Adelaide Plains Council

PROSPERITY PATH PROGRAM

Fuelling business success in the Adelaide Plains



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Front cover image: aerial view of Two Wells, 2022

"Prosperity Path Program: Fuelling Business Success in the Adelaide Plains"

"Prosperity Path Program" is a Business Support Program (the program) that supports the path to success for businesses within the region.

If you are a business looking to set up in the Adelaide Plains Council region, or if you are an existing local business looking to create new employment opportunities or expansion into new markets, we want to help!

We are committed in supporting economic growth and job creation and want to positively impact the local business environment and economy.

Our program incorporates the idea of businesses prospering within the Adelaide Plains, as well as strategic components of our vision, including:

- Growth
- Advocacy
- Partnerships
- Local procurement
- Employment opportunities
- Investment certainty
- Tourism enhancement

Aligned with the goals of our Tourism and Economic Development Strategy[1], this program assists Council to:

- Develop and sustain its emerging economies
- Facilitate economic development opportunities
- Create a supportive environment for small business
- Maintain business competitiveness and increase business profitability
- Increase visitor numbers, spending and overnight stays

[1] Available via Tourism and Economic Development Strategy

OVERVIEW

Are you a business looking to set up in the Adelaide Plains Council area, or an existing business looking to create new employment or expansion opportunities?

We are committed to supporting economic growth, job creation, tourism opportunities and business development. This program designed to specifically support Adelaide Plains businesses in any stage of their lifecycle.

The program includes non-financial assistance and business grants, and gives Council relevant data on:

- Who we have helped
- What we have done
- Outcomes of support
- Increase in employment and/or business growth
- Opportunities for the future

Non-financial assistance

Businesses, regardless of where they are at, can be provided with access to assistance or referrals in the areas of:

- Developing business
- Seeking grant funding opportunities
- Writing grant funding applications
- Local knowledge such as community profiles, market data, business directory, contacts/connections and networks
- Human resource management and recruits / financial accounting / risk management and contingency planning / cyber security / work health and safety / waste management / sustainability practices
- Tourism supports and connections
- Planning / development approvals
- Land zoning
- Doing business with Council

BUSINESS GRANT

Grant applications are open every year. The grant applications will close when allocated funds for the financial year have been spent.

The funds from the grant program are provided *after successful delivery of your project*.

Any proposal that will boost the local economy will be considered under this grant funding.



To assist business with bespoke support, the business grant consists of three streams.

1. *Get Going Stream* – Specifically tailored for busy small business owners who just need a little extra support to take their business to the next level. Application process designed with minimal paperwork required. Grant funding capped to $1,000 per application.

2. *New Business Stream* – Designed to accelerate the establishment of a new business, alleviate business hardship in its infant stage (up to 12 months of the business launch). Funding is functioned as support only. Start-up businesses are expected to be planning to generate the majority of their income from other sources (i.e. not from this grant). Grant funding capped at $1,500 per application.

3. *Growth Stream* – Aimed to assist the growth or expansion of an established business, either into new markets, property, products or services or escalating the current property. These expansions are expected to grow business revenue as well as bring more local jobs. Grant funding capped to $2,000 per application.

Eligibility

Projects	Get Going	New Business	Growth
Acquisition of small plant and equipment	✓	✓	✓
Purchasing new infrastructure, machinery etc.	X	X	✓
IT equipment installation and software development	✓	✓	✓
Mentoring, training, conference attendance and networking opportunities (if not eligible for other available programs).	✓	✓	✓
Production of marketing and promotion activities and materials.	✓	✓	✓
Hosting an event with the majority of the event benefits delivered to the local business community and the local economy rather than the host's profit.	✓	X	X
Council rate relief (capped for a fixed period)	X	✓	X
Rent assistance (capped for a fixed period)	X	✓	X

If your project does not fit this list as above, please discuss with our Economic Development Officer. Generally, if your project is proven to create jobs and bring positive impacts to the local economy of the Adelaide Plains, it can be eligible for this program.

Who is eligible to apply?

To be eligible, an application must provide evidence of:

- A registered Australian Business Number (ABN) or provide evidence of intent to register;
- An appropriate legal structure such as a sole trader, trust, Australian registered company or company limited by guarantee (e.g., Certificate of Registration of a company issued by Australian Securities and Investments Commission), or have written evidence that you are moving towards becoming one of the above;
- Hold or are in the process of obtaining any required permits or licences for conducting business (for example, liquor licences, food business notification, mobile vendor permits, outdoor dining permits, signage permits);
- Operating the business in accordance with relevant Council policies and all other Commonwealth and State legislation;
- Being located or committed to locate within the Council region;
- A bank account in the name of the applicant or the business;
- Details of all Commonwealth and State Government grants received in the past two years and any pending applications for grants;
- Being able to complete the stated grant objectives within 12 months, following approval of the grant;
- Appropriate permissions and approvals for the project (e.g., development approval, property owner approval) or a statement of intent to secure such permissions;
- Being a business that will enhance (not compete with) existing businesses; and
- Having no outstanding debts of any kind to the Council.

NB: Applicants who are under investigations for breaches to any Federal/State or Local Government laws and regulations will be ineligible to receive the grant. This may also extend to entities and their representatives that may be subject to proceedings for bankruptcy or breaches of the Corporations Act 2001.

The funding cannot be used for:

- Retrospective funding;
- Payment of debt or outstanding loans;
- Charitable fundraising;
- Operational expenditure, such as wages, utilities and other variable costs for business operation as usual;
- Activities that could be perceived as benefitting a political party or political party campaign;
- Religious functions;
- Activities that create, encourage or perpetuate militarism;
- Activities that create, encourage or promote discrimination;
- Activities that will exploit people through the payment of below-award wages or poor working conditions;
- Gift vouchers, prizes or trophies;
- Items funded by other grants;
- Projects/objectives which are more appropriately funded by the Australian or State Governments or other industry sources;
- Projects that directly contravene Council policies and By-Laws; or
- Projects that do not have a clearly identifiable benefit to the businesses and community of our Council region.

Other conditions

Matched funding: Each requested funding in the application is to be matched by contribution from the applicant.

- For a grant up to $1,000 (GST exclusive): for each $1 granted, the applicant is to contribute a matching $1 towards the project. E.g., applicants contribute $1,000 and seek $1,000 from the business grant for the project's total costs of $2,000 (GST exclusive).
- For a grant over $1,000 (capped at $2,000) (GST exclusive): for each $1 granted, applicants are expected to contribute a minimum of $1 towards the project, however a greater co-contribution may be required (e.g., $1 grant for $2 contribution from applicants). This will be assessed on a case-by-case basis by Council.

Non-conformance: If we believe that grant recipients haven't cooperated with the intent of this program and have 'wasted' funds provided, recipients may not receive some or all of the funds granted.

Confidentiality and Commercial-in-Confidence considerations: If an applicant believes that any information provided in their application is confidential or commercial-in-confidence, the applicant must clearly identify such information and the reason for its confidentiality.

We are subject to certain legislative requirements relating to public information, including the Freedom of Information Act 1991. Council will treat all information provided by applicants sensitively. Any information contained in, or relating to, an application, including information identified by an applicant as confidential, may be disclosed:

- For the purposes of application assessment;
- Where information is authorised or permitted by law to be disclosed.

If an application is successful, and upon written consent approved by the grant recipient and/or where the information is already in the public domain, brief information of the funded projects can be used for our publicity purposes.

Record keeping: As part of the funding conditions, you will be required to keep all relevant invoices and records relating to the grant.

Acknowledgment of funding: Grant recipients will be required to acknowledge our support in relation to the funded activities in all promotional and advertising material by using either:

- Council's logo; or
- the phrase "supported by the Adelaide Plains Council's Prosperity Path Business Support Program".

APPLICATION PROCESS

1. Before starting an application, it is suggested you contact our Economic Development Officer to discuss the project.
2. Complete the grant application, ensuring you attach all supporting documents to the application.
3. The application is assessed. If considered relevant, applications may be assessed by external experts.
4. Throughout the life of the project, you must comply with conditions of the grant funding, including the acquittal process. Relevant information of these terms will be outlined in the Funding Agreement.
5. Within 6 weeks after a successful submission of the application and supporting documents, a notification of the application's outcome is issued.
6. If the application is successful, a Letter of Offer/Grant Agreement will be posted out, which requires signing by both Council and the grant recipient.
7. You're on your way to Prosperity!



To ensure there is no perceived conflict of interest, the approval process will include several stages, with the following indicative timeframes:

Stage	Details	Who	Timeframe
Initial assessment	Application checked against eligibility guidelines. An initial assessment undertaken against weighted criteria.	Economic Development Officer	Within 14 days of receipt
Review	A review of the initial assessment undertaken and recommendation drafted for Director review.	Manager Growth & Investment	Within 21 days of receipt
Approval	CEO to approve following consultation with Director.	CEO & Director Development & Community	Within 28 days of receipt

Grant assessment criteria

The program is open for eligible businesses in the Adelaide Plains Council region. All applications will be assessed using the following criteria:

Assessment criteria requirement	What we will consider	Weighting
Mandatory	Evidence the business: • Has Adelaide Plains based operation. • Operates within the Adelaide Plains region and benefits the local community. • The business will contribute dollar-for-dollar towards the activity. • Is appropriately insured with current $20million Public Liability Insurance. • Has any necessary approvals to operate a business. • Complies with all relevant legislation and/or standards. • Demonstrated alignment with Tourism & Economic Development Strategy.	Mandatory – not weighted
Budget/ finances	• The applicant has clearly demonstrated how funds are used. • The activity budget reflects the likely expense (quotes if possible). • The applicant has provided 2 quotes (where relevant) for works to be delivered.	40%
Project governance/risk	• The applicant has ability to deliver the activity as described. • Achievable milestones have been set (within ensuing 6 months.	20%
Local supplier support	• Use of local suppliers / tradespeople for activities undertaken (where this is relevant to the activity).	40%

Applicants will also sign a non-confidential formal grant agreement. A simple template will be provided to ensure the following details are captured:

- the precise nature of the project
- budget showing expenditure breakdown and quotes to justify expenses (if relevant)
- benefits the grant will provide – to the business and/or community
- alignment to the Tourism and Economic Development Strategy
- timeframes and milestones for delivering the project and completion date
- requirements as per table on Page 12
- approval for Council to use the activity for promotional purposes
- request for photographs (minimum 3MB quality).

We will assess all applications based on the full suite of information provided and the opportunities and/or risks associated with the activity.

Acquittal

The grant must be completed within 60 days of the agreed completion date detailed on the grant application. Successful applicants will also be required to submit an acquittal form and short report on how the project / activity has achieved the desired outcomes. Once this has been received and confirmed, grant monies will be paid.

Key dates

Grants are available all year from 1 September until the budget has been expended or 30 June, whichever comes first.

Contacts

We are always here to help. Please email info@apc.sa.gov.au or call on (08) 8527 0200 and ask to speak to the Economic Development Officer to discuss your business needs.

RISK MANAGEMENT

No matter the nature or size of your business activity, it will have risks. It is your responsibility to identify and manage these risks. The risks must be clearly identified, assessed and managed in line with the International Risks Management – Principles and Guidelines ISO 31000:2018 and Adelaide Plains Risk Management Procedure.

Step 1: Identify risks

List all hazards or possible situations associated with the project(s) in the application that may have the potential to harm people, property or the environment to potential injury, illness, damage etc. It is useful to ask the following questions:

- What can happen, when and where?
- Why and how can it happen? (Consider possible causes and scenarios)

Step 2: Analyse the risk's likelihood

Examine the risk in terms of 'likelihood'— how likely is it that the risks will happen?

Likelihood rating table			
Likelihood	**Explanation: Operations**	**Explanation: Projects/business case**	**Frequency**
Certain to occur	It is expected to occur in most circumstances, immediately or within a short period – likely to occur most weeks or months.	Could be expected to occur more than once during the study or project delivery.	Expected to occur in most circumstances.
Very likely	**Will probably occur** in most circumstances – several times a year.	Could easily be incurred and has generally occurred in similar studies or projects.	Probably will occur.
Possible	Might occur at some time - within a 1–2 year period.	Incurred in a minority of similar studies or projects.	Moderate probability of an incident.
Unlikely	**Could occur at some time** - in a 2–5 year timeframe.	Known to happen, but only rarely.	Low probability of an incident.
Rare	**May occur only in exceptional circumstances.** Could be incurred in a 5–30 year timeframe.	Has not occurred in similar studies or projects. Conceivable but in extreme circumstances.	Extremely low probability. Will only occur in exceptional circumstances.

Step 3: Evaluate the risk's consequence

Examine the level of impact the risks may put on the project's delivery.

Description	Cost	Schedule	Performance	Reputation	Safety
Insignificant	Very small or no additional cost	Little or no delay	No noticeable impact on the project or business	Little or no impact on the business or Council's reputation	No injury or minor near miss
Minor	Small additional cost that can be managed within the project budget	Short delay with little impact on completion	Minor impact, but the project can still be completed as planned	Minor concern or complaint that can be easily resolved	Minor injury requiring basic first aid
Moderate	Additional cost requiring some adjustment to the project budget	Noticeable delay that may affect project completion	Some project outcomes may be reduced or need to be changed	Some negative feedback or community/business concern	Injury requiring medical attention
Major	Significant additional cost that may make the project difficult to complete	Significant delay that affects delivery of the project	Major parts of the project cannot be delivered as planned	Significant negative impact on the business or Council's reputation	Serious injury or significant safety incident
Catastrophic	Cost increase means the project cannot proceed or business viability is affected	Project cannot be completed	Project fails or cannot achieve its intended purpose	Serious and ongoing damage to reputation	Fatality or life-threatening injury

Step 4: Treating the risks

There are a range of options for treating risks. These may include:

- Eliminating or avoiding the risks where possible.
- Reducing the likelihood of the risks by putting measures (controls) in place.
- Implement the treatment / controls.

Guidance for completing the Risk Table

Applicants should identify any reasonable risks that could affect their project and explain how they will manage them.

Risk description	Level of risk	Treatment / controls	Responsible person
What could go wrong or affect the project?	Use the Consequence Rating Table to select Insignificant, Minor, Moderate, Major or Catastrophic.	What will you do to prevent the risk or reduce its impact?	Who will be responsible for managing the risk?

Risk assessment example

When developing a risk management plan for your business activity, please consider all of the possible risks.

Risk description	Level of risk	Treatment / controls	Responsible person
Furniture or equipment is delayed by the supplier	Minor	Order early, confirm delivery dates and identify an alternative supplier if required	Business owner
Cost of equipment is higher than quoted	Moderate	Obtain written quotes before purchasing and allow a small contingency within the project budget	Business owner
Required insurance is not in place before the business commences operating	Major	Obtain appropriate insurance before commencing operations and maintain current policies	Business owner
New equipment is damaged or causes a safety issue	Moderate	Purchase from a reputable supplier, follow installation instructions and provide staff training where required	Business owner / Manager

GRANT ACQUITTAL

What outcomes or benefits were realised as a result of the funding?

The importance of acquitting your grant

Having completed your funded project, we need to gather information from you.

The information provided in your Acquittal Report will:

- tell us the story of what you achieved and the benefits of being able to tap into these resources
- account for your use of ratepayer funds or Council resources, demonstrating that the funding was used for the purpose for which it was provided and in accordance with your Funding Agreement
- assist Council in assessing how successful the business support program is in meeting the needs of the local business community and the broader Adelaide Plains economy
- provide you with the opportunity to make suggestions regarding improvements to the business grant.

When to acquit the grant?

Your acquittal report due date and full acquittal requirements are specified in your Letter of Offer / Funding Agreement.

If you have difficulty providing your report on time or complying with any specified requirements, please call Council and speak with the Economic development team as soon as possible. Better to talk about it early rather than leave it to after the due date.

Submitting your acquittal

Your acquittal, provided to you as a form, needs to be submitted via email to info@apc.sa.gov.au attention: Economic Development Officer.

Acceptance of your acquittal

We will notify you once we have received and accepted your Acquittal Report.

You will then have completed all of your obligations under the Letter of Offer / Funding Agreement.

What happens if you don't acquit?

If you do not satisfactorily acquit your grant you might:

- not have the grant funds paid;
- not be eligible to apply for any further funding or support from Council through any of the funding streams.

It must be understood that this is an important part of your Funding Agreement with us and is a mandatory requirement.

ADDITIONAL TOOLS

There are a wide range of existing programs available to assist new and existing businesses to achieve their full potential. Business owners can access this support directly, or through this program.

1. **Accelerator programs and start-up incubators**
   ☞ Thinclab Waite, Adelaide University
   ☞ New Venture Institute, Flinders University
2. **Australian Trade and Investment Commission (Austrade)**
   The Australian Government's international trade promotion and investment attraction agency.
   ☞ Austrade
3. **Business Australia**
   Provides a list of available grants, assistance, training events and advisory services to help find the right support for your business activities.
   ☞ Business Australia
4. **Chamber of Commerce and Industry SA (Business SA)**
   Offers a range of services, products, advice and training to help businesses reach their potential. Also available is the Regional SA Young Entrepreneur Scheme: a 12-month program to assist South Australians aged 18–35 to turn their business concept into reality, including creating a sustainable business model.
   ☞ Business SA
5. **The Circle – First Nations Entrepreneurs Hub SA**
   Offers one-on-one support, providing tailored business support, solutions and referrals to a range of experts and opportunities to meet your business needs. Membership to The Circle is open to all South Australian Aboriginal and Torres Strait Islander owned and operated businesses and is free of charge.
   ☞ The Circle
6. **Department of Industry, Innovation and Science**
   Enabling growth and productivity for globally competitive industries. It is an administrative and regularly function that helps Australian industries prosper.
   ☞ Department of Industry, Innovation and Science
7. **Department of Innovation and Skills SA**
   Responsible for helping people and business get the skills they need, increasing South Australia's productivity growth rate through research and innovation, as well as supporting entrepreneurs and business growth.
   ☞ Innovation and Skills

8. **Department of Primary Industries and Regions SA (PIRSA)**
   A key economic development agency in the Government of South Australia, whose purpose is to grow primary industries and drive regional development.

   ☞ PIRSA

9. **The Digital Solutions – Australian Small Business Advisory Services Program**
   Provides small businesses (sole traders or those businesses having fewer than 20 full-time or equivalent employees) with digital tools and advisory services at the subsidised rate and specific to your business needs. In SA, services are provided by Adelaide Business Hub.

   ☞ Adelaide Business Hub

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

    ☞ Export Finance Australia

11. **Office for Small and Family Business**
    Established in 2022 to support businesses to start, grow and succeed, and to connect businesses to the array of government services. They support small and family businesses in South Australia, and provide:
    - access to South Australian Government services, supports and grant programs
    - an in-house service to actively assist and support South Australia's small and family businesses
    - a wide range of small business tools and resources, including tips on starting a business, accessing export markets, handling cyber security, employing staff, and business and marketing plan templates
    - coordination of small business capability development programs
    - connection to relevant Australian Government services, local government services, industry associations, chambers of commerce and service providers
    - policy across the whole of government to create programs that support small businesses to be successful.

    ☞ Small and Family Business

12. **Regional Development Australia – Barossa Gawler Light and Adelaide Plains**
    From mature business looking to grow to new start-ups, they are on hand to connect you with tools and resources, government funding or the information and contacts you need. Also available is the B2B program – offers business access to three hours of specialist skilled consultancy service free of charge.

    ☞ Regional Development Australia BGLAP

13. **Sea to Valley Startups** (local connection)
    Helping people to start successful businesses. This new, flexible self-employment program will allow Australians to access tailored support to start and run viable small businesses.

    ☞ Sea to Valley Startups

14. **Small Business Infoline**
    Call the Office for Small and Family Business Information Line on 8429 3801 to speak to a member of the Small and Family Business Team for referral to business advisory and support services. The Information Line is open from 9:00am to 4:30pm Monday to Friday (except public holidays).
    You can also phone their partner services:
    - Small Business Commissioner South Australia on 1800 072 722
    - The Industry Advocate South Australia on 8226 8956

15. **State Development**
    A one-stop, trusted source of information about advisory and support services as well as business resources and tools for South Australian businesses. Also available is up to date information on State and Federal Government grant funding opportunities via the tool Grant Assist.

    ☞ Department of State Development

16. **Workforce Australia**
    Working with unemployed people and job seekers; those who are under-employed and seeking a side hustle; owners of existing micro-businesses; Culturally and Linguistically Diverse people, refugees, people with disability, and Indigenous Australians.

    The program is open to people who are unemployed, under-employed and owners of existing micro-businesses (with up to 4 employees) who need support for the business to be commercially viable.

    ☞ Workforce Australia