

# Lismore Business Activation Plan

2024-2026

## Lismore Business Activation Microgrant Guidelines

### Summary

Local businesses and organisations, community groups and creative catalysers can apply for a Lismore Business Activation Microgrant, to help realise new and innovative activation ideas in Lismore business spaces. This initiative is offered throughout 2024, 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, to ensure 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 planning and approvals that may be required, risk management and contingency planning. Activation or event proposals for other areas in Lismore Local Government area are not eligible for this initiative.

You can apply for a Microgrant of \$1,000 up to \$5,000 (exclusive of GST) in 2024, for activation projects taking place before end June 2025. Eligible proposals will be considered in rounds and until funds are exhausted, and we will evaluate this initiative to consider offering Microgrant opportunities again in 2025, subject to the demonstrated benefit of projects.

Lismore Business Activation Microgrant dates for 2024 are:

- Round 1 – proposals due before 2pm Monday 6 May 2024 (*extended deadline*)
- Round 2 – proposals due before 2pm Monday 14 October 2024.

We aim to have proposals assessed and outcomes notified within four weeks of closing dates, however delays may be experienced due to assessing Event and/or Development Applications or other factors. We will keep you informed throughout the process and may request further information as needed.

### Purpose and background

The Lismore Business Activation Microgrants initiative aims to support the initiation of innovative activation projects that create financial and social value within our business centres, which aligns with key goals of the *Lismore Business Activation Plan 2024-2026*. This is a Support initiative of the Plan, aiming to enhance Lismore's vibrancy and to boost promotion of our extraordinary local events, attractions, culture and business community.

The Lismore Business Activation Plan guides how Lismore’s Special Rate Variation (SRV) levy funds are spent for revitalising and promoting Lismore business centres. You can find out more about the Plan at [lismore.nsw.gov.au/business](https://lismore.nsw.gov.au/business) and by contacting the Destination and Economy team, via phone 02 6625 0500 or email [business@lismore.nsw.gov.au](mailto:business@lismore.nsw.gov.au).

As a Destination and Economy initiative, Lismore Business Activation Microgrants are subject to acquittals, and outcomes will be reviewed throughout 2024-2025. The initiative will be evaluated for improvements and potential to be offered again and/or adapted in 2025. Check out these Guidelines and [Lismore Business Activation Plan updates on our website](#) before you complete the application.

## Selection Criteria

Lismore Business 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 how you are engaging / collaborating with local businesses and community stakeholders, including engagement outcomes and planning. State your case for why this project is exciting, meaningful and in line with Lismore Business Activation Plan goals of enhancing vibrancy and experiences in local business centres. Describe who will benefit from this project and how you plan to encourage and measure this. You can also provide a website link featuring 1-3 media examples that support your proposal (optional)*
- **Capacity to attract people to Lismore city to shop, do business, visit and play.** *Specify whether expected audiences are local and/or outside the 2480 postcode area, and how you will encourage them to stay and enjoy Lismore.*
- **Promoting Lismore in a positive manner,** in alignment with the Lismore Business Activation Plan. *Summarise effective plans for media and marketing*
- **Viability and value for money** – *Outline the 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.** This includes clear compliance and/or approval for your project; effective engagement and level of stakeholder support; limiting adverse environmental impacts; strong 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 [Lismore City Council’s Event guidelines](#).*

## Eligibility

To be eligible to apply, you must:

- Be applying as an authorised representative of a business, organisation or group (or with confirmed support from an auspicing 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 end June 2024. 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 you must follow these [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, and 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's Event guidelines](#) for more information*
- Not have received Lismore City Council's Lismore Business Activation Microgrant or Sponsorship funding for the same project within 24 months. If you have received recent Lismore City Council funding, you must outline details and 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 an outstanding acquittal from Lismore City Council.

## Conditions of Funding

Successful applicants are required to:

- Acknowledge support of Lismore City Council by using correct logo and branding materials
- Provide the Destination and Economy team with a copy of promotional content (including images and text) at least 14 days prior to project delivery, to ensure we have appropriate materials for promotions
- Evaluate the project and provide the 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 Lismore City Council staff. 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:

Destination and Economy Team

Lismore City Council

Tel: (02) 6625 0500

Email: [business@lismore.nsw.gov.au](mailto:business@lismore.nsw.gov.au)