



Council Policy Manual

WEST WIMMERA SHIRE COUNCIL

COUNCIL POLICY	
BUSINESS ASSISTANCE SCHEME POLICY	Policy No:
	Adopted by Council: 15 March 2012
	Next review date:
Senior Manager:	General Manager Corporate & Community Services
Responsible Officer:	General Manager Corporate & Community Services
Functional Area:	Corporate & Community Services
Introduction & Background	<p>Council is committed to attracting new and expanding existing business and industry to the municipality</p> <p>Council is willing to provide assistance to businesses in certain circumstances to commence or expand business operations within the shire. To be eligible for assistance these businesses must demonstrate that they will be financially and environmentally sustainable and provide a long term benefit to the West Wimmera community.</p>
Purpose & Objectives	<p>This policy provides a framework to enable Council to provide targeted assistance to businesses to commence or expand operations within the shire.</p> <p>Assistance may include the offsetting of some costs of establishing or expanding businesses which may include rate assistance or permit and fee offsets, and/or may include professional business advice including marketing and business planning.</p> <p>The over-arching goals of this policy is to provide a sustainable and growing shire economy through:</p> <ul style="list-style-type: none"> • Support for local businesses that will enable them to enhance their profitability; • Competitiveness and provision of employment opportunities, Council recognises that the creation of employment for the region is one of the most critical challenges that we face; and • The attraction of new businesses to the region.



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Policy Details	
1.	<p>Financial Assistance Available – Minimum Level of Assistance</p> <p>Council has agreed that all eligible business will be entitled to a base level of assistance in the form of \$500 (ex GST) comprising of either cash and/or in-kind professional assistance.</p>
2.	<p>Financial Assistance Available – Rate Concessions</p> <p>Rate Concessions will be considered to new and expanding businesses on an individual project basis and will be based on employment outcomes.</p> <p>Concessions will be considered for a maximum of 75% of rates and for a maximum of three years.</p> <p>Rate concessions will only be considered for commercial and industrial businesses.</p>
3.	<p>Financial Assistance Available – Permits</p> <p>Council may consider reimbursing permit costs for eligible businesses. Under this scheme, permit cost assistance will be a once only form of assistance for each applicant.</p>
4.	<p>Financial Assistance Available – Small Town Assistance</p> <p>In recognition of the special needs of smaller communities, Council may provide assistance to support businesses located in those communities where the venture will generate increased economic benefit.</p> <p>Applications for assistance under the Small Town Assistance will be considered on a case by case basis by Council.</p>
5.	<p>Financial Assistance Available – Other Financial Incentives</p> <p>Depending on the economic benefit provided by the development, Council may determine that other support is appropriate, this may include in-kind works or support to provide infrastructure such as improved access to Industrial premises.</p> <p>Eligibility to receive this type of assistance is to be determined on a case by case basis by Council.</p>
6.	<p>Other Assistance Available – Media Profile</p> <p>Council has secured a regular profile in the Local Media. A media profile is available to all new and expanding businesses in the West Wimmera Shire.</p>
7.	<p>Other Assistance Available – Support Through Regulatory Processes</p>



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	One on one support of an economic development officer is available to provide a single point of contact to assist all businesses through Council's regulatory processes.
8.	<p>Eligibility</p> <p>For a business to be eligible for assistance under this policy a business must have developed a business plan, as a minimum detailing the nature of the business, the directors/principals, SWOT analysis and sufficient financial details to demonstrate the business is sustainable.</p>
9.	<p>Application and Approval</p> <p>Applications must be made in writing on the appropriate form to the Manager – Economic and Business Development. A supporting business plan must be submitted with the application.</p> <p>The Manager – Economic and Business Development will assess each case and where warranted make a recommendation to Council.</p>
10.	<p>Maximum Support</p> <p>Support to a maximum value of \$15,000 per business under this policy.</p>

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