



**CITY OF
PERTH**
City of Light

Business Improvement Grant

GUIDELINES • 2025–2026





BROGA

B
A
R

COFF

FORNEVER
COFFEE
MUFFINS
& WRAPS
AVAILABLE

Image courtesy of Tailor Made Studio

Contents

The City's Aspiration	3
Overview	4
Program Outcomes	4
Funding Available	4
Eligibility	5
Eligible Applicants	5
Eligible Projects	5
Standard Eligibility	6
Assessment Criteria	7
Important Information	8
Key Dates	8
How to Apply	8
Assessment Process	8
Funding Agreements	8
Permits and Approvals	9
Payment Terms and Acquittal Requirements	9
Lobbying of Elected Members and Administrative Staff	9
Appendix A	10
Contact Us	10

Disclaimer

This document is provided for information and does not purport to be complete. While care has been taken to ensure content is accurate, we cannot guarantee it is without flaws of any kind. There may be errors and omissions, or it may not be wholly appropriate for your particular purpose. In addition, the publication is liable to change. The City of Perth accepts no responsibility and disclaims all liability for any error, loss or other consequence that may arise from your relying on any information contained in this document.

Additional details on eligibility and requirements are set out in Council Policy 4.3 – Outgoing Sponsorship and Grants. Applicants are encouraged to review the policy prior to submitting an application for grant funding and, to the extent of any inconsistency, the policy takes precedence over this document.

Cover Image: *Alibi Club Northbridge*

The City's Aspiration

The City is committed to supporting initiatives and projects that contribute to our aspiration of Perth – **Liveable, Sustainable and Prosperous**. Through the provision of sponsorship and grants the City supports others to make the city a great place for people to live, work and visit.

We aim to facilitate stakeholders to build a sense of vibrancy, celebrate and develop our diverse culture as well as support economic growth to enable Perth to continue to compete on the world stage as one of the great livable cities.



Liveable



Sustainable



Prosperous

Acknowledgement of Traditional Custodians

The City of Perth acknowledges the traditional custodians of the land that we are situated on, the Whadjuk people of the Nyoongar nation and Aboriginal people from other lands.

We celebrate the continuing traditions, living culture, and the spiritual connection to Boorloo and the Derbarl Yerrigan. We offer our respects to Elders past and present.

Business Improvement Grants

Overview

The City recognises that businesses contribute to the vibrancy and energy of Perth. The Business Improvement Grants support businesses and property owners to carry out project works that enhance the public realm, create new experiences, and encourage people to visit and stay longer.

Program Outcomes

To guide and inform the City’s direction and approach for the Business Improvement Grants, two key pillars have been identified as a priority. The City aims to support local business enhancements that can achieve these outcomes.

Pillars

Outcomes

 <p>LIVEABLE</p>	 <p>VISITATION AND VIBRANCY</p> <p>Creates a new product or experience within the City of Perth local government area which contributes to the overall improvement of its location.</p>
 <p>PROSPEROUS</p>	 <p>BUSINESS GROWTH</p> <p>Business Growth - The project or initiative contributes to the success and growth of existing or new businesses within the retail, food and beverage, and tourism industries.</p>

Funding Available

Matched funding of \$5,000 to \$20,000 is available for eligible projects. Business Improvement Grants are project related reimbursements, meaning they are paid after the work on the project is complete, and all invoices have been paid.

City of Perth contribution	Applicant contribution	Total minimum project cost
\$5,000	\$5,000	\$10,000
\$20,000	\$20,000	\$40,000

**All figures are ex GST.*



Azabu, Northbridge

Eligibility

Eligible Applicants

Eligible applicants must meet each of the following criteria:

1

Applicant is a legally constituted entity, or an individual or business with an Australian Business Number (ABN).

2

Applicant has a demonstrated investment in the city such as:

- a commercial property lease arrangement within the City of Perth local government area, extending at least two years from the time the application is submitted (e.g., if the application is submitted on 30 April 2025, the lease agreement of the space needs to be until at least 30 April 2027 and beyond); or
- ownership of a property located within the City of Perth local government area.

3

Applicant has discussed the project with the relevant City authorities, including and not limited to the City's business development, development approvals, planning, building and health departments.

4

Applicant has submitted the application prior to the project commencement date.

5

Applicant can demonstrate financial viability without the City's funding (e.g., the applicant is able to provide evidence such as a bank statement to demonstrate the business has sufficient cash flow to fund the entire project upfront).

Eligible Projects

Eligible projects include:

- Façade improvements - Upgrading shopfronts or public facing exteriors with attractive finishes, lighting or greening.
- Installing outdoor dining areas or alfresco dining areas that connect businesses with public spaces.
- Mural installations that are visible from public spaces.
- Installing or upgrading awnings/canopies.
- Upgrading public entrances for welcoming and universal access.
- Improvements to frontages to interact with the street, such as bi-fold windows or doors.
- Lighting upgrades including ambient or feature lighting to improve safety and atmosphere in the public realm.
- Creation of new business trading interfaces such as coffee/takeaway windows.
- Permanent activation and/or adaptive re-use of underutilised **rooftops, upper floors, and basements** that supports increased patronage, vibrancy and passive surveillance.
- Works for fire, services and access upgrades to underutilised spaces (note: must comply with the Building Code of Australia).
- Accredited acoustic audits and major sound attenuation measures for venues seeking to offer live music and performance programs.

Ineligible projects include:

- Projects that focus solely on business signage, including business name or logo and/or specific product advertising.
- Projects that focus solely on security or surveillance measures (e.g., CCTV, roller doors or gates, alarm systems).
- Projects that focus solely on internal works to ground floor tenancies.
- One-off events, temporary or short-term projects.
- Multi-staged projects where the City has supported a previous stage through sponsorship and grant funding.

Ineligible project expenses include:

- Recurrent operational costs, including but not limited to, wages, salaries or administrative overheads (rent and utilities).
- Consumables (e.g., food and office stationery).
- Relocatable equipment (e.g., coffee machines and computers).
- Internal fit-out items for non-customer facing areas.
- Standard operating equipment (e.g., cash registers and EFTPOS facilities).
- Advertising and/or marketing campaigns.

Standard Eligibility**Applications from Trusts**

Applications from trustees acting on behalf of trusts are required to provide a copy of their trust deed to the City as part of the application process.

The following are ineligible:

- Applicants who have been approved for a Business Improvement Grant in the preceding financial year (2024/25) under the same ABN;
- Applicants submitting more than one Business Improvement Grant application relating to the same business or property, unless there is a strata lease arrangement in place;
- Applicants with a current record of non-compliance with the City's Environmental Health or other compliance requirements;
- Applicants whom the City considers to have an adverse effect on public health, safety, the environment, and/or heritage;
- Applications where the beneficiary is an online business, business operating from home or virtual/serviced offices/co-working spaces; and
- Applications where the beneficiary is a branch, large and/or established franchise or subsidiary of a larger company (exceptions may be considered on a case-by-case basis).

The City will not consider applications from:

- The Commonwealth or State Government Departments;
- A political party;
- An applicant that the City considers to support, promote or facilitate violence, intolerance or discrimination;
- An employee or elected member of the City, or their immediate family, however this does not include an application from an organisation that an employee, elected member or their immediate family member may be part of;
- An applicant that has outstanding debts to the City;
- An applicant who is in legal conflict with the City;
- An applicant that has failed to provide satisfactory acquittal reporting for any previous City funding;
- An applicant that has already received City funding (including in-kind) for the same project within the same financial year; or
- An applicant that conducts, or has conducted, themselves in a way that the City considers to be injurious or prejudicial to the character or interests of the City.

The City will not consider applications for project legal expenses or projects:

- Where the City considers the primary purpose of the project to be political;
- That the City considers denigrate or exclude parts of the community or have an adverse effect on public health, safety, the environment or heritage;
- That request reimbursement of funds already spent; or
- That are for debt reduction or operational deficits.



Assessment Criteria

Applications will be assessed against each of the following criteria.

1

Impact on the business (weighted 20%)

- Enable the business to attract and/or retain customers.
 - Increase business trade and activity capacity.
 - Offer new experiences or point of difference e.g. addition of a coffee window or outdoor dining space.
 - Increase competitiveness or market potential.
-

2

Benefits to the City (weighted 50%)

- Enhance the streetscape and overall desirability of its location while being visible and accessible to the public.
 - Activate underutilised or vacant spaces.
 - Assist in activating the location to attract vibrancy and visitation.
 - Positively impact the night-time economy or shoulder activity periods (i.e. 6am-8am & 6pm-8pm).
 - Increase safety and passive surveillance measures.
-

3

Project viability (weighted 30%)

- Project planning adequately demonstrates an understanding of approvals and/or permits required to complete the project.
- Application includes a realistic budget that aligns with the scope and scale of the project.
- Project planning adequately demonstrates that the project will be completed within twelve months from the date of approval.

Important Information

Key Dates

The City will accept applications for Business Improvement Grants at any time, however decisions will be made on a case-by-case basis in line with budget and strategic priorities.

Applications open	4 March 2025
Applications close	28 February 2026 or until the budget is exhausted.
Project commencement	Projects can commence following the date of grant application submission.
Notification of decision	Allow up to 8 weeks to be notified of a decision.
Project completion	Projects must be completed within 12 months from date of decision.



How to Apply



Assessment Process

Applications are assessed by a three-person funding panel, which may recommend full, part or no funding to the decision-making authority. The recommendation is carefully considered with the view of maintaining the integrity of the proposal.

Applications may be accepted, rejected or part-funding approved. The decision is final and not subject to any further appeal.

Funding Agreements

Successful applicants for Business Improvement Grants must enter into a written funding agreement with the City. The City will not be under any obligations in relation to a successful applicant until the parties execute an Agreement.

Permits and Approvals

Funding is subject to the applicant obtaining all relevant permits and approvals. The provision of the grant does not replace the requirements and processes for development, planning, building and health approvals.

Payment Terms and Acquittal Requirements

Subject to the terms of the Agreement, successful applicants will be required to submit an acquittal through SmartyGrants within three months of the project completion. Business Improvement Grants are project related reimbursements, meaning they are paid after the work on the project is complete and once acquittal requirements have been satisfied. Invoices for approved grants will not be processed until the project is complete.

Successful applicants must:

- Provide proof that their own expenditure matches the funding being provided by the City of Perth;
- Provide proof that money was spent after the application submission date through relevant invoices and matching tax receipts. This may include bank statements and remittances proving that the matching invoice has been paid;
- Promote the City's support of the project through their business' website, social media, or media releases;
- Provide before and after photographs of the project;
- Be available to meet and/or provide updates on the project or initiative as required.

Once the project is complete, you must contact the City and organise a site visit to confirm that the works have been undertaken as agreed, prior to a claim being processed.

The ongoing ownership and maintenance of supported projects is the sole responsibility of the applicant. The City will not be responsible for any costs beyond the term of the grant.

Lobbying of Elected Members and Administrative Staff

Applicants or anyone representing the interests of applicants must not lobby or seek to influence the decision-making of Elected Members and administrative staff. If, during the period between submitting a funding application and a determination by the City, an applicant or any member of the public seeks to lobby any Elected Member or administrative staff, or attempts to provide additional information, either directly or indirectly, on any matter relating to the funding application, the person/organisation will be disqualified, and the sponsorship excluded from being considered for approval.





No Eye Deer

Appendix A

Requirements for Business Improvement Grant Consultation Session

To confirm the eligibility of your project during the consultation session, you are required to bring the following documents and plans;

1

Project Brief

- What is the project?
- Why do you want to conduct this project?
- Where will the project take place?
Photos and/or site drawings are encouraged.
- When will the project take place?
- How much will your project cost?
Include quotes or budget estimates.
- Who will run the project? Include project manager/s, contractors etc.

2

Any evidence of discussions with relevant City authorities in relation to required permits, approvals, or licenses for the project

i.e., email correspondence confirming permits being acquired, confirmation of application submissions.*

*Applicants unsure of required permits or approvals will receive guidance during the consultation meeting. This requirement may need to be completed following the session to obtain the application submission link.

This document is available in other formats or languages on request.

Contact Us

Sponsorship Team

@ sponsorship@cityofperth.wa.gov.au
perth.wa.gov.au/grants

📍 27 St Georges Terrace, Perth WA 6000
✉ GPO Box C120, Perth WA 6839

☎ 08 9461 3333
@ info@cityofperth.wa.gov.au



perth.wa.gov.au