

# BUSINESS GRANTS GUIDELINES 2022



**Making TODAY'S VISION  
tomorrow's reality**

**INVEST  
FRANKSTON**



# BUSINESS GRANTS GUIDELINES 2022

## CONTENTS

Introduction	3
About the grants	4
<b>SECTION ONE</b>	
About the Guidelines and Toolkit	6
Key dates	6
Eligibility	6
Completing an application	8
Additional assistance for grant applicants	11
Assessment process and Independent Assessment Panel (IAP)	12
Successful grant recipients	12
Support completing your application	14
<b>SECTION TWO</b>	
Toolkit	15
Goals and outcomes of the grant	16
Business plan analysis	17
SWOT analysis	18
Marketing plan	19
Financial plans	19
Grant expenditure	20

# INTRODUCTION

## Making TODAY'S VISION tomorrow's reality

Now in its 10th year, with more than \$1 million in grants delivered in that decade, IF Business Grants make today's business vision tomorrow's reality.

IF you are a trailblazer, maverick or an innovator keen to start your enterprise in Frankston City, IF Business Grants is your beginning.

IF you are a destination business choosing this region, IF Business Grants is the ticket you need to relocate here.

IF you are a local business creating employment or expanding into new markets, IF Business Grants is the key to your evolution.

IF you have a vision to activate our city precincts with a concept that is inventive, dynamic and forward-thinking, IF Business Grants will bring your idea to fruition.

Frankston City Council is as committed to growing your business as you are. We have helped more than 50 innovative and sustainable business ideas come to life since 2012 through our Business Grants Program.

With the largest funding pool to date, this year we have a staggering \$350,000 up for grabs with grants of up to \$30,000 available for each business eager to bring inspired ideas to life.

## INVEST FRANKSTON BUSINESS GRANTS

Frankston City Council is as committed to growing your business as you are. We have helped bring more than 50 innovative and sustainable business ideas to life since 2012, through our Business Grants Program now running in its 10th year.

This grant program is for businesses who want to generate new and sustainable employment and upskilling opportunities. Businesses which enhance the reputation of Frankston City and are influential in testing demand for other businesses to follow.

Grants of up to \$30,000 are available to make your inspired business idea a success in Frankston City, helping you make today's vision tomorrow's reality.



**THE GRANT WE RECEIVED FROM FRANKSTON CITY COUNCIL WAS FUNDAMENTAL IN ALLOWING US TO EXPAND OUR OPERATIONS AND CONTINUE TO GROW THE BUSINESS AND THE BRAND. IN THE SPACE OF THE THREE YEARS SINCE RECEIVING THE GRANT, WE HAVE MORE THAN QUADRUPLED OUR REVENUE AND HAVE BEEN ABLE TO INCREASE OUR HEADCOUNT FROM 10 TO 40 EMPLOYEES."**

Dainton Beer



# ABOUT THE GRANTS

## Making TODAY'S VISION tomorrow's reality

## OTHER BUSINESS GRANTS

Frankston City Centre businesses may be eligible for other business grants offered by Frankston City Council. These include:

- Façade Improvement
- Vacant Shopfront Activation
- Invest Frankston After Dark

These grants work hand-in-hand to offer businesses a variety of opportunities to seek their next business venture within Frankston City, further elevating their business visions and bringing them to life.

For further information regarding these grants, please keep an eye out on @investfrankston social media accounts (Instagram, Facebook, LinkedIn & Facebook) and refer to [investfrankston.com/news](https://investfrankston.com/news)



# SECTION ONE

## 01.

### ABOUT THE GUIDELINES AND TOOLKIT

There are two sections to this document.

This section, the Business Grants Guidelines, explains the prerequisites and desired outcomes for a successful grant application and provides further details to complete the grant application.

The second section, the Toolkit (from page 15), is a 'how to' guide for completing mandatory parts of the application, including a business plan, marketing plan, SWOT analysis and a goals and outcomes analysis. The Toolkit

provides additional information to complete the application form.

This document has been produced in consultation with previous grant recipients, business consultants and Independent Assessment Panel members, to strengthen the business grants program and ensure a fair and equitable assessment process.

## 02.

### KEY DATES

Grant applications open	9am on Tuesday 1 February 2022 (AEST)
Grant applications close	5pm on Friday 4 March 2022 (AEST)

### 2020-2021 GRANT RECIPIENTS

The 2020-2021 Invest Frankston Business Grants were awarded to:

- Sunpower Renewables (\$20,000)
- RD Signage Solutions (\$15,000)
- Frankston Made (\$15,000)
- Multi Panel (\$15,000)
- Madame Mekong (\$12,000)
- Marinescapes International (\$10,000)
- Calm Accounts (\$5,000)
- Little Ollys Cafe (\$16,000)
- That Spirited Lot (\$15,000)
- Aquatic Technologies Australia (\$15,000)
- Mushiki Dumplings (\$15,000)
- Health and Well-Being Education (\$12,000)
- Teavision Australia (\$10,000)
- Mint Garden Café Frankston (\$5,000)

The program has issued grants to over 50 local businesses since the program was launched in 2012.

**Making TODAY'S VISION  
tomorrow's reality**

## 03.

### ELIGIBILITY

#### Eligible businesses

An application must ensure the following criteria is met to be considered for a business grant.

A business will:

- Have an active Australian Business Number (ABN)
- Have had business turnover less than \$2 million in the previous financial year (exceptions can apply if there is a significant employment outcome)
- Be the tenant named on a lease agreement (not subletting space from another business)
- Submit a completed application by the due date and time
- Be legally trading from premises within Frankston City, in a commercial, industrial or activity centre zone (as per the Frankston Planning Scheme). For more details, see Ownership/Lease Requirements on page 10

#### Ineligible businesses

- Home-based businesses are ineligible unless actively planning to relocate to a commercial, industrial or activity centre premises
- Franchises and multi-level marketing style businesses
- Foreign companies or branches that are not registered as an Australian company
- Incorporated organisations, government departments and agencies
- Subsidiaries of larger companies
- Previous recipients of grants through this program will not be considered for further grant funding

Charities and not-for-profit organisations are ineligible for this program, however may be eligible through Council's Community Grants Program (visit, [www.frankston.vic.gov.au/Our-Community](http://www.frankston.vic.gov.au/Our-Community) for more details).



**THE BUSINESS GRANTS PROGRAM EMPOWERED US TO CREATE A PURPOSE BUILT SPACE TO FACILITATE OUR BUSINESSES UNIQUE NEEDS. THE GRANT GAVE OUR TEAM THE CONFIDENCE AND RESOURCES THAT WE NEEDED TO TAKE THE NEXT BIG STEP, AND IT'S WORKING WONDERS!**

Burst Brand



## 04.

### COMPLETING AN APPLICATION

#### SmartyGrants web portal

Applications must be submitted online via the SmartyGrants online portal. The program requires the user to create a username and password and can be saved throughout the application process.

To register and commence an application, visit: [www.frankston.vic.gov.au/Business/Business-Grants/Invest-Frankston-Business-Grants](http://www.frankston.vic.gov.au/Business/Business-Grants/Invest-Frankston-Business-Grants)

Please note, an incomplete or late application will not be accepted by the SmartyGrants program. Any handwritten or paper based applications will

#### SmartyGrants technical support

If you need assistance with the application, visit <https://applicanthehelp.smartygrants.com.au/help-guide-for-applicants/> or phone (03) 9320 6888.



**BEING RECIPIENTS OF THE AMAZING INVEST FRANKSTON BUSINESS GRANTS SCHEME, ENABLED US TO FUND MUCH NEEDED PRODUCTION EQUIPMENT TO EXPAND OUR DISTILLERY AND RECEIVED VALUABLE BUSINESS MENTORING SESSIONS WHICH HAVE HELPED OUR FAMILY BUSINESS GROW!**

That Spirited Lot

### GRANT APPLICATION REQUIREMENTS

The application process requires completion of two components. The first part, the 'Business Information' section, will assist to determine if an applicant satisfies the eligibility requirements. To find out if your business is eligible to apply, see page 6.

Information required to complete this section:

- Business information
- Australian Business Number (ABN)
- Business owner and location
- Trading and tenancy details
- Business turnover
- Employment outcomes
- Insurances
- Relationship with Frankston City Council

The second part of the application form (refer SmartyGrants portal), 'Business Operations' will form the basis of your application that will be assessed by an Independent Assessment Panel.

For more information regarding this section, see 'Toolkit' on page 15 for details.

The following components are to be completed:

- Business operations
- Goals and outcomes analysis
- Business analysis – business plan
- SWOT analysis
- Marketing plan
- Financial analysis
- Export plan
- Grant expenditure
- Final details and declaration

## 05.

### DEFINITION OF THE TERM START-UP

This section aims to differentiate between a 'new business' and a 'start-up'.

The term 'start-up' refers to the LaunchVic definition (see below) and therefore differs from a newly-created small business. A 'start-up' is:

- 'a business with high impact potential that uses innovation and/or addresses scalable markets'
- 'a business that provides innovation in product/services/operations/customer experience and a business model that can disrupt the industry'
- 'a business that uses technology to have a competitive edge in the market'

This definition is distinctively different from a small business.

Applicants should take into account if their business falls into the 'start-up' definition when responding to this reference in the application.

Council is committed to strengthening, developing and growing a competitive and recognised start-up community and for Frankston City to be recognised as the start-up capital of Melbourne's South East.



## 06.

### OWNERSHIP/LEASE REQUIREMENTS

Only businesses currently located in Frankston City or businesses looking to move into a commercial, industrial or activity centre premises in Frankston City are able to apply, provided the following eligibility criteria is met:

- The business must legally trade from premises the applicant owns or leases within Frankston City in a commercial, industrial or activity centre zone (as per the Frankston Planning Scheme).
- Commercial leases must have three years remaining as at 1 July 2021.

OR

- If there is less than three years remaining on the commercial lease, an application will still be accepted. However, if successful in obtaining a grant, it would be conditional on a business extending their lease agreement to have three years remaining as at 1 July 2021.

OR

- The business must be willing to relocate to Frankston City in a commercial, industrial or activity centre zone (as per the Frankston Planning Scheme) if successful in obtaining a grant. Businesses have three months from being awarded the grant to sign a lease or purchase a property.

OR FOR START-UPS:

- If your business is classified as a 'start-up' (see definition on page 9) applications will be accepted on the basis that a full time membership with a locally based co-working facility or business incubator is currently held.

**Making TODAY'S VISION  
tomorrow's reality**

## 07.

### FINANCIAL VIABILITY

A completed application must have the requested financials submitted including a profit and loss statement, cashflow statement and balance sheet.

The financial details provided will all be considered as part of the assessment of the grants and will be thoroughly examined.

A business that is not viable without grant funding will not be viewed favourably.

For more information and templates, refer to the Toolkit on page 15.



**THE GRANT WAS A TREMENDOUS HELP TO LISA'S LACIES, THE FUNDS WENT TOWARDS EMPLOYING A NEW STAFF MEMBER, INCREASING OUR SOCIAL MEDIA AND DIPPING OUR TOES IN THE WATER TO THE USA MARKET.**

Lisa's Lacies

## 08.

### ADDITIONAL ASSISTANCE FOR GRANT APPLICANTS

#### Business Grants Application Workshops

This workshop covers the main elements of the application, including:

- Goals and outcomes analysis
- Pricing
- Business plan analysis
- SWOT analysis (Strengths/Weaknesses/Opportunities/Threats)
- Marketing plan
- Financial analysis
- Return on Investment Calculation (ROI)
- Project plan for grant expenditure

#### Dates:

Wednesday 9 February, 4–6pm

Wednesday 16 February 4–6pm

Wednesday 23 February 4–6pm

#### Business Grants Financial Assistance Workshops

Council provides financial workshops to help businesses compile their financial reports for grant applications. Applicants are encouraged to attend one of these two hour workshops at a cost of \$20 per business.

#### Dates:

Thursday 17 February, 4–6pm

Thursday 24 February, 4–6pm

Bookings: <https://www.frankston.vic.gov.au/Business/Business-Grants>

Please note business coaches are unable to write the applications on behalf of the applicant or business.



# 09.

## ASSESSMENT PROCESS AND THE INDEPENDENT ASSESSMENT PANEL (IAP)

A public expression of interest process is conducted to appoint the Independent Assessment Panel (IAP). The IAP is a diverse group of business experts independent of Council. One local 'community expert' is appointed while other panel members must reside outside Frankston City.

IAP members have qualifications and experience in accounting, marketing, business strategy, proprietorship, commercial law, innovation and entrepreneurship.

Council's Chief Executive Officer appoints the panel and their identities remain confidential.

The IAP assess eligible applications and identify those that best meet the objectives of the program, then make a recommendation to Council, outlining which businesses should receive grants. Council will then formally consider the recommendation to issue the grants.

### 1. Business site visit

A business site visit may be undertaken by Council officers if a business is shortlisted for a business grant. The purpose of the site visit is to verify that the business operates as indicated on the application and satisfies the objectives of the Frankston City Business Grants Program.

### 2. Canvassing and lobbying

Any canvassing or lobbying of Councillors, Council officers or the IAP is strictly prohibited and will result in the application being deemed ineligible.

### 3. Appropriate permits and licences

Applicants must ensure they hold or are in the process of obtaining any required permits or licences for their business to operate in Frankston City.

For assistance with permits or licences contact Council's Economic Development Unit.

Phone 1300 322 322 or email [businessconciierge@frankston.vic.gov.au](mailto:businessconciierge@frankston.vic.gov.au)

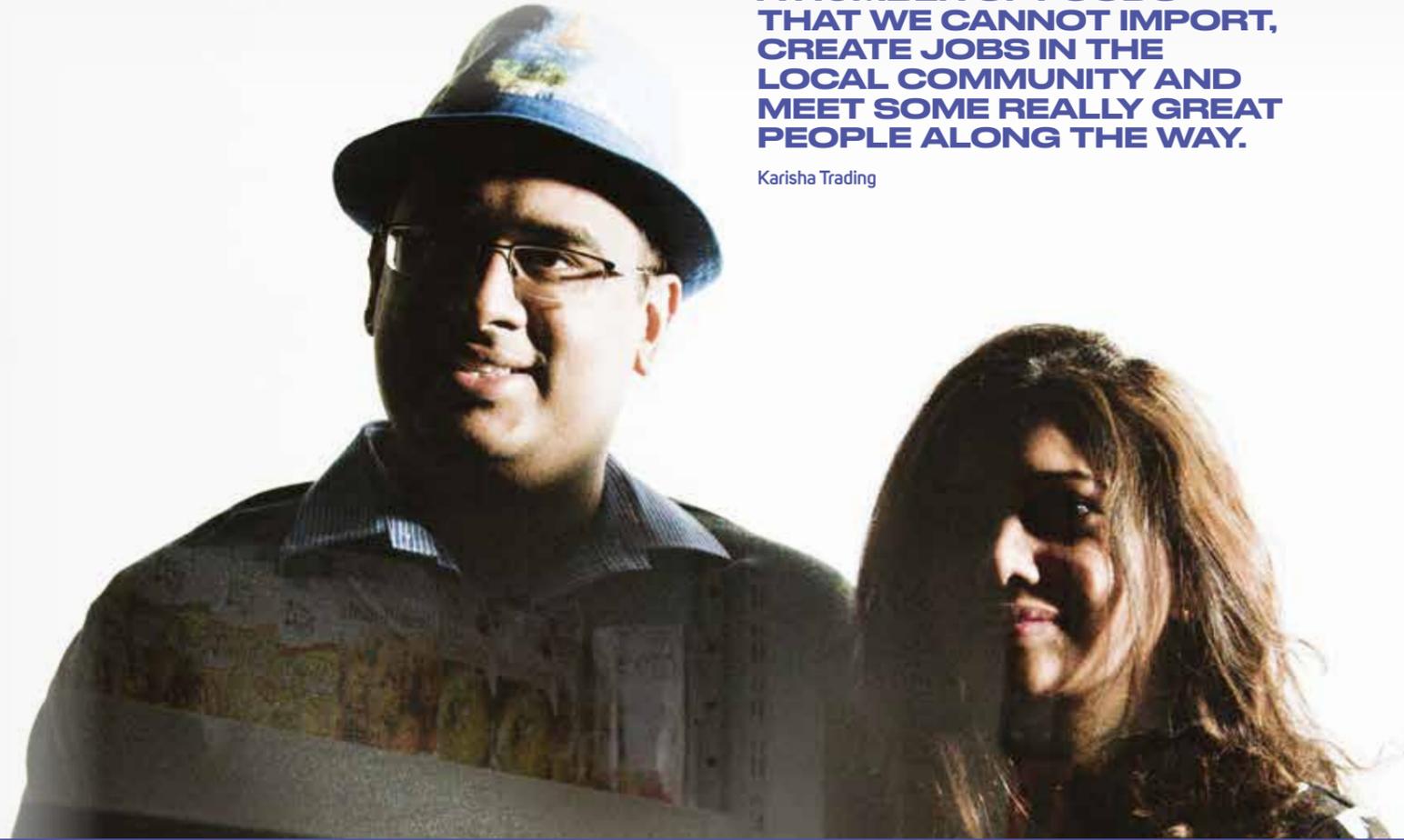
### 4. Ethical and legal considerations

Applicants that are under investigation for breaches to federal, state/territory or local government laws and regulations will be ineligible to receive a grant. This extends to entities and their representatives that may be subject to proceedings for bankruptcy or breaches of the Corporations Act (2001). Applicants and their entities which engage in commercial activity in nations that are under trade restrictions with Australia will be ineligible.



**THE 2015 BUSINESS GRANT HELPED US EXPAND BY ADDING A COMMERCIAL KITCHEN TO OUR EXISTING INFRASTRUCTURE, ALLOWING US TO MAKE A NUMBER OF FOODS THAT WE CANNOT IMPORT, CREATE JOBS IN THE LOCAL COMMUNITY AND MEET SOME REALLY GREAT PEOPLE ALONG THE WAY.**

Karisha Trading



## SUCCESSFUL GRANT RECIPIENTS

### Enter an agreement with Frankston City Council

If successful in receiving a grant, the recipient will be presented with terms and conditions, and will be required to enter an agreement with Council.

This agreement will highlight key goals and outcomes a business must deliver and any special conditions prior to Council releasing grant funding.

### Key milestones to 'unlock grant funding'

Businesses will be required to achieve specific deliverables or hit milestones in order to unlock grant funding. These milestones will be determined based on the application received and negotiated with the business prior to the Grant Agreement being drafted. For example, if the application notes that hiring of staff will be occurring, the grant funding will be 'unlocked' once the hiring of staff has been achieved.

### Reimbursement model

Grant funding will be issued via a reimbursement model. This requires the business to spend their own funds, provide proof of payment and then invoice Council to recoup the purchased amount.

**Making TODAY'S VISION tomorrow's reality**

## 10.

### SUPPORT COMPLETING YOUR APPLICATION

There are a range of programs available to assist businesses, start-ups and entrepreneurs achieve their goals.

#### Council subsidised services

##### Free Business Mentoring Service

Council offers local business operators access to business mentoring. Businesses must be based within Frankston City to be eligible.

##### Free online learning with Lynda.com (LinkedIn Learning)

Access thousands of free 'how to' tutorials and videos by simply registering with your Frankston City Library card.

##### Business permits and licenses

Information for businesses including kerbside trading, planning and signage permits and regulations for specific industries.

To learn more visit:

<https://www.frankston.vic.gov.au/Business>

#### External sites for business support

##### Business Victoria

Grants, assistance, training events and advisory services to help find the right support for your business activities.

[business.vic.gov.au](https://business.vic.gov.au)

##### Business Australia

Find grants, assistance, training events and advisory services to help find the right support for your business activities.

[business.gov.au](https://business.gov.au)

##### Launch Vic

Victoria's independent start-up agency, responsible for developing Victoria's start-up ecosystem.

[launchvic.org](https://launchvic.org)

##### Victorian Small Business Commission

Aims to create a fair and competitive environment for small business to operate, grow and prosper through advocacy, dispute resolution, monitoring and engagement.

[vsbc.vic.gov.au](https://vsbc.vic.gov.au)

##### Australian Trade and Investment Commission (Austrade)

The Australian Government's international trade promotion and investment attraction agency.

[austrade.gov.au](https://austrade.gov.au)

##### Export Finance Australia

Australia's export credit agency, enabling small businesses by helping them to win business, grow internationally and achieve export success.

[exportfinance.gov.au](https://exportfinance.gov.au)

##### Global Victoria

Global Victoria supports business to connect with global markets, sustain strong trading partnerships and capitalise on export opportunities.

[global.vic.gov.au](https://global.vic.gov.au)

#### Frankston City economic profile

##### Powered by REMPLAN

Comprehensive local industry and demographic data that can be used for business plan formulations or to assist with business growth strategies.

[economyprofile.com.au/Frankston](https://economyprofile.com.au/Frankston)

##### Australian Bureau of Statistics

Australia's national statistical agency, providing trusted official statistics on a range of economic, social, population and environmental matters.

[abs.gov.au](https://abs.gov.au)

##### Department of Industry, Innovation and Science

Enabling growth and productivity for globally competitive industries. The Department of Industry, Innovation and Science is an administrative and regulatory function that help Australian industries prosper.

[industry.gov.au](https://industry.gov.au)

#### Warning: Private firms selling information on government grants

Council's Economic Development Unit has received a number of reports regarding private firms that sell information about government business grants. This is sometimes a result of cold calls or businesses finding what appear to be legitimate websites.

Government grant programs are made publicly available and payment for access is never requested. Council has no such arrangement with any firm to charge a fee to access documents or information about our Business Grants Program.

Council does not endorse any third party to complete the grant application. It is known that accountants and other firms charge significant fees to complete a grant application, however this does not guarantee success.

The following websites provide detailed information including guidelines free of charge:

Business Australia  
[business.gov.au](https://business.gov.au)

Business Victoria  
[business.vic.gov.au](https://business.vic.gov.au)

# SECTION TWO

# TOOL KIT



## INVEST FRANKSTON BUSINESS GRANTS TOOLKIT

This Toolkit has been specifically designed to ensure applicants submit a thorough and comprehensive application addressing the outcomes required.

# 01.

## GOALS AND OUTCOMES OF THE INVEST FRANKSTON BUSINESS GRANTS PROGRAM

The goals and outcomes are strategically aligned with the Council Plan 2021–2025, Economic Development Strategy 2016–2022 and the Visitor Economy Strategy 2019–2024.

Applicants must successfully demonstrate how their business will accomplish one or more of the 'goals and outcomes' to the right in order to be considered for a grant:



### Creation

Council is committed to supporting businesses, whether that be in generating new and sustainable employment and upskilling opportunities, seeing the emergence of new industries or start-ups choosing Frankston to call home.

The following are examples of desired creation outcomes.

The business will:

- Develop a new product or open a new market that creates employment opportunities at premises within Frankston City
- Introduce a new concept, innovative or sustainable product/service to the region with positive environmental or social outcomes
- Create a sustainable knowledge-based workforce by upskilling and developing staff
- Be a start-up that is scalable, with high impact potential and/or an industry disruptor, with a clear vision to commercialisation and using technology to have a competitive advantage in the marketplace.

### Destination

Council is committed to attracting businesses which enhance the reputation of Frankston City and are influential in testing demand for other businesses to follow.

The following are examples of desired destination outcomes.

The business will:

- Be a destination business in its own right, in an industry that will positively build Frankston City's reputation
- Have a distinctive point of difference or is a business that provides a unique service and experience for locals and visitors
- Demonstrate how their business has or will successfully contribute to the region's visitor economy.



**COUNCIL IS COMMITTED TO SUPPORTING BUSINESSES, WHETHER THAT BE IN GENERATING NEW AND SUSTAINABLE EMPLOYMENT AND UPSKILLING OPPORTUNITIES, SEEING THE EMERGENCE OF NEW INDUSTRIES OR START-UPS CHOOSING FRANKSTON TO CALL HOME.”**

### Activation

Council is committed to supporting businesses that activate the city centre, commercial and industrial precincts within Frankston City. The following are examples of desired activation outcomes.

The business will:

- Demonstrate the value-add to an existing precinct that results in positive flow-on impacts for other businesses and/or the community in the precinct
- Activate a vacant site in a commercial precinct and bring visitation and increased foot traffic
- Be a new business that revitalises an underutilised premises or invests heavily into the fit out of a premises that significantly improves the attributes of the space.

# 02.

## BUSINESS PLAN ANALYSIS

### Purpose

A business plan is a roadmap for your business which outlines goals and explains how you intend to achieve those goals.

Many factors are considered when writing your plan such as your vision, business overview, pricing strategy, advertising and promotion, objectives and action plans.

HOW TO USE THIS TOOL	
Vision statement	An aspirational statement describing your long-term business goals and reflecting your view of the world and where your business fits into it.
Business overview/mission	Describe how you intend to achieve your vision.
List your goals	Demonstrate how you will measure success and in what time frame.
Action plan	Briefly describe the work to be done to implement your business plan.

### 03.

## SWOT ANALYSIS (STRENGTHS/WEAKNESSES/ OPPORTUNITIES/THREATS)

#### Purpose

The SWOT analysis is essential to understanding your business' strengths and weaknesses, identifying opportunities and threats and your plan to mitigate these.

IF you can convincingly distinguish your business from your competitors, you will compete more successfully in the market place.

#### USE THE FOLLOWING STEPS TO CONDUCT YOUR SWOT ANALYSIS

List your business strengths	The first step is to identify and list your business strengths. This may be in relation to financial resources, business location, cost advantages and competitiveness. The list does not need to be definitive, any ideas and thoughts are encouraged.
List your business weaknesses	List areas in your business you consider to be weaknesses. Weaknesses could include an absence of new products or clients, staff absenteeism, a lack of intellectual property, declining market share etc.
List potential opportunities for your business	Think about the possible external opportunities for your business, including new technology, training programs, partnerships and a diverse marketplace. An opportunity for one aspect of your business could also be a threat to another.
List potential threats to your business	List external factors that could be a threat or cause a problem for your business. Threats could include increased competition or uncertainty of markets.
Develop a strategy to address issues identified within the SWOT Analysis	Review your SWOT Analysis and identify priorities to be addressed. List your strategy for achieving each business goal.  For example: <ul style="list-style-type: none"> <li>• How can you use your business strengths to take advantage of the opportunities identified?</li> <li>• How can you use these strengths to overcome the threats identified?</li> <li>• What do you need to do to overcome the identified weaknesses in order to take advantage of the opportunities?</li> <li>• How will you minimise your weaknesses to overcome the identified threats?</li> </ul>

## Making TODAY'S VISION tomorrow's reality

No business is without weaknesses or threats. A good SWOT Analysis will provide a realistic snapshot of your business in the industry and establish how well you are positioned to meet all challenges.



## A BLUEPRINT FOR MARKETING YOUR PRODUCT OR SERVICE

### 04.

## MARKETING PLAN

#### Purpose

A marketing plan is a blueprint for marketing your product or service. It outlines the activities

you will undertake to promote and engage with your customers.

#### HOW TO USE THIS TOOL

Unique Selling Point (USP)	Demonstrate and explain how your business has a point of difference and why you will succeed.
Target markets	Identify who your customers are and how you will service and engage them.
Market comparisons	Identify your competitors, list your pricing structure and how it compares with your competitors.
Market awareness	Describe how you will build awareness about your product/service and what tools you will utilise to promote your business.
Success indicators	Describe how you will measure your business success.

### 05.

## FINANCIAL PLANS

#### Purpose

A financial plan is a comprehensive evaluation of your current and future financial position. It

defines your goals and determines how the business will afford to achieve them.

#### HOW TO USE THIS TOOL

Three financial templates are to be completed

Cash flow	Clearly show the money that comes in and goes out of your business.
Profit and loss	Use this to summarise the revenue, costs and expenses incurred during a specified period, usually a fiscal quarter or year.
Balance sheet	Use this to identify your assets, liabilities and capital of your business at a particular point in time (not applicable for start-ups or businesses yet to commence trading).

## 06. EXPORT PLAN

### Purpose

An Export Plan guides you through the steps to break into export markets. This consists of export market identification, goals, activities and how you will achieve your objectives.

### How to use this tool

Use the Austrade Export Template provided at <https://www.frankston.vic.gov.au/Business>

This document explains what you will need to cover off to complete your Export Plan.

This template must be uploaded to the Business Grants Portal, SmartyGrants. Refer to page 8 for more information.

## 07. GRANT EXPENDITURE

### Itemised expenditure

Businesses will need to detail how they intend to spend their grant funds. An application will be evaluated based on the impact of the purchased goods or services will have on growing the business.

Approved business growth activities include the following:

- Capital works such as business and/or software fit out and facade improvements including the installation of green infrastructure
- Specialised equipment
- Marketing and website development
- Digital strategy development
- Recruitment and training
- Product development
- Research in innovative product or service design
- Intellectual property costs
- Export related activities (excluding travel related expenses)

Note: Grant funding cannot be spent on everyday expenses (e.g rent, wages) or general bills (e.g insurance, utilities).

## 08. RETURN ON INVESTMENT CALCULATION (ROI)

Preparing an ROI Calculation for the spending of grant funds will enable you to demonstrate what the grant funding will mean to your business. A well-considered application will clearly explain how the itemised grant expenditure is the best use of grant funding and what the positive impact of the funding will make to your business.

### EXAMPLE

$$\text{ROI \% P.A.} = \left( \frac{\text{END VALUE OF PROJECT} - \text{INITIAL INVESTMENT}}{\text{NO. OF YEARS}} \right) \times 100$$

Detail how the 'End Value of Project' and 'No. of Years' was determined.

### EXAMPLE

Jane and Bob sought to apply a \$15,000 grant to the refurbishment of the interior décor and purchase of new seating and tables in their restaurant. Jane noted that approximately one in ten Facebook reviews commented negatively on the restaurant's décor and a few patrons had also stated that although they were happy with the food and service, the décor let the restaurant down. She therefore roughly estimated that the refurbishment may result in a 10% increase in patronage. Bob calculated that if this was achieved, it would provide an additional profit of \$5,000 p.a. over a five year period, which was considered to be the lifetime of the dining furniture before being needed to be replaced.

Initial investment: \$15,000

End Value of Project: (5 x \$5,000) = \$25,000

No. of Years: 5

ROI =  $\left( \frac{(25,000/15,000)(1/5)}{1} \right) \times 100$

ROI = 10.76% p.a.

## 09. PROJECT PLAN FOR THE APPLICATION OF GRANT FUNDING

Include milestones, Key Performance Indicators, resources required, capital expenditure and non-capital project expenses.

### EXAMPLE

Jane and Bob created the following project plan for their restaurant refurbishment;

#### Milestones

- End of Week 1 – Obtain quotes for refurbishment and appoint a contractor
- End of Week 2 – Evaluate and order tables and chairs
- End of Week 4 – Refurbishment completed, including interior paint and new flooring.
- End of Week 6 – Complete new social media marketing campaign

#### Key Performance Indicators

- End of Year 1 – Estimated increase in patronage and profit realised
- End of Year 2 – Estimated increase in patronage and profit realised
- End of Year 3 – Estimated increase in patronage and profit realised
- End of Year 4 – Estimated increase in patronage and profit realised
- End of Year 5 – Estimated increase in patronage and profit realised

#### Resources required

- Interior refurbishment contractor
- 50% of Jane's time
- 10% of Bob's time

#### Capital and non-capital project expenditure

- New tables and chairs - \$8,000
- Interior refurbishment contractor - \$7,000

# IF THE FUTURE IS YOURS, INVEST FRANKSTON

Invest Frankston is our commitment to creating the most robust, most forward thinking, most energetic, exciting, progressive suburb, city, municipality and region in Melbourne.

We aim to become an epicentre of innovation, growth, industry, modernity and thinking.

Fully supported by Council, this is our ethos; the mantra we live, grow and develop by.

We will continue to support and encourage the people and businesses of Frankston City to make it happen, through our highly innovative and successful support programs.

We will continue to work with the Victorian and Australian governments to ensure we remain at the forefront of infrastructure and investment facilitation, now and into the future.

We are committed. We are dedicated. We are unswerving.

**IF YOU SHARE THE VISION AND THE PASSION FOR WHAT CAN BE, INVEST FRANKSTON.**

**FRANKSTON  
CITY COUNCIL**

30 Davey Street  
Frankston VIC 3199  
Australia

PO Box 490  
Frankston VIC 3199

Phone: 1300 322 322

Email: [business@frankston.vic.gov.au](mailto:business@frankston.vic.gov.au)

[frankston.vic.gov.au/business](http://frankston.vic.gov.au/business)



**INVEST  
FRANKSTON  
.COM**