

TOWN *of* CLAREMONT

BUSINESS SUPPORT GRANTS

Guidelines & FAQs



Our vision and mission

OUR VISION

The Town is a progressive, respectful, sustainable local government supporting a connected, flourishing community.

OUR MISSION

We exist to deliver quality services for Claremont today and to build the foundation for the future.

ACKNOWLEDGEMENT OF PEOPLE AND COUNTRY

The Town of Claremont acknowledges the Traditional Custodians of the land and waterways of the Claremont and Swanbourne area. We respect the significance of their connection to the sacred sites, the Derbal Yerrigan and Galbamaanup wetland. We honour the ancestors of our community Elders who survived and cared for this Country.

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Introduction

Events, arts, culture and local business support is critical in creating vibrant and activated town centres. The Town of Claremont will provide up to \$10,000 (plus GST) in funding to eligible applicants to invigorate, inspire, collaborate, and deliver exciting projects in Claremont.

Funding is to support business projects, events, arts and cultural activities that have a public outcome, stimulates economic growth for local businesses, adds to the vibrancy and drives visitation to the Claremont Town Centre. Businesses outside of the Claremont Town Centre are eligible to apply, however, the project must take place within the Claremont Town Centre.

Program Outcomes

The Business Support Grants align with key goals in the Town's Strategic Community Plan. The Town aims to support local businesses, events, arts and cultural activations/activities that achieve these goals.

STRATEGIC GOALS	
People	Facilitate opportunities for social participation, health, learning and inclusion through programmes, events, and activities and services.
Environmental Sustainability	Support the Town's vision in demonstrating diligent sustainable and environmental practices.
Local Prosperity	Support new and existing local businesses and entrepreneurial activity. Raise the profile of the Claremont Town Centre as visitor destination

Key Dates

The Town will accept applications for Business Support Grants at any time, however decisions will be made on a case-by-case basis in line with budget and strategic priorities.

Applicants are required to apply at a minimum of eight weeks prior to the start of their project and must provide a public outcome before the end of the current financial year, unless otherwise agreed with by the Town. This grant operates as exhaustive funding, and the Town reserves the right to close the program once the available budget has been expended.

Selection Criteria

Priority will be given to projects that:

- Are extra-ordinary from your usual business activities
- Are activations held after 6pm (Not mandatory)
- Demonstrate how your project will attract visitation to the Claremont Town Centre, and encourage visitors to dwell in the area. Detail how success of your project will be measured. For example, visitation numbers, social media reach, verbal feedback, survey etc.
- Demonstrate how the project will support your business, the local economy and provide opportunities for engagement with other local businesses in the hospitality and retail sector, and champion the use of local businesses and suppliers.*
- Demonstrate how your project will acknowledge the Town of Claremont as an event partner/sponsor.
- Businesses outside of the Claremont Town Centre are eligible to apply to for funding however, their project must take place within the Claremont Town Centre.

*Note: Local businesses and suppliers are defined as those located within the Town of Claremont Local Government Area.

Project Delivery

Applicants will also be assessed on the following through the information provided in the application:

- Does the applicant's proposal meet the selection criteria and any priority areas?
- Does the applicant have a demonstrated capacity to manage all aspects of the project?
- Is the project plan and budget realistic and value for money?
- Does the project have sustainable considerations to reduce the project's impact on the environment?

How to Apply

For further information, to talk about your ideas and for assistance with applying, please contact the Claremont Town Centre Destination Marketing and Events Officer at ctc@claremont.wa.gov.au or (08) 9285 4300.

Submit your application by email ctc@claremont.wa.gov.au

Frequently Asked Questions

If your question is not in the Frequently Asked Questions below, please contact the Claremont Town Centre Destination Marketing and Events Officer at ctc@claremont.wa.gov.au or (08) 9285 4300.

WHAT TYPE OF PROJECTS ARE SUPPORTED?

To be eligible to receive grant funding from the Town, the applicant must:

1. Be a legally constituted entity or individual with an Australian Business Number (ABN) or be under the auspice of an Australian legal entity;
2. Have appropriate insurances and licenses, as outlined under the Town's event approvals or other relevant policies and procedures;
3. Have submitted the application prior to the project commencement date with sufficient time to enable consideration by the Town;
4. Offer a project or initiative within the Claremont Town Centre area (the area bordered by north of Stirling Highway, east of Stirling Road, south of Guger Street and west of Leura Avenue) and demonstrate financial viability without the Town's funding.



Below is a list of examples of projects supported under this program. This list is not exhaustive, and you are required to discuss your project with the Claremont Town Centre Destination Marketing and Events Officer prior to submitting an application:

- Multi-cultural events;
- Live music festivals/events;
- Markets;
- Food and drink events;
- Arts and culture activity with a public outcome.
E.g. visual arts, film and photography exhibitions, music and dance performances, and arts workshops (e.g. school holiday programs);
- Fashion events (e.g. fashion shows in public spaces);
- Local community-led events;
- Pop-up retailers — public launch events, night-time events;
- Local businesses hosting events or activations which leverage major events/occasions/Claremont Town Centre marketing campaigns, and activate their neighborhood;
- Temporary promotional signage;
- Promotional marketing campaigns;
- At the Town's discretion they may consider to cover recurrent operational funding needed to deliver projects, including but not limited to wages, salaries, or administrative overheads.

WHAT TYPE OF PROJECTS ARE NOT SUPPORTED?

The Town will not consider applications from:

- The Commonwealth or State Government Departments;
- A political party;
- An applicant that (in the Town's opinion) supports, promotes or facilitates violence, intolerance or discrimination;
- An employee or elected member of the Town, or their immediate family members;
- An applicant that has outstanding debts to the Town;
- An applicant who is in legal conflict with the Town;
- An applicant that has failed to provide satisfactory acquittal reporting for any previous Town funding;
- An applicant that has already received Town funding (including in-kind) for the same project within the same financial year; or
- An applicant that has already applied for Town funding (including in-kind) for the same project within the same financial year and been refused; and
- An applicant that conducts themselves in a way the Town considers to be injurious or prejudicial to the character or interests of the Town.

Below is a list of examples of projects not supported under this program. This list is not exhaustive and you are required to discuss your project with the Claremont Town Centre Destination Marketing and Events Officer prior to commencing an application.

- Murals;
- Virtual events;
- Internal business events, business exhibitions, conferences and conventions;
- Awards ceremonies;
- Networking events;
- Artistic development programs;
- Minor or major capital works projects;
- Private/invite only events (events or projects must be accessible to the public, at the Town's discretion some private events may be considered).

Under this program, only applications for temporary activations will be considered. The Town will not support projects, activations, or arts and culture activity which consist of permanent installations.

DO I NEED TO SUBMIT A TOWN OF CLAREMONT EVENT APPLICATION FORM?

The Business Support Grant application form covers all necessary information required by the Town in relation to an event.

No additional event application form is required to be filled out.

CAN ALCOHOL BE CONSUMED AT MY EVENT? IS A LICENCE REQUIRED?

Certain events/projects will require a liquor license from the Department of Racing, Gaming and Liquor. This includes any event where alcohol is being provided or sold. The Town of Claremont recommends you contact the Department of Racing, Gaming and Liquor on 1800 634 541 or visit rgl.wa.gov.au to determine if a liquor license is required.

DO I OR FOOD VENDORS AT MY EVENT NEED A TEMPORARY FOOD PERMIT ?

Anyone selling food is required to complete a Temporary Food Permit Form unless the seller already has a Food Business Registration with the Town.

A seller of food would include someone you are paying to be at your event to provide food e.g. a food vendor and/or

caterer, whether they are physically at your event or have left the food with you to serve at your event.

The Town will request the event organiser to get a Temporary Food Permit Form to be filled in by the food vendor/caterer if applicable. As the event is being funded/supported by the Town of Claremont all fees associated with the permit are waived.

IF THE EVENT IS IN PUBLIC SPACE AND I HAVE VENDORS/STALLS AT MY EVENT SELLING ANYTHING OTHER THAN FOOD DO THEY REQUIRE A PERMIT?

If your event is in a public space e.g. a lane-way or footpath all suppliers trading at your event will be required to fill in *Form5A Trading in thoroughfare or a public space*.

The Town will request the event organiser to get Form5A filled in by the supplier if applicable. As the event is being funded/supported by the Town of Claremont all fees associated with the permit to trade are waived.

DOES THE EVENT NEED PUBLIC LIABILITY INSURANCE?

If you are inviting members of the public to your event/project, you must obtain minimum \$20m Public Liability Insurance — please submit a copy of your Public Liability Certificate with your application.

DO I NEED TO DISCUSS OR SUBMIT ANY ADDITIONAL INFORMATION?

After you submit your application the Claremont Town Centre Destination Marketing and Events Officer will discuss with you if additional information is required.

The following can be discussed on a case by case basis:

- The erection of any temporary structures, excluding a marquee less than 25 square meters (*Advice of Structures Form*);
- Temporary road closure or suspension of ordinary traffic movement;
- Impacting a public lane-way (ensure some public access through lanes is maintained);
- Fireworks or the use of laser lights;
- Use of amplified equipment or extraordinary vehicle noise (*Environmental Protection (Noise) Regulations 1997*);
- The preparation or sale of food to the public;
- Selling or hiring of goods, wares, or merchandise;
- Large animals (e.g. camels);
- Erection of event signage;
- The need for additional toilet facilities beyond what is already available at the site (*Refer pages 142-144 Events Guidelines 2022 (health.wa.gov.au)*);
- Crowd control or other measures to ensure public safety or security;
- Event Site layout plan;
- Covid-19 event plan;
- Risk Management Plan — with consideration for emergency procedures, first aid, noise, security, and police;
- Waste management Plan;
- Plan to engage and notify nearby businesses of your event;
- Use of Town & Town Centre logo on marketing material;
- For further information refer to Events Guidelines 2022 (https://www.health.wa.gov.au/Articles/F_1/Guideline-for-concerts-events-and-organised-gatherings).

ARE ANY OTHER APPROVALS REQUIRED FOR THE EVENT?

To protect the health and safety of people at public events, various pieces of State Government legislation and regulations are in place and result in the need for approvals and permits for some events and activities.

IF SUCCESSFUL DOES THE TOWN NEED TO BE RECOGNISED IN PROMOTION AND MARKETING OF MY PROJECT?

If successful the Claremont Town Centre and Town of Claremont must be represented as an event/project sponsor on all printed and digital marketing materials made for the event/activation as well as verbal acknowledgement. For example:

Digital & printed posters

- Claremont Town Centre and Town of Claremont logo must be displayed and be legible.

Social media posts

- Tag @claremonttowncentre @town_of_claremont and #claremonttowncentre
- Text in post must include 'This project is supported by the @claremonttowncentre Business Support Grant'

Online event listings

- If you upload your event onto external websites, you must include the following text 'This project is supported by the Claremont Town Centre Business Support Grant'

Acknowledgement at event/project

- If there are any formal welcomes/presentation at the event then the Claremont Town Centre must be acknowledged as an event sponsor. For example 'This project is supported by the Claremont Town Centre Business Support Grant'
- You may be required to display Town of Claremont or Claremont Town Centre flags or signage at your event
- Claremont Town Centre logo must be printed on any signage at the event.

Successful applicants will be required to submit photographic evidence/screenshots of acknowledgement as a part of their event acquittal.

To request appropriate logos please email the Claremont Town Centre Destination Marketing and Events Officer ctc@claremont.wa.gov.au

CAN I ASSUME THE PROJECT WILL BE FUNDED IF IT HAS BEEN FUNDED IN PREVIOUS YEARS?

The Town is committed to ensuring the assessment process is fair and equitable. Recurring annual funding is not guaranteed. The Town recommends you also seek additional funding from other sources to strengthen your application.

HOW MANY TIMES CAN I APPLY?

Applicants may apply for sponsorship for several projects as long as they are for different initiatives.

I WANT TO USE A TOWN OWNED VENUE. IS THIS INCLUDED IN MY FUNDING?

Organisers are reminded that use of the Town's lane-ways, footpaths and parking bays is subject to separate application and approval. Organisers are responsible for securing all appropriate permits and bookings. Fees and charges for these services may be provided in-kind by the Town, subject to the outcome of a funding application. Visit the Town of Claremont for more information claremont.wa.gov.au.

I'D LIKE TO APPLY FOR IN-KIND SUPPORT. IS THIS POSSIBLE?

Applicants can request in-kind support for Town's fees and charges associated with their project. This is to be included in the overall funding amount requested amount for consideration by and at the discretion of the Town.

ARE THE DETAILS OF MY APPLICATION CONFIDENTIAL?

No. The Town must comply with the *Local Government Act 1995 (WA)*, *State Records Act 2000 (WA)* and other relevant legislation and regulations in regard to retaining and making information available to the general public. Successful applicants may be listed on the Town's website and will be cross promoted on the Town's social media sites.

HOW WILL I KNOW IF MY APPLICATION IS SUCCESSFUL?

The Claremont Town Centre Destination Marketing and Events Officer will contact you to advise you of the outcome of your application within a minimum four weeks, however they will endeavour for an earlier notification if possible.

HOW LONG DOES IT TAKE TO RECEIVE FUNDING AFTER MY PROJECT IS APPROVED?

Upon notification of approval of a successful grant application the business will be required to submit a tax invoice, which is to include the contact details of the nominated business, ABN, banking details and GST breakdown. Payment will be processed within 30 days of receipt of tax invoice being received by the Town's Finance Department.

COMMUNITY VISION

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308 Stirling Highway,
Claremont WA 6010

