

# Business Basics Grants

## Guidelines – Round 6 – Business Enhancement

### About the program

The Business Basics grant program (Program) provides support to businesses to **increase core skills** and **adopt best practice**.

Applicants can apply for funding for grant-funded activities under the following priorities:

1. Professional business advice
2. Strategic marketing services
3. Website build/upgrades

### Program key details

|                            |   |
|----------------------------|---|
| <b>Business size</b>       | Small businesses with <b>less than 5 employees</b> (headcount)  |
| <b>Opening date</b>        | Stage 1: 9am, Monday 30 September 2024  |
| <b>Closing date</b>        | Stage 1: 5pm, 11 October 2024   |
| <b>Application process</b> | <ul style="list-style-type: none"> <li>• Stage 1: Registration of Interest (ROI)</li> <li>• Stage 2: Full application</li> </ul>  |
| <b>Grant type</b>          | Competitive – not all applications will be funded   |
| <b>Available funding</b>   | <b>\$7,500 (excluding GST)</b> per grant  |
| <b>Co-contribution</b>     | None  |
| <b>Suppliers</b>           | <b>Maximum of two</b> from Australian suppliers   |
| <b>Project length</b>      | Maximum 6 months  |
| <b>Payment</b>             | Upfront payment on approval   |
| <b>Key documents</b>       | <ul style="list-style-type: none"> <li>• <a href="#">Terms and Conditions</a></li> <li>• <a href="#">Frequently Asked Questions</a></li> <li>• <a href="#">Preview of the ROI application form</a></li> </ul> |

Funded businesses are expected to:

- increase business confidence and skills,
- increase long-term turnover, profit and employment, and
- improve business resilience and survivability.

The Department of Customer Services, Open Data and Small and Family Business (DCSODSFB) administers the program.

### Key Application Dates

|                | Open               | Close              | Notification       |
|----------------|--------------------|--------------------|--------------------|
| <b>Stage 1</b> | 30 September 2024  | 11 October 2024    | Est. November 2024 |
| <b>Stage 2</b> | Est. November 2024 | Est. December 2024 | Est. March 2025    |

**Note:** DCSODSFB may adjust key dates at any time, and changes will be reflected in published materials.

DCSODSFB provided notice of the grant and access to supporting documents on 14 September 2024.

## Available funding

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Businesses can apply for \$7,500 (excluding GST) in funding. If successful, funding is paid upfront on approval. Successful applicants do not have to co-contribute to this grant but must pay for any related expenses in excess of the \$7,500 grant funding.

DCSODSFB **will not fund** projects with:

- ✗ a total cost of less than \$7,500 (excluding GST) or
- ✗ payments made before submission of the Stage 2: Full Application (project must not have begun significantly).

## Before you apply

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Grant applicants have time to prepare their ROI application – it will open at 30 September 2024. Submit your application by completing these steps.



### 1. Read the key documents and information

These Guidelines, [Terms and Conditions](#), [Frequently Asked Questions](#) and the [Sample ROI application form](#).

### 2. Check your eligibility

Refer to page 3 for additional details.

### 3. Apply for a [DCSODSFB SmartyGrants Applicant account](#) (if you don't have one already).

### 4. Ensure your **ABR profile** for your business is up to date (check your ABN status and Main Business Location).

### 5. Submit your application

**Note:** *If necessary, a virtual queue may be present on the SmartyGrants portal. If so, the queue will provide estimated wait times.*

Before you submit your application ensure that it:

- ✓ is complete and includes all required supporting evidence, with every question validated.
- ✓ contains only realistic and probable answers.
- ✓ is submitted by a **Responsible Person**<sup>1</sup> with a direct link to the business. We **will not accept** applications from **third parties**<sup>2</sup>.
- ✓ is the only application you submit; each eligible business **or financial beneficiary**<sup>3</sup> is allowed only **one application** per round.

<sup>1</sup>A Responsible Person includes owners, business partners, directors, employees (manager or higher), trustees, public officers, office bearers or company secretaries of the business applying for the grant.

<sup>2</sup>Third parties include:

- business and financial advisors, e.g. accountants, or suppliers in your application.
- where you submit your application from, e.g. from an accountant or supplier's office.

<sup>3</sup> DCSODSFB considers a related party and/or financial beneficiary to be those who gain an advantage and/or profits from something including receipt or distribution from a trust, will or life insurance policy. This can include companies with common shareholdings, directors, employees, or immediate family.

Apply at [Business Basics Grants Program | Business Queensland](#) when the grant opens.

## Eligibility criteria

To be eligible for this grant, your business must meet the following criteria **at the time of** application submission:

- ✓ have **less than 5 employees** (by headcount\*);
- ✓ be operating and have an **active Australian Business Number (ABN)**<sup>^</sup>;
- ✓ have a registered **Queensland headquarters** location<sup>^</sup> (as per your Australian Business Register (ABR) record);
- ✓ a **minimum trading history of 1 year**;
- ✓ a **maximum turnover of \$300,000** for the last financial year (2023/24);
- ✓ **not** have been **approved for funding** under an earlier Business Basics round; and
- ✓ **not** be insolvent or have owners/directors that are an undischarged or currently bankrupt<sup>^</sup>.

**Please note there is no requirement to be registered for GST in this round.**

\* Headcount includes all full time, part-time and casual employees including Non-Executive Directors

<sup>^</sup> Your business must maintain this eligibility for the **duration** of the grant funded project.

## Eligible activities

DCSODSFB **will fund** the following eligible activities:

| Priority Areas   | Examples   |
|--|--|
| <b>1. Professional business advice</b> <ul style="list-style-type: none"> <li>✓ Business plans</li> <li>✓ Financial planning and budgeting</li> <li>✓ Business structure advice</li> <li>✓ Operational efficiency reviews</li> <li>✓ Business mentoring and guidance</li> <li>✓ Strategic partnerships and networking</li> </ul> | <ul style="list-style-type: none"> <li>• <i>Comprehensive business plan to expand your services outlining the core elements ensuring a structured approach to growth and sustainability.</i></li> <li>• <i>Development of risk management strategies, including contingency plans for operational, financial, and market risks.</i></li> <li>• <i>Support in securing business loans or investor funding, including preparation of financial documents.</i></li> </ul> |
| <b>2. Strategic marketing services</b> <ul style="list-style-type: none"> <li>✓ Strategic marketing plans including search engine optimisation advice</li> <li>✓ Content marketing strategy</li> <li>✓ Market research</li> <li>✓ Branding strategy</li> <li>✓ Customer Relationship Management (CRM) Implementation</li> </ul>  | <ul style="list-style-type: none"> <li>• <i>Strategy to revamp your business' promotional content through using copywriting services for websites, email campaigns, and promotional materials.</i></li> <li>• <i>Setup of a CRM system to improve customer retention and streamline sales processes.</i></li> <li>• <i>Industry reports detailing industry analysis and forecasts you need to make strategic decisions.</i></li> </ul>                                 |
| <b>3. Website build/upgrades</b> <ul style="list-style-type: none"> <li>✓ Website build or upgrade (including website refresh)</li> <li>✓ Adding eCommerce functionality</li> <li>✓ Developing new website content</li> <li>✓ Integration with third-party tools</li> </ul>  | <ul style="list-style-type: none"> <li>• <i>Integrating your website with third-party tools such as customer relationship management (CRM) systems, email marketing platforms, or booking software.</i></li> <li>• <i>Migrating your existing content to a new platform or content management system (CMS) like WordPress, Shopify, or Squarespace.</i></li> </ul>   |

## Non-eligible activities

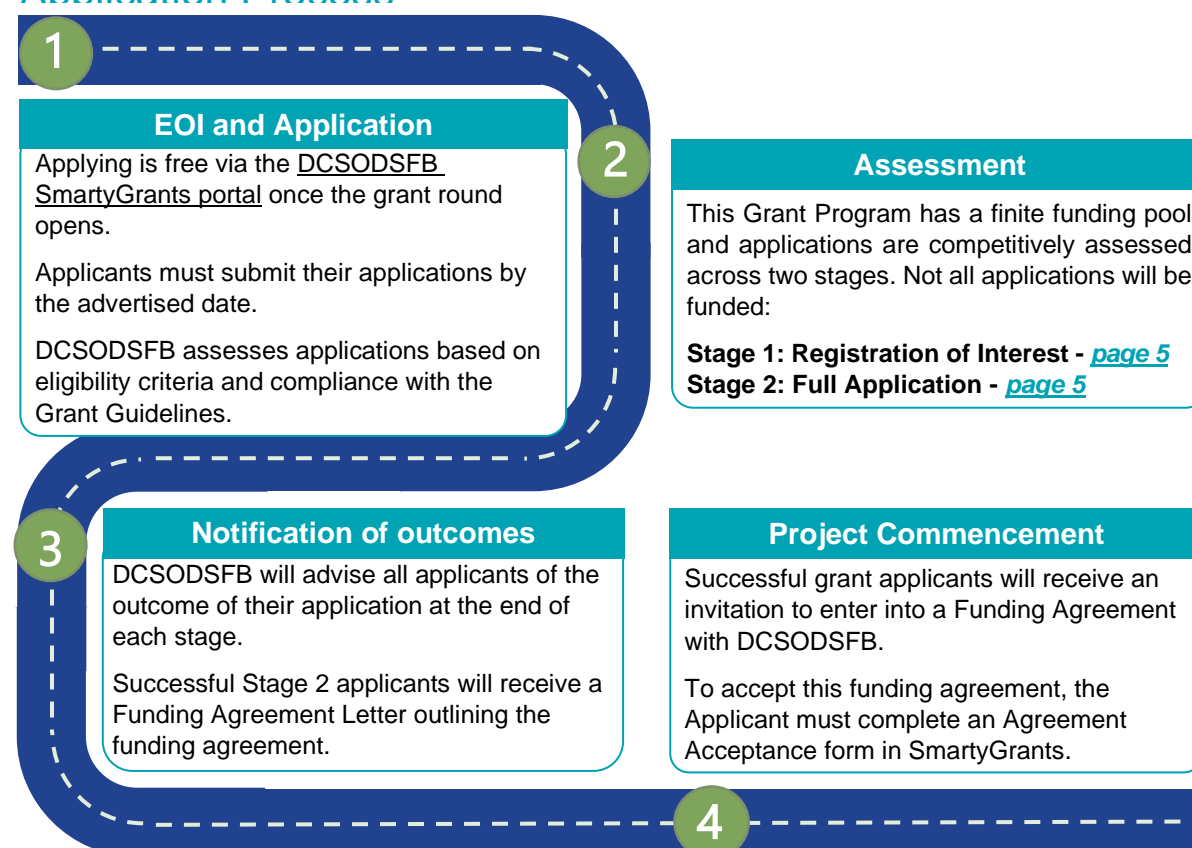
DCSODSFB **will not fund** the following activities:

- ✗ activities brought via direct selling (e.g. by party plan or network marketing)
- ✗ delivery, credit card and transaction fees
- ✗ equipment of any kind including computer hardware/gadgets (e.g. computer servers, PCs, tablets/iPads, mobile phones, headphones) and other equipment (e.g. televisions, point of sales systems, EFTPOS, card/chip readers)
- ✗ franchise fees
- ✗ general business operating costs (e.g., bookkeeping/accounting, tax returns)
- ✗ goods, services, or fees from related parties\* (see related party definition below)
- ✗ goods and services paid using cryptocurrencies, cash, barter, or services in-kind
- ✗ GST, registration and fees
- ✗ implementation of marketing tactics such as advertising, direct marketing or campaign delivery (e.g. Google AdWords, Facebook advertising or similar expenses)
- ✗ memberships and joining fees
- ✗ purchase of stock
- ✗ real estate/property, hire, lease, or rental fees
- ✗ salaries and wages
- ✗ software and licenses\*
- ✗ travel and accommodation
- ✗ website hosting
- ✗ website maintenance generally considered as business as usual
- ✗ utilities (e.g. internet, phone, water and/or waste bills)
- ✗ vehicles of any kind

\***Related parties** include companies with common shareholdings or directors, employees or immediate family.

\*not mentioned in the priority areas

## Application Process



## Detailed application process

### **Stage 1: Registration of Interest**

Businesses must submit a Registration of Interest (ROI), an online form that collects essential business details to confirm eligibility.

After Stage 1 closes, eligible ROIs may enter a ballot process with selected applicants invited to submit a Stage 2 Full Application. All **eligible** Stage 1 ROIs have an equal chance to advance to Stage 2. The number of registrations selected will be sufficient to enable DCSODSFB to undertake a competitive assessment process in Stage 2.

In your Registration of Interest (ROI) application, you will be asked to:

#### Details

- Confirm the business meets the eligibility criteria (see page 3);
- Provide core business and contact information; and
- Provide Responsible Person demographic information.

Businesses that are not selected for Stage 2 will be notified. For Stage 1 outcomes, all DCSODSFB's decisions are final and are not subject to review.

### **Stage 2: Full Application**

If your **Stage 1** ROI application is selected, you will be invited to submit a full application. In addition to the information provided in the ROI, in the full application you will be asked to:

#### Details

- Update (if required) the core business and contact information; and
- Provide business demographic information and business description; and
- Provide proposed project details –how it will enhance core skills/business competitiveness; and
- Provide proposed project expected outcomes – growth in revenue, gross profit and headcount and how your project would help you to achieve those outcomes.

#### Supporting Evidence

- Verify the main business location (MBL) – if applicable (see below).
- Verify the link between trust and business – if applicable (see page 6).
- Verify the link between Responsible Person and business – if applicable (see page 6).
- Provide a completed **100-points of identification check form** for the nominated Responsible Person (see *100-points of identification check form* on page 6).
- Provide independent Australian supplier (mandatory) **quote/s (no more than 2)** (see *Supplier Quotes* on page 6).

### **Verify the main business location (MBL) – if applicable**

In Stage 1 DCSODSFB will verify your business's main business location (MBL). If the Australian Business Register (ABR) shows your MBL is outside of Queensland, you must provide one of the following evidence documents in your Stage 2: Full Application:

- ✓ A copy of the applicant's Australian Securities and Investment Commission (ASIC) company statement or Australian Business Registration (ABR) certificate listing a Queensland address as the 'principal place of business' or 'primary business address'.
- ✓ An accountant's letter confirming the business has changed to a Queensland MBL.

### **Verify link between trust and business – if applicable**

In Stage 1 if you nominate the ABN of a trust, and you conduct business under a different name (other than the entity named in the Applicant ABN), DCSODSFB will verify both entities are clearly related and operated by the same parties using your business' ABR record.

If we are unable to verify a link, you will be asked to provide one or both of the following evidence documents in your Stage 2: Full Application:

- ✓ A copy of the applicant's ASIC Company Statement listing both entities.
- ✓ An accountant's letter confirming the two entities are operated by the same parties outlining the business relationship.

### **Verify link between Responsible Person and business – if applicable**

In Stage 1 DCSODSFB will verify the link between the nominated Responsible Person and your business using your business' ABR record.

If we are unable to verify a link using ABR, you will be asked to provide one of the following evidence documents in your Stage 2: Full Application:

- ✓ A copy of the applicants ASIC Company Statement listing both entities, or
- ✓ A letter on the Applicant's business letterhead confirming the Responsible Person's position and authority to act on behalf of the business.

### **100-points of identification check form**

Provide a completed 100-points of identification check form from the nominated Responsible Person witnessed by a Queensland Justice of the Peace or Commissioner for Declarations.

💡 Please refer to the [100 Point Identification Check Form](#) required – details on the proof of identity and approved witness requirements are included on the Form.

### **Supplier quotes**

Business must use an **Australian supplier** for their proposed grant funded project. Quotes must be comprehensive and include:

- ✓ Supplier details – supplier name, ABN, contact details and website URL.
- ✓ Comprehensive details – including details of the project, description of services and outline of key activities or items.
- ✓ Quotes must be a formal quote on the supplier's letterhead
- ✓ Itemised services – where there is a cost per service that is being purchased.
- ✓ If it's a shopping cart for an online purchase, then a screenshot/print out is acceptable.
- ✓ Can contain **ineligible** activities, but these must be itemised, and must be excluded from the Total Supplier Cost entered into the Application.

💡 Please refer to the [Sample Supplier Quote](#) for an example of what the Department considers comprehensive. For more information on how to provide a valid supplier quote, we recommend watching the following [video](#).

### **Assessment**

Stage 2: Full Applications are **assessed** for **compliance** against the **eligibility criteria** and their **competitiveness** against the program guidelines and assessment criteria.

Applicants must demonstrate the extent to which the grant funded project will:

1. enhance the business's core skills, adopt best practice and survivability;
2. positively impact long-term revenue growth and gross profit;
3. be likely to create jobs growth within the business; and
4. demonstrate value for money.

DCSODSFB may prioritise applications for fair distribution across geographic areas; other economic factors such as priority industries; and Queensland's diverse business population (including diversity in ethnicity, culture, people with disability, gender and age).

### ***Notification of outcome***

DCSODSFB will advise all applicants of the outcomes after the ballot process and Stage 2: Full Application assessment.

Due to the grant program's comprehensive assessment, due diligence, and government approval process, applicants can typically expect to receive notification of their submission's outcome following the Key Application Dates outlined on page 1.

All outcomes will be communicated via email. Successful Stage 2 applicants will receive a Funding Agreement Letter detailing the proposed funding agreement and inviting the Applicant to accept the funding terms.

### ***Review of decision***

Should you believe there has been an error in the procedural aspects of the assessment, you may request a review. Such a request must be lodged in writing within 30 days of this notice and should detail your reasons for re-examining the decision, supported by relevant documentation.

More information on the [decision review process for grant applications](#) can be found on the Business Queensland website.

### ***Funding agreement and payment***

Grant Recipients who accept the funding terms and enter into a funding agreement with DCSODSFB will receive funding of **\$7,500** (excluding GST) into their nominated bank account via Electronic Funds Transfer.

### ***Recipient completed activities***

Grant Recipients must complete their project within 6 months of receiving their Funding Agreement Letter.

You must keep all application evidence, supplier quotes, corresponding invoices, receipts and bank transactions for audit purposes.

If you vary your approved project in any way, you must inform DCSODSFB immediately. See the ['Making changes to your approved grant'](#) for more information.

### ***Reporting***

If requested, Applicants must complete:

1. an **outcome survey report** on completion of the project
  - The report is to include details on the assets/services received, project implementation, and the impact on the business including the results and outcomes received.
2. an **audit report**
  - DCSODSFB will conduct an audit process and Grant Recipients must keep all application evidence, supplier quote/s, corresponding invoices and bank transactions, and submit them on request from DCSODSFB for audit purposes.

## Further information

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For more information about grants or your application, call the DCSODSFB **Small Business Hotline 1300 654 687** or [basics@desbt.qld.gov.au](mailto:basics@desbt.qld.gov.au)

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|-----------------|--|
| Policy Owner:   | A/Director-General<br>Department of Customer Services, Open Data and Small and Family Business |
| Approval Date:  | 20/11/2024   |
| Effective Date: | 20/11/2024   |
| Version:        | v3   |

## Privacy Statement

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During the application process DCSODSFB will collect personal information for the purposes of:

- managing the Business Basics grants program;
- promoting relevant issues and services to you; and
- researching and reporting on grant programs.

DCSODSFB, including its employees, may use and disclose the personal information provided in the application to third parties for these purposes. Third parties include:

- Queensland government departments and agencies
- Commonwealth government departments and agencies
- Other state or territory government departments and agencies; and
- non-government organisations.

DCSODSFB or the Minister responsible for the Small Business portfolio may publish grant recipient information on government websites or in media releases while publicising the outcomes of the program. Published information may include business name, funding amount, suburb/postcode, and outcome details.

DCSODSFB will only use your information for these purposes. DCSODSFB will handle your personal information in accordance with the *Information Privacy Act 2009*. DCSODSFB will not otherwise use or disclose the information unless authorised or required by law.

You may view the Queensland Government's privacy guide at [www.qld.gov.au/legal/privacy](http://www.qld.gov.au/legal/privacy)

## Disclaimer

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