



Hindmarsh Shire Council | PO Box 250 | 92 Nelson Street Nhill VIC 3418 | Ph: 03 5391 4444 |
Fax: 03 5391 1376 | Email: info@hindmarsh.vic.gov.au

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MEDIA RELEASE

Revised Business Assistance Grants Program now open

The first round of the recently revised 2021/2022 Hindmarsh Shire Council Business Assistance Grants program is now open for applications from eligible businesses. Since their inception, in 2016, Business Assistance Grants have assisted businesses in generating new employment opportunities, supporting existing businesses to grow and to attract new business to the shire.

Hindmarsh Shire Council Mayor, Cr Ron Ismay said “The Business Assistance Grants Program has been revised for this 2021/2022 Financial Year with Council recognising that business owners have individual needs, particularly in the present climate with COVID-19 lockdowns and restrictions. With a new criteria and format, the 2021/2022 grant program aims to be flexible in order to support the individual needs of business owners”.

Cr Ismay added “Because of the new criteria, Council strongly encourages business owners to review the guidelines and criteria to determine their eligibility and to contact Council staff who will be happy to assist with any queries they may have prior to submitting an application.”

“Funding provided to businesses in previous grant rounds has assisted with staff training, development of websites, signage, marketing and improvements to shopfronts”.

Hindmarsh Shire Council has allocated \$20,000 towards the 2021/22 Business Assistance Grants program in the 2021/2022 Annual Budget and an additional one off COVID-19 recovery allocation of \$20,000 has also been allocated.

The 2021/2022 Business Assistance Grants program offers support and assistance across two tiers of funding categories.

The Tier One category will assist existing businesses to undertake small projects or initiatives to a value of up to \$1,000 without a co-contribution from the business. Initiatives could include, assistance with the growth of the business through upskilling of employees, creation or updating business, marketing or succession plans or the development of a website or social media platform.

The Tier Two category grants aim to assist existing businesses to undertake larger projects above \$1,000. Successful Tier Two category grants will receive \$3.00 from Council for every \$1.00 co-contribution from businesses up to a maximum of \$3,000.

Tier Two initiatives could include assistance to expand a home business base to commercial premises, the relocation of businesses from other municipalities into Hindmarsh Shire, or upgrades to premises, e.g. new or improved signage, painting, minor repairs, all-ability access, security/in-store lighting, air conditioning, veranda/awning repairs etc.

Applications are available on the Hindmarsh Shire Council website and can either be downloaded or completed online.

Round One of the Business Assistance Grants Program will close at **5.00pm Friday 17 September 2021.**

Business Assistance Grant application forms are available on council's website www.hindmarsh.vic.gov.au.

For more information please contact Matt Sherwell, Community Development Officer on 03 5391 4444 or email grants@hindmarsh.vic.gov.au.

Greg Wood
Chief Executive Officer