



COUNCIL POLICY

Business Enhancement Program

Policy Number:	PO184		
Strategic Plan Objective:	1. Economically Prosperous Peninsula		
Policy Owner:	Director Corporate and Community Services	Record Number:	20/89160[v3]
Responsible Officer:	Manager Economic Development and Business Sustainability	Minute Reference:	183/2025 (11/06/2025)
Date Adopted:	11/06/2025	Next Review Date:	June 2029

1. POLICY OBJECTIVES

Yorke Peninsula Council (Council) is committed to supporting economic development opportunities, business development, growth, and job creation that positively impacts the local community and the economy.

2. SCOPE

This policy applies to:

- Businesses seeking Council's assistance and support to start a business and improve or expand existing business operations within Council's region.
- Council employees and Elected Members, when considering and assessing business grant applications made under this policy, and related documentation.

3. DEFINITIONS

Refer to Attachment 1.

4. POLICY STATEMENT

The Business Enhancement Program (BEP) includes non-financial assistance and business grants.

4.1. Non-financial Assistance

The BEP provides businesses with access to assistance and support from Council with:

- Planning/development processes and applications
- Business Plan development
- Sustainable business practices

- Seeking grant opportunities
- Writing grant applications
- Local knowledge, such as community profile, labour force information, market data, business directory, contacts/connections etc.
- Policy compliance
- Human Resource management/recruitment
- Risk/Work Health and Safety (WHS)
- Finance/accounting
- Conducting business with Council
- Mentor and assistance programs
- Business workshops and personal development opportunities

4.2. Business Grants

Council allocates funding for business grants. This budget is subject to annual review by Council as part of the budget formulation process.

The purpose of the grants is to fund business needs, programs and projects that contribute to the growth and development of new and existing business operations or activities by:

- enhancing business offerings
- enhancing business sustainability
- fostering collaborative businesses approaches
- addressing local workforce gaps
- increasing employment opportunities

Funding applications of up to \$5,000 (GST-exclusive) will be considered per eligible business.

Multiple applications in a single financial year will be accepted, with total funding per business (per active ABN) capped at \$5,000 (GST-exclusive) within the same financial year.

Council's Economic Development staff can assist businesses with the grant application process by request. Grant guidelines will be publicly available.

4.3. Eligible Projects for Business Grants

- Purchasing new infrastructure, machinery, plant/equipment etc to enhance business
- IT equipment installation and software development
- Branding, marketing and promotion activities and material, including signage
- Mentoring, training, conference attendance and networking opportunities (where not eligible for other available programs)
- Apprenticeship and traineeship support i.e. additional employer-associated expenses such as textbooks, travel and accommodation for training/trade school, additional training outside of trade/certificate modules
- Trademarks/patents

4.4. Ineligible Projects for Business Grants

- Retrospective investments
- Payment of debt (e.g. rates and bills) or outstanding loans
- Wages, salaries, utilities, insurance and other routine or fixed expenses for business operation
- Routine or cyclical maintenance and repairs
- Charitable fundraising
- Activities that could be perceived as benefitting a political organisation or political campaign
- Religious functions
- Activities that are unlawful or unethical
- Gift vouchers, prizes or trophies
- Items funded by other Council grants
- Projects/objectives which would be more appropriately funded by the Australian or State Governments or other industry sources
- Projects that do not have a clearly identifiable benefit to the business
- Projects that directly contravene Council policies and By-Laws
- Fees and or levies associated with building planning and approvals
- Projects that are considered unsustainable

4.5. Conditions of Funding for Business Grants

To be eligible for funding, an applicant must:

- Have a registered Australian Business Number (ABN)
- Provide copy of relevant licence, permits and accreditations associated with specific business/industry operations
- Provide evidence of an appropriate legal structure such as a sole trader, trust, Australian registered company or company limited by guarantee or have written evidence that you are moving towards becoming one of the above
- Have a business located or committed to locate and/or provide a regular visiting service within the Council region (visiting services based outside the region may be considered subject to evidence-based service gaps and the frequency of service delivery to the Yorke Peninsula Council area)
- Provide evidence of a bank account in the name of the applicant or business
- Have no outstanding debts of any kind to Council
- Secure appropriate permissions and approvals for the project (e.g. development approval, property/landowner consent) or a statement of intent to secure such permissions
- Evidence of adequate insurances
- A written quote and/or costings for the project
- A co-contribution of at least \$1 for each \$1 granted is mandatory

- For example, if a project is quoted to cost \$2,000, the business should apply for a \$1,000 grant from Council and contribute \$1,000 of its own money, at a minimum
- The maximum amount that can be granted by Council for any application is \$5,000 (GST-exclusive)

In accordance with Council's PO058 Purchasing and Procurement Policy, applicants are strongly encouraged to use local goods and services where possible.

4.6. Business Grant Applications

Business grants are open for application from July to September. If the business grant funding budget for the financial year has not been fully allocated within this period, further rounds of grants may be offered and opened in November-January and March-May.

Projects must not commence prior to the grant being approved and a Grant Agreement being signed. Projects must be able to be completed and acquitted within the same financial year as the grant is awarded.

Applications must be submitted using the online application form on Council's website (www.yorke.sa.gov.au).

4.7. Application Assessment

Applications will be assessed against the following criteria:

- **Compliance:** All business information requested has been supplied and supporting compliance documents have been attached
- **Strategic Alignment:** Demonstrate business and/or project specific alignment with local and regional strategic direction, such as Council's Strategic Management Plan and/or Economic Development and Tourism Strategy, or those published by Regional Development Australia Yorke-Mid North
- **Business Benefits:** Ability to demonstrate how the funding for the project will benefit the business and the impact it may have on the local business community and local economy, or how the project will revitalise an underused premises or commercial site
- **Economic Growth Benefits:** The broader economic impact this project or business may have on the local economy, such as: additional jobs created, locally sourced supply chain, new services/products for the community and/or visitors
- **Business Acumen:** Evidence provided of basic business fundamentals
- **Sustainable Business Practices:** Demonstrated adequate sustainable business practices across environmental, social and governance frameworks
- **Ability to demonstrate the funding's value for money,** which may include evidence via projected financial statements
- **Ability to demonstrate the capacity to deliver the project successfully and complete the stated grant activities within the timeframe stipulated in the signed Grant Agreement**
- **The requested funding has been appropriately matched by the business's co-contribution – at a minimum dollar-for-dollar**

Applications will be consistently assessed using Council's BEP Evaluation Matrix (SF496). Council employees are delegated to undertake this assessment and approve applications for business grants up to \$5,000 (GST-exclusive).

4.8. Application Outcome Notification

Applicants will be notified their application has been received, and about the expected timeframes involved regarding the assessment date and subsequent outcome.

If the application is successful, a Letter of Offer/Grant Agreement outlining specific terms of the grant funding, including the activity schedule and acquittal process, must be signed by both Council and the grant recipient.

High-level information about successful applications may be included in Council publications.

4.9. Acquittal

The grant recipient will provide Council with a funding acquittal report including proof of payment for all grant activities as per the Agreement. The funding acquittal report must be submitted via Council's website. Grant payment will be made upon receipt of the completed funding acquittal report. Yorke Peninsula Council will release the funding via payment of a tax invoice issued to Yorke Peninsula Council from the grant recipient for the approved grant amount.

Acquittal reports may be subject to audit requirements, dependent upon the value of the business grant.

Grant recipients who do not complete their project or provide an acquittal report within the timelines stipulated in the 'Letter of Offer' may seek a time extension from Council. Council reserves the right to deny time extensions.

Grant recipients are to notify Council if they do not intend to complete their project and formally withdraw from the grant agreement.

4.10. Acknowledgement of Council Funding

Grant recipients agree to acknowledge the financial support from Council in any materials or displays, business website or social media platforms relevant to the provision of the business grant.

4.11. Confidentiality

If an applicant believes that any information provided in their application is confidential, the applicant must clearly identify such information and state the reason for its confidentiality.

Applicants should be aware Council is 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. However, information contained in, or relating to, a business grant application, including information identified by an applicant as confidential, may need to be disclosed by Council:

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

If a business grant 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 about the funded projects can be used for Council's publicity purposes.

5. COMPLAINTS

Complaints relating to this policy can be made in writing to the Manager of Economic Development and Business Sustainability. Complaints will be managed in accordance with Council’s Complaints Policy (PO147).

6. REVIEW

This policy will be reviewed every four (4) years and as deemed necessary in consideration of any changes to legislation and relevant standards, codes and guidelines, budgetary changes and where Council need occurs.

7. TRAINING

Training relating to this policy will be provided to all employees whose roles are relevant to the BEP. Council’s Training Needs Analysis (TNA) will be used to identify role training requirements and to capture training records. Any additional training needs will be reviewed annually during individual performance reviews and/or as necessary in consideration of any changes to legislation, relevant standards, codes, guidelines and audit findings and where Council need occurs.

8. RECORDS

Records shall be maintained as required by Council’s Records Management Policy (PO063) and relevant legislation.

9. RELATED COUNCIL POLICIES/PROCEDURES AND DOCUMENTS

- BEP and Business Grant Guidelines
- PO058 Purchasing and Procurement Policy
- PO060 Rates Relief Policy
- PO091 Risk Management Policy
- PO147 Complaints Policy
- SF497 Business Grant Online Application Form
- SF498 Business Grant Online Acquittal Form
- YPC Economic Development and Tourism Strategy
- YPC Strategic Management Plan

10. REFERENCES AND LEGISLATION

Local Government Act 1999 (SA)

11. COUNCIL DELEGATION

Any applicable delegations are available on Council’s website via the Delegation register via <https://yorke.sa.gov.au/about-us/forms-plans-and-publications/register/>

12. VERSION HISTORY

Version No	Issue Date	Description of Change
1	14/10/2020	New Policy
2	18/09/2023	Full Review

PO184 – Business Enhancement Program Policy

Version No	Issue Date	Description of Change
3	14/07/2025	Full Review

ATTACHMENT 1: DEFINITIONS

Term/Reference	Definition
Acquittal	The process of evaluating and reporting on the outcomes and expenditure of funds provided by Council. All necessary documents should demonstrate that an organisation has spent grant monies as specified in the Grant Agreement.
Australian Business Number	A unique identifier used for tax purposes.
BEP	Business Enhancement Program.
Business Plan	A Business Plan is a document that outlines a business's objectives, strategies and financial forecasts, serving as a comprehensive roadmap for business growth and development.
Business Acumen	Business acumen is a combination of knowledge, skills, and experience that enables individuals to understand business situations, make sound decisions, and drive successful outcomes for a business.
Evaluation Matrix	A tool used for evaluating each application in a fair and consistent manner. Specifically, it is a table with one column for each evaluation criteria and rows that show a numerical score.
GST-exclusive	GST-exclusive is the total cost of each item, without GST charges included.
Letter of Offer/Grant Agreement and Activity Schedule	A document signed by Council and the grant recipient clearly outlining the grant activity, timeframes and other terms and conditions of the funding or support requested.
Project Feasibility	An analysis that considers a project's relevant factors to ascertain the likelihood of success.
Risk Management	An overall process of risk identification, risk analysis and risk evaluation to identify suitable treatments/controls to mitigate the risks identified