

## 1. PURPOSE

The objective of the Business Assistance Program Policy is to provide funding and in-kind assistance to new and existing businesses in order to:

- attract and assist new business to establish in Horsham Rural City (Municipality)
- support existing businesses to build business management capacity
- encourage and assist existing business to undertake initiatives to expand, diversify or ensure sustainability
- support and facilitate workforce attraction and retention initiatives
- capitalise on opportunities and address identified challenges specific to industry sectors and the Municipality

## 2. INTRODUCTION

The Business Assistance Program (BAP) is a new initiative to Horsham Rural City Council.

Funding of \$10,000 was allocated in the 2019-2020 Council budget.

## 3. SCOPE

Existing businesses applying to the BAP must demonstrate they are seeking assistance to expand, diversify or ensure sustainability within their business. Funding is provided for training and mentoring purposes. All applications to the Business Assistance Program will be assessed on a case by case basis.

The Horsham Rural City Council Business Assistance Program will open in February 2020 to registered businesses operating in or beginning to operate in the Municipality.

## 4. PRINCIPLES

The Business Assistance Program is being established in 2020 to provide funding and officer support to existing and new businesses in the Municipality.

### 4.1 Conditions of Business Assistance Program

All businesses applying to the Business Assistance Program must:

- Have a registered ABN (Australian Business Number)
- Be operating within or beginning to operate in the Municipality
- Complete a Business Assistance Program application form
- Have a business plan or business case completed or updated within the last 12 months or complete a 'Business Statement' in the application form
- Not have any outstanding debt with Council or be in breach of any statutory requirements
- Work collaboratively with Council to foster a respectful relationship.

## 4.2 Legislation & Standards

In accordance with *Local Government Act 1989* – Section 80C:

Information classified confidential in accordance with *Local Government Act 1989* – Section 77(2)(c):

This report complies with the rights listed in the *Victorian Charter of Human Rights and Responsibilities Act 2006*.

## 5. COMMUNICATION

The policy, guidelines and supporting documentation will be uploaded to the Council website and communicated to the business community via media release, social media, website, Business eNews and business, progress and tourism associations.

## 6. RESPONSIBILITY

**Policy Owner:** The Director Development Services will be responsible for overseeing the policy.

The Manager Economic Development and Coordinator Business Development and Tourism are responsible for the operational management of this policy. The Team Leader Business Engagement is responsible for contributing to the review and development of this policy.

## 7. DEFINITIONS

Definition	Meaning
BAP	Business Assistance Program
Economic Development Team	The group which determines applications to the Scheme and consists of the Coordinator Business Development and Tourism, Manager Economic Development and Team Leader Business Engagement.

## 8. SUPPORTING DOCUMENTS

Document	Location
Council Plan 2017 - 2021	HRCC website
Economic Development Strategy 2017 - 2021	HRCC website
Business Assistance Program Guidelines	HRCC website

## 9. DOCUMENT CONTROL

Version Number	Approval Date	Approval By	Amendment	Review Date
01	28 January 2020	Council	New policy	28 January 2023