

Kyogle Council

‘Visit our Villages’ Fund



Applications close at 4pm on Monday, 6 April, 2020

'Visit our Villages' Fund

Purpose

Kyogle Council has resolved to allocate funds from the Federal Bushfire Recovery Grant to support businesses in the rural areas/villages of the Kyogle Local Government Area (LGA) to attract visitors to the area. Council recognises that securing the ongoing viability of such businesses is critical to sustaining and supporting rural communities and to growing the local visitor economy.

It should be noted that this program applies to those communities within the LGA that were most seriously impacted by the 2019/2020 bushfires – on this occasion, the program does not extend to businesses located within the township of Kyogle itself.

Eligibility

Grant funding is to be allocated in accordance with the overarching rationale provided by the Federal Government, which includes measures to attract visitors back to regions that have been affected by bushfires. In order to align with this priority, Council has established eligibility criteria for businesses seeking to apply for funding from this program. Eligible businesses include:

- Village and rural shops
- Village and rural hotels, pubs, cafes and restaurants
- Village and rural businesses occupying commercial premises where beautification/upgrading would improve the appearance of the area

Eligible works/activities include:

- Works to the fabric of buildings that:
 - improve the external appearance; and/or
 - provide improved customer/public access; and/or
 - contribute to the activation of the wider streetscape.
- Fit out works and/or new fixtures/fittings for registered food premises that:
 - assist with compliance with regulatory requirements; and/or
 - provide new/improved services for customers.
- Other works to improve the visual appearance of business premises.
- Customer service training and/or activities to safeguard or create new jobs.
- Any other activity that will support and stimulate the visitor economy.

Applications

Applications for funding must be in writing to the General Manager and should provide the following information:

- Details of the proposed investment to be carried out including timelines
- A copy of the grant funding application (available online)

Applications must demonstrate the following:

- Eligible businesses must be located within the villages/rural area of the Kyogle LGA (businesses located within the township of Kyogle are not eligible for support under this program).
- Eligible businesses must demonstrate that they provide services to the local community and/or attract visitors to the region.
- Eligible businesses must be able to outline the wider community benefit/positive impact on the visitor economy that will accrue from the proposed investment.
- Eligible businesses must demonstrate effective management skills and be financially accountable and that suitably qualified and experienced people are involved in the project.
- Eligible businesses must demonstrate that all necessary permits/consents (including owner's consent, where the applicant is a tenant) are in place prior to commencing works that are to be funded through this program.

Applications should be submitted by the specified deadline – late applications will not be considered.

Assessment Criteria

In assessing applications, Council will consider the following:

1. Does the application align with the overall intent and eligibility criteria of this fund?
2. Does the application align with priorities or objectives of adopted Council plans or strategies?
3. Does the application include accurate costings and/or a detailed budget (based on quotes)?
4. Will the application have a positive impact on the local economy and/or improve the appearance of the area?
5. Will the application assist in attracting visitors to the area?
6. Will all necessary permits/consents be in place in advance of the commencement of works?
7. Will the project have a positive social, community or environmental impact?