



## Economic Diversification Fund Grant Program Guidelines

### Introduction

Grants will be available from Cairns Regional Council for the development and delivery of projects that will result in demonstrated economic benefit to the Cairns Region.

All applicants are encouraged to refer to Council's Corporate Plan 2009 to 2014 prior to submitting an application, to obtain a sense of the strategic directions determined for the Local Government Area.

It is also expected that applicants will have explored all opportunities for State and Federal Government Funding before making a decision to approach Council for support.

Multiple applications are acceptable from eligible organisations in any given financial year.

Prospective applicants may find it useful to discuss their concepts with the Economic Development Officer prior to the lodgement of any application to ensure that their project fits within the scope of the Economic Diversification Fund.

### Form and Type of Application

The form of application will be regardless of the total amount of financial support being sought.

Support may however be in the form of a cash grant or in-kind assistance from Council or a combination of the two. In general, in-kind assistance means that Council provides materials or services in support of the requested project from within Council's core business at no direct charge to the applicant.

Applicants seeking in-kind assistance will need to have a pre-lodgement discussion with the Economic Development Officer in order to obtain a quote from Council for the provision of the in-kind assistance sought. The details of this quote can then be used in completing the application to this Fund.

In adherence with Council policy, it is required that applicants also provide evidence of three written quotes for services or products relevant to the project.

Requests can be made for up to \$20,000

Applications can be made at any time between 4 January and 21 March 2011 for round 2 of applications. Applicants must use the Economic Diversification Fund Grant Application (attached) together with a covering letter.

- 2<sup>nd</sup> round of funding (4 January – 21 March 2011)
- Council will have 2 months to process each round of applications
- Applicants will be notified in May

### Assessment Criteria

As set out in the attachment to these Guidelines, all applications should provide statements addressing the following. However, please note that it will not necessarily be a requirement of funding that all criteria be met (applicants should state where the criteria is not relevant).

#### Immediate Potential:

- Potential of the project to deliver immediate economic benefit
- Potential for the project to support employment and local business development
- Potential for the project to attract investment to the region and/or support export growth

#### Medium/Long term Potential:

- Potential for project outcomes to provide a lasting legacy for the economy
- Potential for the funded activity to grow in size over time and to become sustainable (without ongoing government support)

#### Strategic Development potential:

- Potential of the project to impact the diversity of the local economy
- The significance of Council's support in the applicant's decision to proceed with the project
- Capacity to generate favourable media coverage for the community or region

#### Risk:

- Demonstrated feasibility in responding to an identified need or opportunity of economic benefit to the community (show links to strategic directions identified by Council)
- Demonstrated success with previous projects of this type

#### Cost of the Investment:

- Requirement for direct support from or involvement of staff from Council in delivering the project
- Level of financial support from partners, other sources and from the organisation itself (ie the greater the leveraging of other funds, the better the application will be viewed). Applicants are required to show proof of additional funding from alternative sources
- Level of potentially negative impacts on surrounds, environment, others

#### Other:

- Letters or statements of support from relevant Government Departments
- Compliance with general eligibility criteria outlined below

### **General Eligibility Criteria**

Groups/organisations are required to:

- be either a properly constituted not-for profit organisation or a group sponsored by an incorporated organisation or a for-profit group where the funded project is not projected to return a profit in the short term (includes industry associations, chambers of commerce, industry clusters)
- have a majority of members of the group/organisation resident in the Cairns Regional Council area
- operate within Cairns Regional Council boundaries
- have acquitted any previous Cairns Regional Council grant satisfactorily
- be free of debt with Cairns Regional Council
- have a valid public liability certificate to cover any proposed program or project
- submit a detailed budget for the program or project
- submit the organisation's most current financial statement (as submitted to the Office of Fair Trading) or the latest treasurer's report covering previous 12 months.

### **Some examples of projects that are expected to qualify for the funding are**

- Business development or employment generating activities
- New industry feasibility studies
- Marketing or promotion of new innovative or inventive projects
- Projects which support export development or investment attraction in the region
- Research and collaboration

### **Assessment Process**

Applications will be reviewed by Councils' Economic Development Team and will be decided on by the full Council. It could be expected that this process will take up to two months to complete.

### **Funding Arrangements**

- Council will have a finite level of funding available for this grants program in any given financial year, determined through its annual budget process
- Ideally all grants are to be expended in a 12 month period (and acquitted within 3 months of the project completion); however this aspect may be negotiable around the specifics of particular applications.
- Successful applicants will be required to publicly acknowledge Council's support in a manner acceptable to Council (to be determined taking into account the nature of the funded project)
- Grant acquittal arrangements will include;
  - An acquittal report that relates to expenditure associated with the project, the grant monies and the applicant's own contributions by the stated due date for completion of the project and will include documentation substantiating all expenditure incurred.
  - An evaluation report to Council demonstrating the success or otherwise of the project relative to its initial objectives outlined in the application questions. A short response to each question detailing the outcome of the project will be sufficient. Evidence to support these statements will also be required.
  - If required, a presentation of the product or programme and its relevant success or otherwise for Councillors and Council Officers.

## Ineligible items: The following will not be considered for funding

- Ongoing salaries/wages for staff (a position created for the length of a project may be considered)
- Recurrent costs associated with day-to-day operations of the organisation/group
- Retrospective funding
- Items/programs that are the core business of a Government Department
- Business/commercial ventures solely benefiting a single business or a narrow collective of interests
- Projects that do not involve the Cairns Regional Council community
- Projects involving the construction of infrastructure or purchase of capital equipment

## Assistance

- Assistance in the application of these Guidelines may be obtained from Council's Economic Development Team – Tel: 4044 3347

## Applications are to be addressed to the attention of

Economic Development Unit,  
Cairns Regional Council  
PO Box 359  
Cairns Qld 4870

Fax: 07 4044 3099

In person:  
Economic Development Unit  
119 – 145 Spence Street  
Cairns Qld 4870

Email: [economicdevelopment@cairns.qld.gov.au](mailto:economicdevelopment@cairns.qld.gov.au)



**ECONOMIC DIVERSIFICATION FUND GRANT APPLICATION**

**Please attach a covering letter to the completed application**

**Please provide details of your organisation**

Organisation Name: \_\_\_\_\_

Postal Address: \_\_\_\_\_  
 \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Total Funds (\$) Requested:

Cash: \$ \_\_\_\_\_  
 In-Kind Support: \$ \_\_\_\_\_  
**TOTAL:** \$ \_\_\_\_\_

**Please provide details of the person most able to answer questions regarding this proposal**

Contact Name: \_\_\_\_\_

Position in Organisation: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Please Provide details of your proposed project**

Project Name: \_\_\_\_\_

Date of Proposed Project: \_\_\_\_\_

Project Background: \_\_\_\_\_  
 \_\_\_\_\_  
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Project Aim: \_\_\_\_\_  
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Potential of the project to support employment and local business development

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Potential of the project to attract investment to the region and/or support export growth

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Potential for project outcomes to provide a lasting legacy for the economy

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Potential for the funded activity to grow in size over time and to become sustainable  
(without ongoing government support)

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Potential of the project to impact the diversity of the local economy

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The significance of Council's support in the applicant's decision to proceed  
with the project

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Capacity to generate favourable media coverage for the community or region

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Demonstrated feasibility in responding to an identified need or opportunity of economic benefit to the community (show links to strategic directions identified by Council)

Demonstrated success with previous projects of this type

Requirement for direct support from or involvement of staff from Council in delivering the project

Level of financial support from partners, other sources and from the organisation itself (ie the greater leveraging of other funds, the better the application will be viewed) Applicants are required to show proof of additional funding from alternative sources

Level of potentially negative impacts on surrounds, environment, others

**Please confirm that you meet the general eligibility criteria**

Be either a properly constituted not-for-profit organisation, or				
A group sponsored by an incorporated association, or				
A for-profit group where the funded project will not return an immediate profit				
Have a majority of members of the group/organisation reside in the Cairns Regional Council area				
Operate within Cairns Regional Council Boundaries				
Have acquitted any previous Cairns Regional Council grant satisfactorily				x
Be free of debt with Cairns Regional Council				x
Have a valid public liability certificate to cover any proposed program/project/event				x

**Please list here the support material attached to this application, including any quotes, proof of additional funding and/or support letters from overarching bodies**

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**Please attach the organisation's most current financial statement (as submitted to the Office of Fair Trading) or the latest treasurer's report covering the previous 12 months**

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