



# Woollahra Municipal Government

## Draft Business Chamber Funding Guidelines

Effective Date:	
Last Reviewed:	
Next Review Date:	
Division/Department:	Planning & Place/Placemaking
Responsible Officer:	Manager - Placemaking
HPE CM Record Number:	21/91960

### 1 Associated Policy

This Procedure is associated with the following Policy: Business Chambers Funding Policy (21/95817).

### 2 Overview

Woollahra Municipal Council have supported business chambers in a variety of ways. The level of support has varied depending on the size of the area they represent and the nature of the challenges they are confronting.

These guidelines recognise the need for public, private and resident interests to collaborate and cooperate in the delivery of Placemaking programs and initiatives. Therefore, the allocation of public funds will depend on the commitment of parties and whether proposed funded activities properly align with the current and future needs. Further, that the cost of proposals have been properly estimated and that outcomes are reasonably measureable.

### 3 About the Guidelines

These Guidelines have been developed to ensure transparency, consistency and a standardized approach to how we support our business and retail areas through funding of business chambers.

They recognise that the information submitted with requests and the terms of approvals, including measurement of outcomes and acquittals, are proportionate to the value of the funding.

These guidelines are to:

- assist applicants in the preparation of funding requests
- guide Council in the assessment and determination of funding requests
- assist in the evaluation and outcomes of funded activities upon completion

## 4 Selection Criteria

Council will assess funding requests based on the following criteria:

### Strategic Intent

- a) Alignment to Council's strategies and plans
- b) Provision of strong and effective business representation, leadership, planning and decision-making
- c) Ability to undertake the activities identified in the proposal and ensure the performance of all its obligations
- d) Ability to attract new and interesting businesses or business experiences to Woollahra LGA
- e) Capacity to measure social and economic impacts of proposed activities, report findings and share with Council
- f) Commitment to using Council's logos on print materials and marketing collateral including print media, social media, web and direct marketing

### Public Benefit

- a) Ability to articulate, in monetary terms, the social and economic benefits/ value associated with the projects detailed within their funding request
- b) Provision of gained insights and alternate avenues for Council to provide economic benefits to and meet the needs of local business communities
- c) Ability to grow sponsored and self-funded public events and activities that do not rely on funding from Council

### Community Participation

- a) Actively engage with residents, businesses and any relevant stakeholders within the LGA through a variety of channels including, but not limited to, social media, media publications and regular reporting
- b) Evidence of collaboration and consultation with residents and businesses in the design and delivery of projects and activities
- c) Development of long term partnerships and alliances that can amplify Councils reach in engagement with local businesses within Woollahra LGA
- d) Membership is accessible and inclusive to all eligible individuals and businesses.
- e) Ability to demonstrate equitable distribution of services, events and activities to the businesses and communities the chamber or partnership represents.

### Financial Management & Sustainability

- a) Ability to demonstrate how their projects represent value for money
- b) Promotion of the long term sustainability of our community including social, economic, environment and civic leadership in a manner that is affordable in the long run
- c) Commitment to completing an acquittal within 30 days after the completion of projects, which includes an evaluation of the project and the provision of evidence of expenditure of funds including receipts
- d) Have effective financial management and reporting process in place with appropriate human resources for implementation

- e) Ability to provide long term financial plans and identify council funding will contribute towards achieving a sustainable /self-funding model.

## **Innovation**

- a) Strategic focus on innovative business ideas and opportunities and ability to demonstrate how they might advance and support our businesses and community
- b) Ability to promote and support to 'non-bricks and mortar' type businesses within Woollahra LGA such as home occupation professional services, independent consultants, sole traders, and entrepreneurs
- c) Advocacy and support for local start up hubs, small business incubators and other innovation ecosystems

## **5 Funds**

The amount of funding provided will depend on the individual merits of the funding request. Funding will be provided in cash and/or in-kind. The merits of funding requests will be influenced by:

The business chamber's overall budget compared to the amount of funding requested  
Initiatives by the business chamber to raise funds from other sources, e.g. other government grants, memberships, sponsorships, crowd sourcing, income from activities, etc.

Initiatives by the business chamber to operate in an economically efficient manner

Potential economic benefits of intended activities

For cash funding, the availability of funds in Council's budget for business chambers, either collectively or individually

## **6 Applications for funding requests**

Business Chambers seeking funding will need to complete and submit to Council a *Woollahra Business Chamber Funding Application Form*. Applicants are required to provide information in the following areas:

- a) Comprehensive plans outlining the nature of a project or program.
- b) Organisational details associated with the Business Chamber and its ongoing operation
- c) Detailed budgets outlining proposed expenditure and income associated with projects and programs.
- d) Proposed non-monetary/ in kind contributions from Council
- e) Financial statements and bank statements showing actual income and expenditure for previous financial periods.

## **7 Application assessment determination**

Decisions on funding requests will require a resolution of Council.

A report will first be prepared by Council staff on the merits of the application for consideration by the relevant Council Committee. Reports will be publicly available prior to the Committee meeting. Council and Committee meetings are open to the public and are conducted in an open and transparent manner.

Decisions to approve funding may be subject to terms and conditions considered appropriate by Council. Decisions will be communicated to applicants as soon as possible following the Council meeting.

Payment of approved funding will be made following receipt of a tax invoice.

## 8 Submission

Funding requests must be made on-line or by email to [records@woollahra.nsw.gov.au](mailto:records@woollahra.nsw.gov.au) and to the attention of the Manager – Placemaking using the Woollahra Business Chamber Funding Application Form.

Complete applications need to be received no later than 31 March preceding the start of the financial year for which funding is being sought.

## 9 Determination

Council has authority to approve or refuse any funding request or proposal from business chambers within the Woollahra LGA.

## 10 Related Policies and Procedures

	HPECM Reference
Draft Business Chamber Funding Policy	21/95817
Woollahra Business Chamber Funding Application Form	21/139198

## Procedure Amendments

Date	Responsible Officer	Description