

TAKE YOUR BUSINESS ONLINE GRANT PROGRAM

Financial assistance for local businesses to strengthen their digital capability, online presence and marketing.

Funding available: Up to \$5,000 per business, excluding GST, on a matched dollar for dollar basis. Funding is competitive and subject to the annual budget adopted by Council.

1. Overview

1.1. Purpose

The City of Karratha's Take Your Business Online Grant Program (TYBO) provides eligible local businesses with financial assistance to improve their digital capacity and marketing. The programme aims to increase business competitiveness, customer reach, innovation and operational efficiency across business operations, products and services.

TYBO supports the Council Plan 2025–2035 and the Economic Development and Tourism Strategy 2025–2035 by assisting local businesses with retention, growth and diversification.

This Funding Guideline operates in conjunction with the City's Grant & Sponsorship Policy. If there is any inconsistency between this Guideline and the Policy, the Policy takes precedence.

1.2. Definitions

Acquittal means the process by which a funding recipient demonstrates that City funds have been used for the approved purpose, including submission of required reports, evidence of expenditure and outcomes achieved.

Applicant means a business that submits an application for TYBO funding, including any officer, employee, agent or individual acting on its behalf.

Assessment Panel means the City employees appointed to evaluate eligible applications against the approved assessment criteria.

City means the City of Karratha.

Delegated Authority means the employee or decision making body authorised to approve funding in accordance with the City's Delegations and Authorisations Register or a Council resolution.

Funding Agreement means the written agreement between the City and a recipient that outlines the terms and conditions of funding.

Funding Guideline means the public facing document that outlines applicant and project eligibility, opening cycles, funding limits, assessment criteria and funding conditions for TYBO.

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Funding Round means an advertised assessment period with a specified closing date by which applications must be received to be considered in that round.

Matched Funding means the recipient's required financial contribution to the approved project on a dollar for dollar basis with the City's contribution.

Recipient means an Applicant approved to receive TYBO funding and that has entered into a Funding Agreement with the City.

TYBO means the City's Take Your Business Online Grant Program.

1.3. Funding

- Applicants may request up to \$5,000, excluding GST.
- Funding is provided on a matched dollar-for-dollar basis. The Applicant must contribute at least the same amount as the funding requested from the City.
- The City may approve full, partial or no funding.
- Funding availability is subject to the annual budget adopted by Council.
- TYBO does not provide In-Kind Support.

1.4. Funding Rounds

Applications may be submitted at any time while the programme is open. Applications are assessed through individual competitive Funding Rounds each financial year. Applications received by an advertised closing date will be considered in that round.

Most up to date information regarding closing dates and the online application form are published on the City's TYBO webpage.

2. Eligibility

2.1. Who Can Apply

To be eligible, an Applicant must:

- have a registered Australian Business Number;
- own or operate a small business (as defined by the ATO and the ABS) within the City of Karratha local government area;
- have appropriate insurance, permits and licences relevant to the business and proposed project;
- have products and/or services that are market ready or already operating;
- propose a project that will improve the business's digital capability and deliver benefits to the business and the City;
- have financial capacity to deliver the project and provide the required matched contribution;
- be able to proceed with the project without TYBO funding if the application is unsuccessful;
- provide an appropriate project plan outlining objectives, costs, timelines and methodology; and
- provide suitable quotations that substantiate the proposed project costs.

2.2. Home Based Businesses

A business operating from a residential property must declare whether it operates as a Home Office, Home Occupation or Home Business and provide evidence of any planning, building or environmental health approvals required by the City. An application may be placed on hold while relevant approvals are confirmed.

Funding is subject to the Applicant obtaining all relevant permits and approvals. The award of funding does not replace the requirements and processes for development, planning, building and health approvals.”

3. What Can Be Funded

3.1. Eligible Projects

Projects must improve the Applicant’s digital capacity or online marketing presence. Eligible activities may include:

Project type	Examples
Web design	Development or enhancement of a business website, including e-commerce functionality.
Social media	Campaigns or management activities that improve online engagement, brand awareness and customer reach.
E-business development	Digital solutions supporting online sales, service delivery or business operations.
Online portals	Development of online learning, subscription or membership platforms.
Customer relationship management	Implementation of digital tools that improve customer management and engagement.
App development	Development of a mobile application that improves customer experience or business operations.
Search engine optimisation	Activities that improve the visibility and discoverability of the business online.
Digital marketing	Online advertising and marketing initiatives that increase brand awareness and customer acquisition.

The list above is not exhaustive. Other projects may be considered where they clearly meet the programme objectives.

3.2. What Will Not Be Funded

Funding will not be considered for:

- ongoing business operating costs, including staff wages, rent, utilities, recurring operational needs and consumables;

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- activities that are inconsistent with the TYBO objectives;
- projects already funded through another City funding programme during the current financial year;
- retrospective funding for projects that have already commenced or been completed;
- projects that contravene City policies or local laws;
- projects that present a risk to public health or safety;
- activities for which another government body has primary responsibility;
- incomplete applications or applications received after the relevant closing date;
- Applicants that have not fulfilled the conditions of previous City funding; or
- Applicants with outstanding debts to the City, including overdue Acquittals.

4. Preparing and Submitting an Application

4.1. Information Required

The online application must include:

- a description of the business and its current digital capability;
- a clear description of the proposed project and its objectives;
- the expected benefits to the business and the local economy;
- how project success will be measured;
- how the project will improve digital capability, competitiveness, customer engagement, innovation and/or business efficiency;
- key milestones and a project completion timeframe;
- a detailed project budget showing costs excluding GST;
- appropriate quotations supporting the proposed costs;
- evidence of the Applicant's matched contribution and capacity to deliver the project; and
- evidence of required insurance, licences, permits or approvals.

4.2. How to Apply

- Review this Funding Guideline and the Grant & Sponsorship Policy.
- Confirm that the business and proposed project meet all eligibility requirements.
- Prepare the project plan, budget, quotations and supporting documents.
- Complete and submit the online TYBO application form before the relevant Funding Round closes.

Important: Funding is competitive. Meeting the eligibility requirements does not guarantee funding.

5. Assessment and Decision Making

5.1. Eligibility Review

The City will review each application against the eligibility requirements. Applications that do not meet all requirements will not proceed to competitive assessment. The City may request clarification or further information.

5.2. Assessment Criteria

Eligible applications will be assessed against the following criteria:

Criterion	Weighting	What the City will consider
Demand and Need	50%	The application clearly demonstrates the demand or need for the project, provides supporting evidence where required and identifies the expected benefits, outcomes and value to the business and local economy.
Quality of Application	50%	The application presents a clear and well defined project scope and demonstrates how the activities will deliver tangible improvements to digital capability, online presence, competitiveness, customer engagement and/or business efficiency.

5.3. Assessment Process

Eligible applications will be assessed by a panel of City employees after the Funding Round closes. Assessors must declare any actual, potential or perceived conflict of interest before assessing applications.

Where funding is limited, preference may be given to first time TYBO Applicants. The City may also consider previous participation, outcomes achieved through prior funding and applications submitted across multiple consecutive Funding Rounds.

5.4. Notification

Applicants will generally be notified in writing within four to six weeks after the Funding Round closes. Funding decisions are final and are not subject to appeal. An unsuccessful Applicant may submit a new application in a future Funding Round.

6. If Your Application Is Successful

6.1. Funding Agreement

Successful Applicants must enter into a written Funding Agreement with the City before commencing the approved project or receiving funding. The Funding Agreement will specify the approved purpose, activities, funding amount, payment conditions, delivery timeframe, reporting, acknowledgement and Acquittal requirements.

6.2. Publication of Successful Applicants

The City will publish a list of successful Applicants on its website in accordance with applicable regulatory requirements. By accepting funding, a Recipient acknowledges that relevant funding information may be publicly disclosed.

6.3. Project Commencement and Completion

The Recipient must commence the project within 60 days of executing the Funding Agreement, unless otherwise approved by the City. The project must be completed within six months of the funding approval date, unless a written extension has been approved by the City. A written Acquittal must be submitted within 30 days of the project completion date.

6.4. Payment Arrangements

Unless otherwise specified in the Funding Agreement:

- an initial payment of up to 50% of the approved funding may be released after the Funding Agreement has been executed and the Recipient provides a valid tax invoice, evidence that the project has commenced and evidence of eligible expenditure;
- the remaining funding will be paid after the project is completed and the Acquittal is approved; and
- payment processing may take up to 30 days after the City receives a valid tax invoice and all required supporting documentation.

Funding is calculated on eligible project costs excluding GST. Applicants that are not registered for GST may be required to complete an Australian Taxation Office declaration before receiving funding.

6.5. Acknowledging City Support

Recipients must acknowledge the City's assistance in accordance with the Funding Agreement. Requirements may include:

- displaying the City logo on relevant websites, digital applications and marketing materials;
- participating in joint media or promotional activities with the City; and
- providing photographs or other evidence of completed project deliverables.

7. Changes to an Approved Project

Recipients must contact the City as soon as possible if an approved project, expenditure or delivery timeframe needs to change. A written request must be submitted and approved before the change is implemented or the expenditure occurs.

Variations will generally only be considered where circumstances are beyond the Recipient's control and the overall intent of the approved project remains unchanged. Approval of a variation or extension is not guaranteed.

8. Acquittal and Final Payment

8.1. Acquittal Requirements

The Recipient must submit an Acquittal demonstrating:

- that the approved project was completed in accordance with the Funding Agreement;
- that City funding was spent only on approved activities;
- that the required matched contribution was provided;
- the outcomes and benefits achieved through the project;
- that the City's acknowledgement requirements were met; and

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- evidence of expenditure and proof of payment, including receipts. Tax invoices alone will not be accepted as proof of payment.

The Acquittal and supporting documentation must be submitted within the timeframe specified in the Funding Agreement. The remaining approved funding may be claimed by submitting a valid tax invoice with the Acquittal.

8.2. Unspent Funds and Failure to Acquit

Unspent funds must be returned to the City within 60 days of project completion unless a written variation has been approved. Funds that are unspent, misused, unaccounted for or not satisfactorily acquitted may be treated as a debt to the City.

The City may suspend, reduce, cancel or recover funding where a Recipient fails to comply with the Funding Agreement or approved funding conditions.

Failure to satisfactorily acquit funding may result in repayment requirements, forfeiture of unpaid funding, ineligibility for future City funding and other remedies available under the Funding Agreement.

9. Further Information

Applicants are encouraged to contact the City before submitting an application if they are uncertain about eligibility, project scope, required approvals or supporting documentation.

Contact method	Details
Telephone	(08) 9186 8555
Email	enquiries@karratha.wa.gov.au
Website	www.karratha.wa.gov.au

10. Related Documents

- Grant & Sponsorship Policy;
- Take Your Business Online Application Form;
- Funding Agreement; Variation Request Form; and Acquittal Form.