

Storefront Excellence Program Guidelines

OVERVIEW

The Storefront Excellence Program is designed to provide retailers with evidence-based advice and support to improve their visual merchandising and overall retail marketing.

Program participants will receive free expert advice from a visual merchandising specialist on their physical and virtual stores/shopfront, and up to \$2000 (ex. GST) for them to action any suggested recommendations.

Effective visual merchandising shapes the customer experience by helping a store stand out, attract shoppers, and generate more sales.

These guidelines outline the application process, eligibility, and assessment criteria for the Storefront Excellence Program.

WHAT ARE THE BENEFITS OF THE PROGRAM?

- Help your business become more inviting and to stand out from the crowd.
- Improves brand awareness of your business.
- Improve your store's online presence.
- Increase sales volume.
- Creates a vibrant retail streetscape.
- Creates a stimulating, engaging and positive shopping experience, encouraging customers to spend more time in store.
- Maximises the efficiency of your floor space.

HOW TO APPLY?

We use the SmartyGrants system to administer the grants program, and all applications can be started at hobartcity.com.au/Grants.

If you are having difficulty submitting your application, please contact the Smart Economy team on 03 6238 2711 or business@hobartcity.com.au.

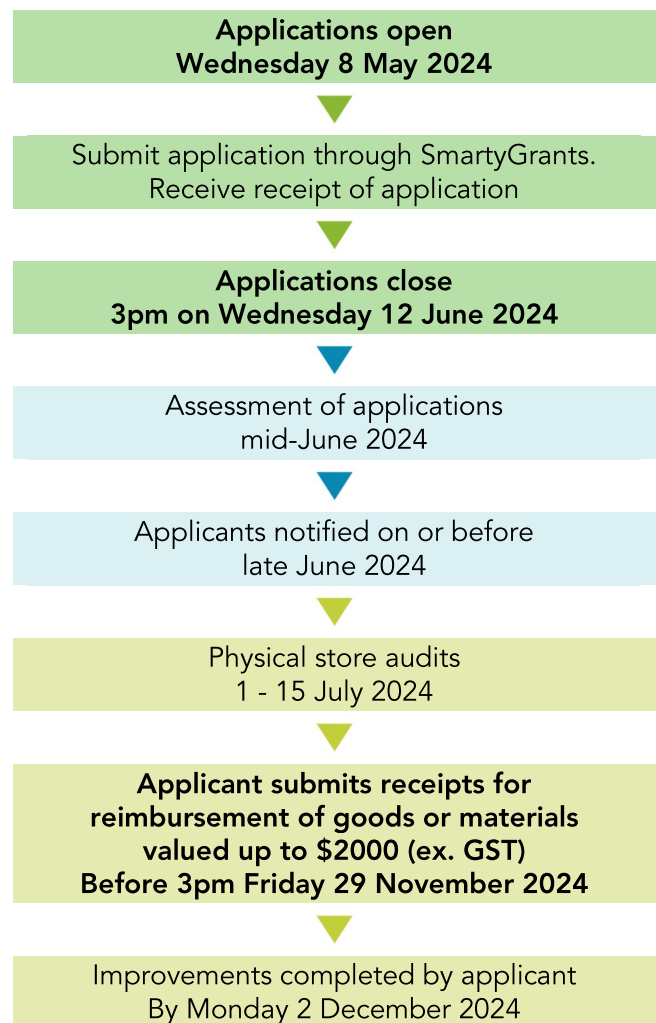
WHAT IS THE PROGRAM?

Program participants will receive up to \$2000 (ex. GST) to implement visual merchandising and retail marketing recommendations received through a shopfront audit.

Applications will close at 3pm on Wednesday 12 June 2024.

The funding will be limited to the first 30 eligible City of Hobart businesses who successfully submit an application.

APPLICATION PROCESS



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Who can apply?

- ✓ Businesses physically located in the City of Hobart Local Government Area (LGA) with a permanent shopfront.
- ✓ Small independent businesses (defined as employing fewer than 20 full time equivalent staff) or not-for-profit organisations, incorporated associations, or charities where trading activities within the Hobart LGA are a substantial part of the organisation's activities.
- ✓ Businesses with an active Australian Business Number (ABN) that is registered in Tasmania.
- ✓ Businesses that retails goods that are not consumed or used onsite.
- ✓ Applications must be submitted by the business owner/manager/appropriate signatory and not a third party (i.e. an accountant).
- ✓ Businesses currently trading (as of 1 April 2024).

Who can't apply?

- ✗ Businesses who successfully received the grant funding as part of the Revive Your 9 to 5 Retailer Support Program in 2022 or 2023.
- ✗ Businesses that are part of a franchise or retail chain.
- ✗ Businesses owned or managed by the City of Hobart.
- ✗ Businesses owned or operated by Elected Members, employees of or staff contractors to the City of Hobart, or other government agencies.
- ✗ Properties or businesses with overdue debts owing to the City of Hobart.
- ✗ Premises that are exclusively used as a private residence.

HOW DOES THE PROGRAM WORK?

- Program participants will receive an online store audit plus a one-hour physical store review with Dr Louise Grimmer from Shopology.
- A report with recommendations for your store.
- A one-on-one online consultation to go through the recommendations with your business.
- After discussing and receiving your report you can submit receipts up to the value of \$2000 (ex. GST) for purchases related to suggested improvements contained in the report.

ASSESSMENT CRITERIA

You will need to answer the following questions as part of your application:

- Challenges – What are the biggest challenges for your business and what do you hope this program will assist with?
- Operating Hours – Please provide a list of your current operating days and hours.
- Online – Please provide a list of how your business is operating online and any associated websites, URL's or social handles.

INELIGIBLE COSTS

The grant cannot be used to fund:

- Costs for expenditure that is not in accordance with this Guideline and/or the report recommendations.
- Ongoing administration or operational costs of the applicant e.g. staff costs, administrative and miscellaneous expenses
- Relocation of the business
- Purchase of a building
- Rates
- Activities which have already commenced or are scheduled to occur prior to the visual merchandising consultation.
- Purchase of equipment which is not related to this funding program.
- Payment of City of Hobart fees including those for development applications, health inspections and health approvals.



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NOTIFICATION OF APPLICANTS

All applicants, whether successful or not will be notified by email in late June 2024.

Successful applicants must be available for physical store audits between 1 and 15 July 2024.

TERMS AND CONDITIONS

- Funding will only be provided upon the provision of evidence (as directed by Council – but typically in the form of a receipt) showing that it is for reimbursement for expenditure made by Successful Applicants for the purposes specified in the guidelines and purposes of undertaking the report recommendations.
- To be eligible for the reimbursement you must have been part of the physical audit and follow up report recommendations.
- All reimbursement of funds can only be dated after receiving and discussing the report.
- The Successful Applicants each agree that a copy of the report is to be provided to Council as well as the successful applicant.
- Reimbursement of funds is limited to up to \$2000 (excluding GST where applicable) per successful applicant.
- Funding request/s must relate specifically to the recommendations listed in your report.
- You may apply to implement one or a number of your recommendations to the **total value of \$2000 (excluding GST)**.
- The City of Hobart may, at its absolute discretion, decide not to issue part or all of the funds (payable to any single applicant) if it considers that the Applicant has not honoured these Terms and Conditions, and or, is seeking reimbursement of expenditure which doesn't reflect the content or recommendations of the report.
- Council will also not reimburse applicants for any expenditure that comprises material that is defamatory, discriminating, obscene, indecent, harassing, or threatening or is otherwise unlawful.
- An online acquittal form will need to be completed, including copies of receipts of expenditure.

- By applying for funding, all successful applicants agree to hold City of Hobart harmless and indemnify it against any claims it may have, or a third party(s) may have, against the City of Hobart in relation to the program.
- To the maximum extent permitted by law, Council disclaims all liability in respect of any injury, loss, expense, costs or damage (including consequential loss or damage) which may be suffered or incurred, or which may arise directly or indirectly, in respect of the event suffered by our organisation and/or suffered by any Third Party.
- There are a maximum of 30 grants available to City of Hobart businesses.
- Applications will close Wednesday 12 June 2024.

INFORMATION AND ENQUIRIES

Accessibility

If you can't access the online form or documents for this grant, please contact the grants officer to discuss how it can be adapted to suit your needs.

Documents

Copies of all City of Hobart documentation referred to throughout these guidelines can be found via the hyperlinks contained in this document and on the City of Hobart website.

Contact Officer

To discuss your proposal or administration and technical matters, please contact the Smart Economy team on officer on 03 6238 2711 or business@hobartcity.com.au.



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