Stephen runs a cafe with an alfresco area at the rear of his venue. Although he normally closes down for the day by 4pm, he has decided to trial live acoustic music in the evenings, also using the rear courtyard to make the most of the summer. He talks to his neighbours, who are concerned that outdoor music will be too loud.

Stephen realises he can minimise noise complaints by keeping the live acts inside his sound-proofed premises, but then he won’t be making the most of the courtyard space.

With a little extra investment, Stephen realises he can add cameras and lighting inside the venue, linked to outdoor screens in the courtyard. This will allow him to use a distributed sound system throughout the courtyard instead of a traditional PA. This means he can better manage the outdoor sound to usual cafe levels.

He employs a professional sound designer who creates a plan that will cost around $8000. He applies for a City of Subiaco Small Business Grant, which can cover up to $5000 of the costs. To increase his chances of a successful application, Stephen provides a costed plan for the purchase of new equipment, highlighting the benefits to his business and to the City of Subiaco community.

If successful, the business grant will be used to reimburse Stephen’s costs in setting up the outdoor entertainment system.

The grant will only help pay for the equipment, Stephen cannot apply for funding to cover rent or wages related to the project.

<table>
<thead>
<tr>
<th>BENEFITS</th>
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<tbody>
<tr>
<td>Diversification of existing business (expansion into Night Time Economy)</td>
</tr>
<tr>
<td>Increased visitation (Entertainment options for locals and visitors)</td>
</tr>
<tr>
<td>Creating employment opportunities (Creative Economy, Performers, staff etc)</td>
</tr>
<tr>
<td>Innovation (a creative/technology solution for noise complaints)</td>
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</tbody>
</table>

In 2018, the City of Subiaco introduced a Small Business Grants program as part of its Economic Development Strategy.

Economic Development isn’t just about money. It’s about what type of communities we want to live in, and how to make them economically robust and adaptable.

This is why the Small Business Grants are designed to support activities that:

- help businesses grow and develop
- provide a community benefit.

Ideally, this grant will help your business do both.

The key documents that the Small Business Grant program relates to are the Strategic Community Plan 2017-2027 and the Economic Development Strategy 2017-2021.

Both of these documents are available online at www.subiaco.wa.gov.au.

Grants that are aligned with the desired outcomes stated in these documents will be viewed favourably, but a simple guide is that your grant should support an activity that:

(a) is innovative (or new to Subiaco),
(b) is economically sustainable
(c) increases city visitation or diversity
(d) offers a public benefit
The City of Subiaco Small Business Grants program seeks to achieve outcomes:

1. Resulting in the expansion of current business.
2. Contributing to business diversity.
3. Contributing to innovation and creativity.
4. Contributing to the after-hours economy.
5. Provision of information to the broader community about Subiaco.
6. Establishing a business in the City of Subiaco.
7. Providing long term benefits for the business and the City of Subiaco.

In order to assist you in your application, we are providing a list of potential grant uses, and how they might align to the Small Business Grants project goals, and which City of Subiaco strategies they may align with.

<table>
<thead>
<tr>
<th>POTENTIAL GRANT PROJECT</th>
<th>PROJECT GOALS</th>
<th>STRATEGIC RATIONALE</th>
</tr>
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</table>
| • New product development.  
  • Diversification of business.  
  • IP management including patenting or commercialisation of new product.  
  • Physical expansion of business. | Resulting in the expansion of current business. | Strategic Community Plan 2017-2027  
A town centre that has high visitation to a range of shopping, hospitality and entertainment opportunities. |
| • Establishing a unique business.  
  • Diversification of current business. | Contributing to business diversity. | Strategic Community Plan 2017-2027  
Encourage and develop projects that create and support a diverse range of hospitality and retail venues, both indoors and outdoors. |
| • Business utilise, develops or sells a new technology.  
  • Development or enhancement of an innovative/creative product, process or practice.  
  • Leasing, purchasing or developing IT hardware/software necessary for the project. | Contributing to innovation and creativity. | Economic Development Strategy 2017-2021  
Increase the number of business activities that undertake innovative or creative activities. Innovation and creativity can be utilised to separate Subiaco from other areas for the purpose of attracting people.  
Facilitate the creation of innovative and creative businesses in the City of Subiaco. |
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| • Business is within the industry that adds to the night time economy.  
  • Project encourages visitation to Subiaco during the evening.  
  • Lighting effects (external)  
  • Visual lighting in windows | Contributing to the after-hours economy | **Economic Development Strategy 2017-2021**  
Activities than occur after normal business hours retain the city’s workforce for a greater duration and encourage greater expenditure within the city boundaries – this in turn supports the viability of local population-driven businesses such as retail, hospitality and personal services.  

**Strategic Community Plan 2017-2027**  
A safe and vibrant night-time economy. |
| • Marketing development including website, digital media and traditional marketing.  
  • Project which attracts people from outside the city to Subiaco. | Providing information to the broader community about Subiaco. | **Strategic Community Plan 2017-2027**  
A high awareness of services, facilities and events on offer.  

A thriving economy, increased visitation and an enhanced atmosphere.  

Ensure that the community is informed about what is available and what there is to do in the city.  

Build the online profile of Subiaco businesses in order to attract people from the outside of Subiaco to this area. |
| • Capital investment when establishing a new businesses (e.g. Purchasing equipment) | Establishing a business in the City of Subiaco. (Lease must be secured prior to application) | **Economic Development Strategy 2017-2021**  
A city that is frequented by local residents, workers and visitors  

Support and encourage both new and existing locally-owned businesses to remain in the city. |
| • Shop refurbishment with a permanent fixture within the establishment.  
  • External refurbishment to premise. | Providing long term benefits for the business and the City of Subiaco. | Physical improvement to property represents a tangible and long term benefit not only to businesses but to the city and its visitors.  
These benefits include the activation of underutilised spaces, business expansion activities, encouragement of after-hours activities, economic growth, employment and support to specific industries. |