COVID-19 Economic Support and Stimulus package will inject a total of **\$100.5 million dollars** into our community over the next two years and has refocused Council initiatives to best support the struggling economic sectors of our community.

Key highlights of the package include:

- Over \$2.5 million of financial support to individuals, hospitality and food, construction and recreation sectors
- Over \$500,000 of economic stimulus to small businesses, arts, entertainment and recreation sectors
- \$97.4 million in capital works funding for the next 2 years with an increased emphasis on supporting City of Charles Sturt businesses and their supply chains.

These guidelines have been developed to support a transparent process in administrating the \$500,000 economic stimulus to Businesses, Arts & Entertainment sole traders & organisations and Sporting Clubs.

Objectives of the program:

1. To focus on keeping local businesses running during the pandemic
2. To play a critical role and bring energy to the recovery of businesses
3. To ensure CCS grants/projects do not mirror current state and federal grants and/or funding
4. Target areas that are not eligible for current state and federal grants and/or funding

NEED HELP?

We encourage you to contact the Urban Projects team who can work with you to explore your specific business recovery needs and ideas, including support options beyond financial assistance.

Contact: Urban Projects, Administrative Support Officer

If you are a Sporting Club, please contact Scott Edgecombe, Recreation & Sport Officer.

P: 8408 1111

E: covid19funding@charlessturt.sa.gov.au

PROGRAM STREAMS

BUSINESS

Program	Funds
Business Support Program (funding for external business advice only)	This funding option is now closed. A total of \$102,250 has been allocated to support 66 local businesses.
#shop local - we are back in business (supporting customer attraction activities and events for accommodation, beverage & food services; retail services & Arts & recreation services only).	Up to \$2,000 + GST per business An additional \$500 is available for entertainment costs, such as a musician. Round 1: 2019/20 provided \$14,719 to 16 businesses Total 2020/21 funding available: \$30,000

ARTS & CULTURE

Program	Funds
Live and Local (supporting live music in venues and pubs)	Negotiated on a project by project basis up to \$2,000 + GST per project or business. Round 1: 2019/20 provided \$31,000 for 12 events. Total 2020/21 funding available: \$50,000
Creative Cities Program (supporting projects led by professional local artists & arts organisations that connect the community back to the Arts)	Negotiated on a project by project basis up to \$5,000 + GST per project. Total 2020/21 funding available: \$60,000

SPORTING CLUBS

Program	Funds
Recovering Clubs in COVID-19 Program (supporting local sporting clubs to safely return to training & competition)	Eligible sporting clubs within CCS can apply for funding up to \$1,000 + GST Round 1: 2019/20 provided \$23,000 to 46 local sporting clubs Round 2: Total 2020/21 funding available: \$70,000

Please note: Businesses can apply for more than one stream subject to meeting eligibility & assessment criteria.

APPLICATION PROCESS

Step 1:

Read the grant guidelines and identify the program stream(s) you would like to be involved in or learn more about.

Step 2:

Submit an online expression of interest to be involved in the program and share your recovery ideas (ideas remain the intellectual property of the applicant).

<https://www.charlessturt.sa.gov.au/business/economic-support-and-stimulus-package>

You will then be assigned a CCS staff member that will guide you through the entire process and advise if more information is required.

Step 3:

Eligible expressions of interest will be reviewed and assessed against the selection criteria by City of Charles Sturt Staff who will then provide an objective, independent recommendation to the Economic Stimulus Governance Committee for approval.

Step 4:

We will notify you of the outcome of your expression of interest to be involved in the program.

If successful, a CCS staff member will support you through where to from here and finalise a funding agreement with you that outlines your identified outputs, outcomes, timelines and budget.

GENERAL PROGRAM ELIGIBILITY

To be eligible for the program applicants must:

- Have a principal place of business, including home based sole trader/business, based within City of Charles Sturt, and the application must relate to this business.
- Be adversely impacted by the COVID-19 pandemic.
- Applicants must not be (or immediate relative of) a City of Charles Sturt staff member or Elected Member.
- Meet the eligibility criteria for the stream(s) in which they are applying.
- Demonstrate capacity to complete the proposed project.
- Have no outstanding debts to the City of Charles Sturt (excluding hardship provision for late payment of rates).
- Not be a political or religious group, party or organisation that vilify, exclude or offend parts of the community.
- Not request retrospective funding for a project or activity that has already occurred.
- Not have previously received CCS funding for the proposed activity or project.
- Adhere to current COVID-19 restrictions.

GENERAL SELECTION CRITERIA

Applicants who meet the eligibility criteria will be assessed using the following selection criteria:

- Cost versus benefit of activity (value for money).
- Potential impact of activity on community and/or business, sporting club or sole trader's COVID-19 recovery.
- Alignment with the funding stream's purpose & priorities.
- Project viability (is it achievable within the timeframe & budget)

- Innovation (desire to adapt, improve or generate new & creative solutions & ideas to support recovery)

PAYMENT

Refer to individual funding streams for payment information and funding agreement requirements. Tax invoices will be processed according to council's payment procedure timeline.

SHARING PROGRAM OUTCOMES

Upon completion of your involvement in the program, you will be required to provide feedback on agreed outputs and outcomes and acquit any funding allocation within one month.

We will use this information to assist us in improving the program to ensure it continues to meet the needs of our local community and is responsive to the changing COVID-19 environment.

Your assigned CCS staff member will provide you with detailed reporting and acquittal information as part of the funding agreement.

#SHOP LOCAL – WE ARE BACK IN BUSINESS

PURPOSE

Provide an opportunity for businesses to tell their customers they are back open.

Bring life back to our main streets.

PROGRAM PRIORITIES

Customer attraction activities and events that can be held as restrictions ease and shops re-open or increase service offering.

EXPECTED PROGRAM OUTCOMES

Increased community knowledge that businesses are open in their community.

Restored public confidence in returning to businesses.

Increased foot traffic and expenditure as a result of a #shoplocal – back in business campaign.

Increased activity on our “main streets” such as outdoor dining, foot traffic and reactivation of shop fronts to contribute to the vibrancy of our City.

Collaborative projects between local businesses to attract customers in creative ways.

ELIGIBILITY

In addition to the general program eligibility applicants must:

Be a business from one of the following employment sectors:

- Accommodation, beverage & food services
- Retail services
- Arts & recreation services

HOW MUCH FUNDING IS AVAILABLE?

- Hospitality Discount Initiatives - such as a 10% discount for residents or a buy one get one free coffee or meal are eligible for up to \$500.
- Beauty Services and Gym Discount Initiatives - such as a discount for a beauty service or a week’s free gym membership are eligible for up to \$1000.
- Workshops, events and other experiences are eligible for up to a maximum of \$2,000 plus GST per business and if the activity involves a local musician an additional \$500 may be available to assist with Artist fees.
- Businesses working collaboratively may receive up to a value of \$5,000 plus GST.

Expressions of Interest for this program will be open on an ongoing basis until 1 June 2021 or until funding is exhausted.

WHAT CAN THE FUNDING BE USED FOR?

Subject to current COVID-19 restrictions customer experiences could include but are not limited to:

Tasting events

For food-based businesses, for example food sampling and pairing experience or a food and wine event of a neighbourhood scale with goods subsidized to reduce costs or make free for the local customer.

Classroom retail

Customer participation through workshops in store or online to learn a skill or participate in maker demonstrations.

Storytelling / meet the maker experiences
Virtual & in store experiences that share the story behind the maker, the process or local product. For instance, an open night to see behind the scenes of the business.

Temporary artwork installation
Something unique to encourage people to come specifically to see, for instance a collection of artworks outside business premises.

Community connection
Business site as a platform for people to interact or accomplish something together, for example businesses supporting residents to plan a community project in store.

Social conscious consumption awareness experience
Event centred around locally produced and sourced products, sustainability and reducing environmental impacts.

Shop local initiatives
Businesses connected to and supporting their local community, for example, promotion of a 10% discount card for residents or a retail store offering customers a free/ discount coffee card from a neighbouring café.

KEY DATES

Expressions of Interest are now open

Money granted in the 20/21 financial year should be expended within 3 months of receipt of the funds.

Expressions of Interest for this program will be open on an **ongoing** basis **until 1 June 2021** or **until funding** is exhausted.

PAYMENT

Payment under this program will be made directly to the business after receipt of a signed funding agreement and tax invoice.

The business agrees to acquit the funds within one month of completing the project, as per the funding agreement.

MORE INFORMATION

Contact: Sarah Maddock, Place Leader

M: 0438 317 992

E: smaddock@charlessturt.sa.gov.au



LIVE AND LOCAL

PURPOSE

Support local musicians, live music venues and small business.

PROGRAM PRIORITIES

2019/20 financial year – streamed live music events from various music venues across City of Charles Sturt.

2020/21 financial year – live music (in person) at various music venues and small businesses across City of Charles Sturt.

EXPECTED PROGRAM OUTCOMES

Employment of local musician(s)

Positive publicity of local businesses

Business maintains connection with its community (during COVID-19 restrictions)

Restore public confidence, encourage residents and attract new customers to attend live events at local businesses (after restrictions have eased).

Re-energise public places within the City of Charles Sturt.

ELIGIBILITY

In addition to the general program eligibility applicants must:

Local musicians are the primary focus unless otherwise agreed to with the venue.

HOW MUCH FUNDING IS AVAILABLE?

Up to \$2,000 plus GST per project or business.

WHAT CAN THE FUNDING BE USED FOR?

Live streaming events (whilst COVID-19 gathering restrictions are in place)

Funding live music in venues and pubs.

KEY DATES

Expressions of Interest are now open.

Expressions of Interest for the 2020/21 program will be open on an **ongoing** basis **until 1 June 2021** or **until funding** is exhausted.

PAYMENT

Payment under this program will be made on a project by project basis after service has been delivered and a tax invoice received to either the business, the artist or a contractor.

MORE INFORMATION

Contact: Paola Silvano, Place Leader

M: 0437 544 924

E: psilvano@charlessturt.sa.gov.au

CREATIVE CITIES PROGRAM

PURPOSE

Support local Artists (sole traders) & Arts Organisations affected by COVID-19 restrictions to develop initiatives, projects and artwork that connect and engage local audiences in new and different ways to the Arts.

Offer a flexible and adaptive program that targets timely and appropriate creative & performing arts activities that aid community recovery and enhance community wellbeing after a significant disruption to our cultural life.

PROGRAM PRIORITIES

Innovative, distinctive and new ideas to engage local audiences in the Arts.

Showcase Arts & Cultural spaces & businesses located within CCS.

Create opportunities for CCS cultural & creative workforce.

EXPECTED PROGRAM OUTCOMES

Projects can contribute to one or more of the following outcomes:

A flexible and adaptive program that targets timely and appropriate creative & performing arts activities that aid community recovery and enhance community wellbeing after a significant disruption to our cultural life.

Collaborative projects between artists and local businesses to attract customers in creative ways.

Support programming and operational adaption of local arts organisations to enable them to continue to operate through restricted trading conditions and/or within virtual spaces.

Creative placemaking that animates public spaces to improve local business visibility.

Increased connection of our local creative & performing arts sector and community during and beyond the Government COVID-19 restrictions.

Apply creative thinking to our COVID-19 response and allow us to creatively imagine what recovery looks like. Artists and their creativity have a key role in helping communities make sense of the crisis, reconnect and recover.

Plan for the recovery phase to restore public confidence and encourage residents to attend live events, workshops, exhibitions & businesses when it is safe to do so.

Capitalise on the strengths, assets and inspiration of our local Arts community, provide employment opportunities for local artists and support our creative economy.

Explore collaborative solutions to build resilience of our local creative and performing arts sector.

ELIGIBILITY

In addition to the general program eligibility applicants must:

Be a sole trader with an ABN (all artforms, including visual & performing arts, writers,

musicians) who resides in or has a studio located within CCS or,

A not for Profit Arts organisation within CCS or,

A for profit arts enterprise within CCS that employs 1-19 full time equivalent employees

HOW MUCH FUNDING IS AVAILABLE?

Up to \$5,000 plus GST per project or business.

WHAT CAN THE FUNDING BE USED FOR?

- Artist fees
- digital and online materials or tools
- marketing & promotion of the activity
- materials required to deliver the activity or adapted business approach

KEY DATES

Expressions of Interest is now open.

Expressions of Interest for the 2020/21 program will be open on an **ongoing** basis **until** 1 June 2021 or **until funding** is exhausted.

PAYMENT

Payment under this program will be made directly to the business and or Artist after receipt of a signed funding agreement and tax invoice.

The business / Artist agrees to acquit the funds within one month of completing the project, as per the funding agreement.

MORE INFORMATION

Contact: Navian Iseut, Place Leader

M: 0419 923 009

E: niseut@charlessturt.sa.gov.au

RECOVERING CLUBS IN COVID-19 PROGRAM – ROUND 2

PURPOSE

To support local sporting clubs as they return to training and competition, through the delivery of Round 2 of the Recovering Clubs in COVID-19 program.

PROGRAM PRIORITIES & OUTCOMES

This initiative aims to provide sporting clubs with targeted economic stimulus to further assist with a range of relevant hygiene, equipment, signage, club development, training and other approved resource needs to support clubs recover from the impacts of COVID-19.

ELIGIBILITY

In addition to the general program eligibility applicants must:

- Submit only **one** application per sporting club.
- Sporting Clubs must be not-for-profit
- Sporting clubs must be geographically located and operating within the City of Charles Sturt LGA.
- Clubs successfully funded in Round 1 are eligible for Round 2 funding, however initial priority (where possible) will be given to clubs who did not receive funding in Round 1.

NOTE: clubs must have acquitted Round 1 funding to be eligible for Round 2 funding.

Applications will be reviewed and assessed by the Open Space, Recreation & Property teams Recovering Clubs in COVID-19 committee. NOTE: Applicants must not be (or related to) a City of Charles Sturt staff member or Elected Member.

The following items are considered ineligible* for funding:

- Payment of salaries and/or wages to paid staff
- Purchase of alcohol
- Travel and/or accommodation costs
- Costs or lost revenue incurred prior to 1 March 2020 and not related to COVID-19.

HOW MUCH CAN CLUBS APPLY FOR?

Eligible Sporting clubs within the City of Charles Sturt can apply for funding up to a maximum of \$1,000 (plus GST) to help subsidise specified costs associated with the return to sport purposes outlined below (or other approved costs associated with the impact of COVID-19).

WHAT CAN THE FUNDING BE USED FOR?

- Club utilities & eligible* operating costs (eg. to subsidise lighting, power, water, etc)
- NOTE: must directly relate to the COVID-19 period.
- Hand sanitiser, cleaning disinfectants, COVID related signage (to help meet COVID related social distancing, hygiene and cleaning protocols)
- Relevant club training/development needs to assist return to play, ensure compliance, improve wellbeing, and/or support club recovery outcomes

- Relevant club equipment to lessen need for sharing, and/or improve the club environment
- Other relevant costs (associated with the impact of COVID-19) that the Recovering Clubs in COVID-19 committee deems has merit and is consistent with the funding intent.

MORE INFORMATION

Contact: Scott Edgecombe, Recreation & Sport Officer

M: 0436 193 732

E: sedgecombe@charlessturt.sa.gov.au

KEY DATES

APPLICATIONS OPEN - **Monday, 31 August 2020**

APPLICATIONS CLOSE - **Friday, 2 October 2020 (COB)** OR once the grant budget is expended (whichever comes first).

NOTE: \$50K has been allocated to Round 2 grant applications. Any additional recovering clubs in COVID-19 program funding will be allocated directly to Charles Sturt facilitated club development training, workshops & initiatives. Should you have any suggestions for future club training & development opportunities, please email Scott Edgecombe (as below).

PAYMENT

Payment under this program will be made directly to approved sporting clubs on receipt of a valid tax invoice (from clubs with an ABN) OR via a club invoice and a completed [ATO Statement by Supplier form](#) (from clubs without an ABN).

Acquittal: Applicants must provide valid supporting bills and/or receipts to substantiate any approved funding purchases/costs incurred (within one month of completing the project) or no later than Friday, 30 October 2020.

ADDITIONAL INFORMATION

Join Western Business Leaders Network to access news, events and information

<https://www.charlessturt.sa.gov.au/business/networking-and-events>

COVID-19 updates & community assistance on City of Charles Sturt website

<https://www.charlessturt.sa.gov.au/services/health-services/public-health-and-safety/covid-19>

COVID-19 Economic Support and Stimulus Package – Council report 11 May 2020

https://www.charlessturt.sa.gov.au/_data/assets/pdf_file/0032/661982/Item-6.40-Late-Report-COVID-19-Economic-Support-and-Stimulus-Package.pdf

Other business grants & funding support

<https://www.charlessturt.sa.gov.au/business/business-grants-and-funding>

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