

# GEELONG

## CITY DEAL

### Private Sector Business Enablement Fund Guidelines Round 2



Australian Government





# Introduction

The Private Sector Business Enablement Fund is a \$23.4 million initiative that forms part of the Geelong City Deal - Shipwreck Coast Priority Projects - Twelve Apostles Precinct Redevelopment Project. The Australian Government is working in partnership with the Victorian Government Department of Jobs, Precincts and Regions via Regional Development Victoria (RDV), to jointly deliver this program.





# Context

## Geelong City Deal

In 2019, the Australian Government, Victorian Government and the City of Greater Geelong entered into a partnership to deliver a 10-year program to support continued economic diversification, growth and visitor economy development.

Within the \$500 million Geelong City Deal, the Australian and Victorian government committed funding of \$108.15 million to deliver priorities identified in the Shipwreck Coast Masterplan and a further \$27.5 million for infrastructure projects along the Great Ocean Road.

**These projects aim to deliver the following components within the Great Ocean Road region:**

- Support growth in the visitor economy through strengthening the region as a leading tourism destination.
- Drive continued economic diversification and jobs growth, supporting innovation and building on emerging strengths for the region.

Within the \$108.15 million funding package, an allocation of \$23.4 million was made for the Private Sector Business Enablement Fund (PSBEF) to fund public infrastructure projects with broad public benefit that can also support the activation of significant private sector investment in the region.

## Shipwreck Coast Masterplan Priority Projects

Within the Geelong City Deal, the Australian and Victorian governments committed funding of \$108.15 million to deliver priority projects under the Shipwreck Coast Masterplan.

Delivery of these priority projects will support the protection of the natural environment and coastline while also enhancing opportunities for visitors, strengthening the local economy and supporting local employment opportunities.

## Private Sector Business Enablement Fund

Within the \$108.15 million funding package for the Twelve Apostles Precinct, an allocation of \$23.4 million was made for the Private Sector Business Enablement Fund (PSBEF).

## Round 1

Round One was targeted to the Shipwreck Coast region in 2021, with \$15.68 million allocated for five projects. The following link provides further information about the projects funding in Round 1 of the PSBEF:

### **[\\$15.68 million awarded to Shipwreck Coast infrastructure projects](#)**

In addition to the five projects funded under the PSBEF, other projects currently funded in the region under the Geelong City Deal include:

- Redevelopment of Point Grey, Lorne (\$10.45 million).
- Redevelopment of Apollo Bay Harbour (\$12 million).
- Apollo Bay to Skenes Creek Coastal Trail (\$5 million).
- Feasibility Study – Skenes Creek to Cumberland River Coastal Trail (\$0.35 million).
- Improvements to Tourism Infrastructure at Kennett River (\$1.9 million).
- Great Ocean Road visiting drivers road safety campaign (\$0.25 million).
- Twelve Apostles Precinct Redevelopment (\$108.15 million – which includes \$23.4 million for the PSBEF).

## Round 2

Applications for Round 2 of the PSBEF are now being sought with \$7 million funding available for eligible projects.

Projects that are within the Shipwreck Coast, as defined in these Guidelines, are a priority of the program, and can submit an application for PSBEF consideration.

Projects will also be considered outside of the Shipwreck Coast priority area, along the Great Ocean Road, on a case-by-case basis.

The minimum amount of grant funding that can be sought from Round 2 is \$100,000 with a maximum amount of \$2 million.

Further information can be found in the Fund Details section of these guidelines.

## Definition of the Shipwreck Coast

Within the Great Ocean Road region, the Shipwreck Coast is located within the Shire of Corangamite and the Shire of Moyne and spans a 28 kilometre stretch of coast from the town of Princetown to the Bay of Islands near Peterborough.

The Great Ocean Road Region stretches 240 kilometres along the south-eastern coast of Australia between Torquay and Allansford.

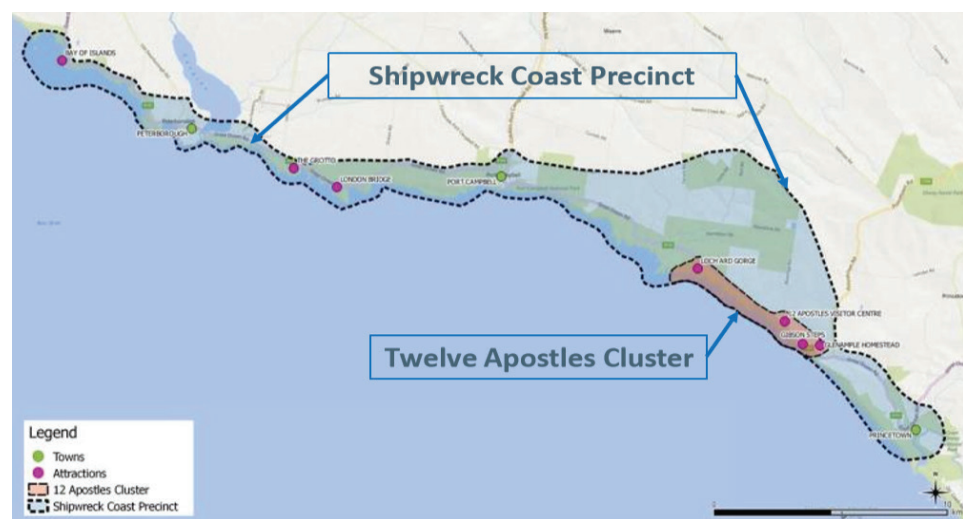


Figure 1 – The Shipwreck Coast Precinct

## Private Sector Business Enablement Fund – Key Principles

The Private Sector Business Enablement Fund will:

- Enable and accelerate public and/or private sector investment for infrastructure.
- Deliver infrastructure located in the Shipwreck Coast – Great Ocean Road region as defined in these guidelines.
- Deliver infrastructure that aligns directly to enhancing the Shipwreck Coast Masterplan outcomes, where relevant.
- Leverage funding for projects in advanced stages of planning and approvals, where funding contributions and finances have been secured to ensure delivery of infrastructure in the Shipwreck Coast – Great Ocean Road region within two years of the execution of the Grant Agreement.
- Deliver value for money in improving the visitor experience and improving the visitor economy yield for the region (such as through longer/overnight stays).

## Activities that could be funded

The following activities could be considered for funding:

- Strategic headwork services including potable water and sewer services;
- Infrastructure upgrades for roads, power, bridges and communications throughout the Shipwreck Coast – Great Ocean Road region;
- Digital connectivity infrastructure within the region, including new and upgraded mobile coverage; and
- Site and project constraints.

## Activities that won't be funded

The following activities will generally not be considered for funding:

- Early stage project planning, including feasibility studies, demand studies and business cases.
- Local strategic planning including economic development strategies and plans for future growth and infrastructure needs.
- Requests for retrospective funding where projects have been completed or have commenced prior to receiving funding approval.
- Ongoing operating costs and salary subsidies.
- Projects requiring operational and/or ongoing funding from the Australian and/or Victorian government once completed.

## Who can apply

Applications will be considered for projects from:

- A company incorporated in Australia.
- A company incorporated by guarantee.
- An incorporated not-for-profit organisation or community group; that has an Australian Business Number (ABN) or can provide written advice from the Australian Tax Office that no withholding tax is required from a grant payment.
- A local government body within the Shipwreck Coast - Great Ocean Road region as defined in these guidelines.
- A Victorian government agency.
- An Aboriginal and/or Torres Strait Islander Corporation registered under the *Corporations (Aboriginal and/or Torres Strait Islander) Act 2006*.

Individuals are not eligible to apply.

## Round 2 Fund Details

Round Two will open on Monday 4 April 2022 and will close on Monday 16 May 2022 at 5pm AEST.

Eligible applicants will be invited to submit a formal application to apply for financial assistance under this fund.

Private Sector Business Enablement Fund projects will be assessed against eligibility and assessment criteria of the PSBEF as outlined in these guidelines.

Projects that have high applicant contributions would be considered more favourably.

The minimum amount of funding that can be sought from Round 2 is \$100,000 with a maximum amount of \$2 million.

Applications are expected to attempt to maximise co-contributions from a range of sources, where possible, including, but not limited to:

- Loans from financial institutions.
- Equity from business investors.
- Grants from the Australian Government and/or the Victorian Government.
- Contributions from Local Government Authorities.
- Contributions from utility / service providers.
- Other Sources.

Priority will be given to projects that are considered investment ready, have a well demonstrated need for government assistance to provide public infrastructure, and which deliver outcomes aligned to the PSBEF objectives such as activating private sector investment.

# Application and Assessment Process

To ensure the suitability of projects, all applicants will need to go through the following four-step process:

## Step 1: Prior to Application

**Prior to submitting a formal application, applicants are advised to:**

- Read the Application Guidelines to establish eligibility.
- Discuss the proposed project with the local RDV Business Centre in Geelong (contact details are located on the last page of these guidelines) regarding project and applicant eligibility.
- Eligible applicants will be invited to submit a formal application to apply for financial assistance under this fund.
- Read the Terms and Conditions for any funding that may be offered.

Applicants should note that not all projects may be invited to submit a formal application where the project:

- Does not meet the objectives of the fund.
- Does not strongly demonstrate economic benefits to the Shipwreck Coast – Great Ocean Road region, Victoria.
- Does not strongly demonstrate value for money.

Information and support will be available for applicants through the RDV Business Centre in Geelong.



## Step 2: Prepare an application

Upon invitation to submit a formal application, applicants should address the PSBEF core criteria, providing supporting documents as required and requested in the application form.

### All applications must include the following:

- Responses to the PSBEF criteria outlining the objectives, outcomes and outputs of the project
- A project plan, including consideration of budget, project management and delivery, timelines and key risks
- Cost estimates/quotes
- Letters of support, as appropriate
- Evidence confirming funding sources
- Evidence of land ownership/tenure where appropriate
- A commitment that all proposed builders will be accredited under the Australian Government Building and Construction WHS Accreditation Scheme.
- A commitment to comply with GROW (G21 Region Opportunities for Work), where applicable.
- Evidence that relevant approvals to commence the project have been obtained, such as a Planning Permit, Heritage Victoria permit etc, where appropriate.
- Supporting documentation such as Cultural Heritage Management Plans, Vegetation Assessments, Environmental Management Plans etc, as appropriate or evidence that these types of plans are not required, where appropriate.

A signed hard copy or a signed and scanned electronic copy of your application must be submitted to the Geelong RDV Business Centre contact.

## GST

Applicants should note that all project costs included in the application must be exclusive of GST. The grant to be paid via RDV will be 'grossed up' by the amount of GST, provided the applicant provides details of registration for the GST, or proof of exemption from being required to register.

## Step 3: Assessment Process

**Applicants will undergo an assessment process.**

1. Determining the proposed project's eligibility. RDV will assess the project's ability to meet the assessment criteria outlined in Step 2. This stage will also consider key risks and issues associated with the project.
2. Eligible applications will be considered by the Assessment Committee against the assessment criteria.

The Assessment Committee will make recommendations to the Geelong City Deal Leadership Group.

The Assessment Committee is chaired by a representative of the Australian Government Department of Infrastructure, Transport, Regional Development and Communications and includes representatives from both the Australian and Victorian Governments. Where relevant, comments and advice will be sought from other Australian and Victorian government departments and agencies.



# Assessment Criteria

## Project Aims – Benefits and Regional Impacts (30%)

The application demonstrates the extent to which the project will provide:

- Delivery of public infrastructure including how the project can facilitate positive regional economic development outcomes for multiple beneficiaries in the – Shipwreck Coast - Great Ocean Road region.
- Enablement of private sector investment including how investment in public infrastructure will facilitate increased significant private sector investment and associated direct and indirect employment opportunities, including indigenous and local employment and procurement opportunities.
- Value for money regarding project benefits and regional impacts.

## Project Need (25%)

The application demonstrates the extent to which the project:

- Addresses an existing public infrastructure gap or issue (either for the project, and/or the Shipwreck Coast – Great Ocean Road region).
- Has an identified need supported by evidence as to why investment is needed in particular public infrastructure.
- Is supported by local knowledge, evidence and information demonstrating the opportunities and challenges being confronted within the Shipwreck Coast – Great Ocean Road region.
- Details the risk to the project without support from this source.

## Project Delivery (25%)

The applicant demonstrates the extent to which the project:

- Demonstrates project delivery via a project plan demonstrating how the project can be successfully delivered with anticipated timeframes (within 2 years from approval) and budget. If the project cannot be delivered within the 2 year timeframe, further information will be required in the application for consideration by the Assessment Committee.
- Is in an advanced stage of project development, is investment ready and is supported by a clear project management approach, with relevant approvals and realistic timeframes.
- Confirms that all legal, land tenure, planning and environmental issues have been identified and resolved or that satisfactory resolution strategies are in place.
- Is financially viable, based on sound cost estimates and represents value for money.

## Capability, capacity and track record (20%)

The application demonstrates the extent the applicant:

- Has undertaken thorough project consultation and planning in development of the project including project partnerships and/or other funding bodies.
- Has demonstrated experience in infrastructure project delivery.
- Is financially viable and has the capacity to manage and complete the project.

### Step 4: Approval Process

The Australian and Victorian Governments will jointly decide which grants to approve taking into account the recommendations of the Assessment Committee and the availability of funding.

**Joint Ministerial approval, or that of their delegate, is final in all matters, including:**

- the approval of the grant;
- the grant funding amount to be awarded; and
- the terms and conditions of the grant agreement.

Decisions made under this approvals process are discretionary and final.

Applicants will be advised of the decision relating to their application in writing. Successful applicants will receive a letter of offer from the Victorian Government, on behalf of the Australian Government, which will outline the funding obligations attached to the offer of funding.

### Assessment of non-financial risks

The Australian and Victorian Government reserve the right to request additional information as deemed necessary, as part of due diligence activities, that would help to understand any non-financial risks that support assessment of an application.

This includes consideration of elements that may pose a reputational risk to the Australian and Victorian Governments.

### Conditions of funding

Projects with a total project value of, or greater than \$1 million are required to meet the Local Jobs First Policy requirements: [localjobsfirst.vic.gov.au](https://www.localjobsfirst.vic.gov.au)

Successful applicants must make a commitment that all proposed builders will be accredited under the Australian Government Building and Construction WHS Accreditation Scheme.



## Grant Agreements

Successful applicants will be required to enter into a grant agreement with the Victorian Government via Regional Development Victoria, detailing all funding obligations and conditions. The standard terms and conditions upon which the funding is offered are available from the RDV Business Centre Geelong.

The grant agreement is a legally enforceable document that clearly defines the obligations of both parties. The grant agreement aims to protect the government's interests and to ensure the efficient and effective use of public money, while also ensuring there is appropriate recognition of Australian and Victorian government support on project related publications, media releases and promotional material.

**Grant agreements must be signed by the organisation's Chief Executive Officer (or equivalent) and will:**

- describe the purpose for which the funding must be used;
- set out any requirements or conditions that must be met prior to the payment of a grant instalment; and
- outline agreed milestones and project outcomes that must be achieved.

Once the grant agreement has been executed, the applicant will be required to actively manage and deliver the project and provide progress reports to RDV. During the course of the project, RDV may conduct site visits as necessary.

In some instances, based on project size, complexity and the amount of funding being provided, a Project Control Group (or equivalent) may need to be established with regular meetings and reports. RDV may be either a participant or observer in these meetings.

Successful applicants must enter into a grant agreement and commence the project within one year from the date of offer of the funding, unless otherwise agreed. If a project does not commence within this timeframe, the grant will be reviewed by the Australian and Victorian governments.

## Evaluation and reporting

Successful applicants will be required to participate in an evaluation which is undertaken either during or after completion of the project. The Evaluation Report post completion should contain clear and measurable outcomes e.g. infrastructure delivered, investment achieved, increase in jobs, visitor economy development etc.

Successful applicants will also generally be required to submit progress and completion reports, assessing progress of the project against milestones, outputs and outcomes, and providing evidence of project completion.

## Privacy

Any personal information about you or a third party in your application will be collected by RDV, a statutory body within the Department of Jobs, Precinct and Regions (DJPR) for the purpose of grant administration and will be shared with the Australian Government for the purposes of evaluation.

This information may also be provided to other Victorian government agencies for the purposes of assessing your application.

If you intend to include personal information about third parties in your application, please ensure they are aware of the contents of this privacy statement.

Any personal information about you or a third party in your correspondence will be collected, held, managed, used, disclosed or transferred in accordance with the provisions of the Information Privacy Act 2000 (Vic) and other applicable laws.

**DJPR is committed to protecting the privacy of personal information.  
The department's privacy policy is available from:**

Privacy Officer, Department of Jobs, Precinct and Regions  
GPO Box 2392 Melbourne, VIC, 3001  
AUS Phone (+ 61 3) 9665 9535  
Email [privacy@ecodev.vic.gov.au](mailto:privacy@ecodev.vic.gov.au)

Enquiries about access to information about you held by DJPR should be directed to:  
Freedom of Information Manager, Department of Jobs, Precincts and Regions  
PO Box 2392 Melbourne, VIC, 3001  
AUS Phone (+61 3) 9208 3112  
Email [foi@ecodev.vic.gov.au](mailto:foi@ecodev.vic.gov.au)

## Information Only

These Guidelines and any discussions you may have with an RDV office representative are for information only and do not constitute advice.

Applicants should seek independent advice before responding to an invitation to apply or entering into a Grant Agreement.

Applications are at the cost of the applicant.

The Australian Government, in partnership with the Department of Jobs, Precincts and Regions makes no representation that a grant of funds will be made to any applicant and reserves the right to make no funds available under the Geelong City Deal – Private Sector Business Enablement Fund (PSBEF).



## Acknowledgement

Successful applicants need to acknowledge the Australian and Victorian government's support through the provision of a grant from the PSBEF. Promotional guidelines form part of the funding grant agreement and include the requirement that all activities acknowledge Australian and Victorian government support through logo presentation on any activity-related publications, media releases and promotional material. An Australian and Victorian government endorsed sign must also be placed at the site of infrastructure activities.

Successful applicants must liaise with RDV to coordinate any events or announcements related to the activity.

Successful applicants may be required to contribute information on activity outcomes for use in communications materials.

## Contact details for RDV Geelong Regional Office

Applicants requiring further information should contact the Geelong RDV office or email:

Tel: **1800 950 145**

Email: [information.geelong@rdv.vic.gov.au](mailto:information.geelong@rdv.vic.gov.au)



Australian Government

