



BUSINESS ACTIVATION PLAN

Revitalising and promoting Lismore
and Nimbin town centres
2021-2023



Lismore Activation Microgrant Guidelines

Summary

Local community groups, businesses and creative catalysers can apply for a Lismore Activation Microgrant, to help realise new and innovative activation ideas in Lismore business spaces. This pilot initiative is offered throughout the 2021-2022 financial year, with Microgrants available from \$1,000 up to \$5,000 for suitable activation projects.

You will need to engage with relevant business and community stakeholders with your planning, so that your proposal shows capacity to create vibrancy, connection and local visitation within our business centres. This Microgrant initiative aims to help activation-makers to present and promote exciting projects with and for Lismore.

We encourage proposals that benefit different Lismore business precincts, including South Lismore, North Lismore and Goonellabah. It will also be important for you to outline COVID-safe planning and contingencies. This should include how you will harness virtual tools, that can safely engage people online if necessary and can promote our Lismore businesses and community to wide audiences.

You can apply for a Microgrant of \$1,000.00 up to \$5,000 (exclusive of GST) in the 2021-2022 financial year, for activation projects taking place before end December 2022. Eligible proposals will be considered in rounds and until funds are exhausted, and we will evaluate this initiative to potentially offer Microgrant opportunities again in the 2022-2023 financial year, subject to their demonstrated benefit.

Lismore Activation Microgrant dates for 2021-2022 (please note pilot round deadline has been extended due to COVID-19 impacts):

- Round 1 (pilot) – proposals due before 2pm Monday 15 November 2021
 - *Microgrant pilot to be reviewed and discussed with Business Activation Working Group – potential improvements to guidelines and processes to be made.*
- Round 2 – proposals due before 2pm Friday 25 February 2022
 - *March review of Microgrant initiative and outcomes discussed with Business Activation Working Group.*

We aim to have proposals assessed and outcomes notified within four weeks of closing dates, however there may be delays due to assessing Event and/or Development Applications, COVID-19 and other impacts. We will keep you informed and may request further information as need be.

Background

Lismore Activation Microgrants are part of the Lismore City Council Business Activation Plan. This Plan guides how Special Business Rate Variation Levy (SBRVL) funds are spent in Lismore business centres, and helps identify grant opportunities to support Nimbin and larger-scale initiatives. The Business Activation Plan runs from July 2021 until end June 2023.

We recognise important opportunities to renew our business centres, celebrate our local community and entice people to our region, the heart of the Northern Rivers. You can find out more about the Business Activation Plan at lismore.nsw.gov.au/business-activation-plan

Purpose

Supporting businesses and organisations that initiate great activation projects, and create financial and social value within our business centres, is a key objective of the Business Activation Plan.

Towards the Plan's *Support* goal, our S2 objective is to

Pilot microgrant program, supporting new and innovative activation ideas to be realised in business centre spaces.

We note that this Microgrant opportunity is currently only available for projects in Lismore (including South Lismore, North Lismore and Goonellabah) as funded through SBRVL. We are seeking further funding opportunities to expand opportunities for our villages including Nimbin.

As a pilot, Lismore Activation Microgrant outcomes will be reviewed throughout 2021-2022, and the initiative will be evaluated for improvements and potential to be offered again and/or adapted in the 2022-2023 financial year. Check our [website](#) for updates and current Lismore Activation Guidelines before you apply.

Criteria

Activation project proposals are invited from local community groups and organisations, businesses, microbusinesses and sole-traders, which will be assessed by the following criteria:

- **Clarity of vision, merit and benefit for the local community.** *Outline your vision for success, and the engagement with local businesses and community stakeholders you've already achieved and have planned. State your case for why this project is exciting, meaningful and in line with Business Activation Plan goals of boosting vibrancy and experiences in Lismore town centres. Describe who will benefit from this project and how, and how you plan to encourage and measure this. You can also provide a website link featuring 1-3 support rich media examples for support material (optional)*
- **Capacity to attract people to Lismore city to shop, do business, visit and play.** *Specify whether expected audiences are from local and/or outside the 2480 postcode area, and link as appropriate to your COVID-19 planning and how you will use digital tools (particularly in case of health restrictions or lockdown) for virtual participation and promotions*
- **Promoting Lismore in a positive manner,** in alignment with the Business Activation Plan. *Summarise effective plans for media and marketing*
- **Viability and value for money** – *Outline budget including what the proposed Microgrant is for, and the contribution of your own funding and/or other funding sources*
- **Sound project planning and management** – Clear compliance and/or approval for your project, engagement and level of stakeholder support, COVID-19 safety and risk management, and evaluation planning. *Summarise key points about your planning and experience, and include evidence of any required Council approval and/or private property owners' consent in accordance with [LCC Event guidelines](#).*

To be eligible to apply, you must:

- Be applying as an authorised representative of a business, organisation or group (or with confirmed support from a partnering organisation if you do not have an Australian Business Number), or as a sole trader, for an activity primarily occurring in the 2480 postcode. Preference will be given to local businesses, organisations, groups and sole traders
- Propose an activation project with public outcome/s in Lismore business centre space/s before December 2022. Public outcomes might include (but are not limited to) events, dining or retail experiences, concerts, performances or exhibitions, digital or interactive experience connecting with Lismore visitors and online audiences, workshops and engagement activities. *While your activation project may not be a traditional event it, you must follow the [Lismore City Council Event Guidelines](#) when organising activities and/or installations on public streets, footpaths, open space or property owned/maintained by Lismore City Council*
- Confirm you have necessary event planning, stakeholder permissions, COVID-Safety requirements met, and Lismore City Council authorisation as may be required. *Proposals may be discussed or considered while an Event Application or Development Application is in process, however Microgrants will not be offered until appropriate authorisation is approved. See [Lismore City Council Event Guidelines](#) for more information*
- Not have received an Activation Microgrant or Sponsorship funding for the same project within 24 months, or be able to demonstrate in writing
 - steps you are taking to develop the financial viability of your event or activation (for instance a business plan, event evaluation report) AND/OR
 - charity status
- Not have outstanding acquittal associated with Events or Activation support from Lismore City Council.

Conditions of funding

Successful applicants will need to use correct logos and branding materials provided by Lismore City Council, evaluate the project and provide an acquittal within 6 weeks of project completion.

From time to time, we will select successful projects to be the subject of publicity. The applicant will be required to consent to the use of selected project information in the public domain, to help promote the activation event, outcomes or Business Activation in general. We will contact you to confirm details.

Project eligibility and assessment is based on information provided in the application form, and any other pertinent information provided by other LCC staff in the Events and Development teams. Any personal information provided is voluntary, commercial in confidence and protected by the Privacy and Personal Information Protection Act 1998 (NSW).

For more information and a proposal form, contact:

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