

ENTERPRISE FUNDING POLICY

Responsible Directorate:	<i>Office of the CEO</i>
Responsible Service Unit:	<i>Advocacy & Economic Development</i>
Contact Person:	<i>Manager Advocacy & Economic Development</i>
Date of Approval:	<i>12 September 2023</i>
Council Resolution No:	<i>CE02-09/23</i>

1. POLICY STATEMENT

The purpose of this policy is to outline the City of Wanneroo's ('the City') commitment to developing, promoting and supporting strategic opportunities, initiatives and projects through the provision of **Enterprise Funding** to meet strategic objectives by:

- Supporting local businesses to innovate and grow;
- Stimulating major investment;
- Driving economic growth and diversification; and
- Creating and retaining local employment opportunities.

2. OBJECTIVE AND PURPOSE

The objectives of this policy are to:

- Ensure funding arrangements are in alignment with the City's Strategic Community Plan, endorsed brand and values;
- Support the local business community and economy;
- Drive job creation through expansion of strategic industries and the local economy;
- Assist the recovery of the local economy in response to an economic event or crisis; and
- Ensure fair and equitable application and assessment processes for the Enterprise Fund.

3. KEY DEFINITIONS

<i>DEFINITIONS: Any definitions listed in the following table apply to this document only.</i>	
Community Support and Financial Assistance Framework	<i>Overarching framework which encompasses all types of support and assistance (both financial and non-financial) provided by the City to individuals and external groups, organisations or businesses.</i>
Enterprise Fund	<i>Financial and/or in-kind support provided to individuals and organisations which develop, promote and support strategic opportunities, initiatives and project to stimulate major investment, drive economic growth and diversify our economic base.</i>

Business Support Fund	<i>Funding for business support providers to support local businesses and workforce growth and development to drive job creation and grow the local economy to deliver strategic outcomes for the City.</i>
Industry Development Fund	<i>Funding for business support providers to support strategic opportunities that stimulate major investment and drive growth of key sectors to expand and diversify the City's economic base.</i>
Economic Recovery Fund	<i>Funding for business support providers and local businesses to support local businesses, workforce and key industry sectors and assist the recovery of the local economy in response to an economic event or crisis.</i>

4. SCOPE

This Policy applies to all categories of enterprise funding distributed by the City in accordance with the **Community Support and Financial Assistance Framework**:

1. Business Support Fund;
2. Industry Development Fund; and
3. Economic Recovery Fund.

Enterprise funding may include financial support, in-kind support or a combination of both, which is provided by the City to individual residents or organisations that operate within the City of Wanneroo area.

This Policy does not apply to:

- Outgoing sponsorships;
- Community funding; or
- Charitable donations, gifts and prizes.

5. IMPLICATIONS

Enterprise funding will be distributed in accordance with the City's endorsed budget and Strategic Community Plan objectives in order to add value to the City's services and programs and provide benefit for the City's businesses, residents, workers and visitors.

Funding will be distributed in an equitable and transparent manner that ensures good governance and adherence to the Local Government Act 1995.

Guiding Principles

The Enterprise Fund will be implemented in accordance with the following principles. The City is committed to providing funding that is:

- **Ethical and Accountable** – processes are robust, transparent and fair, governance is clear and strong, appropriate policies and procedures are followed, applications are assessed objectively and conflicts of interests are declared and addressed.
- **Strategic and Needs Based** – in alignment with the City's Strategic Community Plan and the Enterprise Funding Policy, the distribution of City funding is optimised to support individuals and businesses to deliver social, environmental and economic benefits.

- **Responsive** – funding information is accessible and processes are streamlined to meet identified community needs in a relevant and timely manner.
- **Value For Money** – supports projects that represent good value for the City, its residents, workers and visitors and seeks to ensure that administrative costs for both the City and funding applicants are minimised.

6. IMPLEMENTATION

The City will ensure sound administration of the Enterprise Fund, including:

- **Planning** through policy, procedure and guidelines;
- **Communicating** the availability of funding;
- **Assessing** applications and distributing funds;
- **Monitoring and evaluating** project progress and outcomes; and
- **Reporting** benefits to the economy.

Program Outcomes

Through the Enterprise Fund, the City aims to:

- a) Support the local business community and economy;
- b) Build business resilience and capability;
- c) Promote the growth and expansion of local businesses;
- d) Enhance opportunities for business development and investment;
- e) Support the growth and development of established or emerging key sectors that represent strategic importance to the local economy;
- f) Facilitate professional skills and training development opportunities;
- g) Assist the recovery of the local economy in response to an economic event or crisis;
- h) Create employment opportunities within the City; and
- i) Position Wanneroo as a place to live, work, visit or invest.

Program Eligibility

To be eligible for funding, applications must demonstrate an opportunity for measurable economic benefit that directly supports one or more City of Wanneroo businesses, drives job creation, grows the local economy and/or delivers strategic outcomes for the City.

Eligibility for the Enterprise Fund is outlined in the Enterprise Fund Guidelines.

The City reserves the right to withdraw funding from a recipient if the project is not progressing satisfactorily, the organisation ceases to be eligible, the organisation breaches funding conditions, or the activity poses a reputational risk for the City. If this occurs, the organisation will be fully liable for costs involved and funds must be returned to the City.

Application

To ensure alignment with the guiding principles and eligibility for this program, the distribution of funding will be subject to an application process.

All applications must be submitted using the approved application form within the required timeframe. Incomplete applications, and those submitted outside of this process or after the

closing date may not be accepted. The City reserves the right to enter into funding agreements outside of the prescribed timeframes where a need has been identified by the City and the agreement has been considered and approved by Council.

Assessment and Recommendation

To ensure transparent decision making, all funding applications will be assessed on merit by an officer or specialist panel, against criteria provided in the relevant category guidelines. The panel will make a recommendation to Council, the CEO or delegated officer for formal approval.

The Enterprise Fund is highly competitive, therefore the number and types of approved activities will depend on the demand for funding, available program budget and the applicant's ability to meet the relevant assessment criteria. In some instances, part-funding may be offered.

Agreement

All funding distributed by the City to any successful applicant shall be formalised in an agreement; the provisions and conditions of which are dependent on the specific category.

All Enterprise Fund recipients are required to report on, evaluate and acquit their projects as detailed in their funding agreement.

Enterprise Fund agreements may be terminated where either party has breached the conditions of the agreement.

7. AUTHORITIES AND ACCOUNTABILITIES

The Chief Executive Officer or nominee is authorised to approve applications exceeding values specified in the below table up to a maximum of \$20,000.

Applications pertaining to the Enterprise Funding Program are reviewed by an assessment panel prior to formal approval by the relevant officer as outlined in the following table:

Category	Funding	Approval
Business Support Fund	The maximum funding amount is \$10,000 (excluding GST) per program. Up to 100% of eligible project costs. Co-contribution is an assessment factor.	Manager *
Industry Development Fund	The maximum funding amount is \$20,000 (excluding GST) per program. Up to 100% of eligible project costs. Co-contribution is an assessment factor.	Manager*

Economic Recovery Fund	The maximum funding amount is \$10,000 for business support providers and \$2,000 for a business.	Manager*
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*Note – in accordance with Annual Budget and Purchasing Policy. Details of funding approvals will be provided to Council Members for information.

8. ROLES AND RESPONSIBILITIES

- The policy is owned and coordinated by the Manager Advocacy & Economic Development.
- Enterprise Fund applications are reviewed by an officer or panel of officers.
- The Advocacy & Economic Development service unit is the primary administrator of the Enterprise Fund, working in collaboration with other service units, working groups and key stakeholders to develop, promote and review the program.

9. DISPUTE RESOLUTION (if applicable)

Disputes in regard to this policy will be referred to the Manager Advocacy & Economic Development in the first instance. In the event that an agreement cannot be reached, the matter will be submitted to the CEO for a ruling.

Conflicts arising from personal relationships or financial arrangements of City staff or Elected Members involved in funding assessment, approval or administration will be managed in accordance with the conflict of interest provisions in the City of Wanneroo Code of Conduct.

Canvassing of Elected Members will disqualify applications from the Enterprise Fund.

10. EVALUATION AND REVIEW

The City is committed to continuous improvement of the Enterprise Fund. Regular reviews will be undertaken to measure the effectiveness of the overall program to ensure:

- program outcomes remain consistent with the City's brand and strategic objectives;
- funding is being distributed and expended in accordance with policy guidelines;
- arrangements are managed professionally, in a manner that is transparent and accountable; and
- value for the City remains commensurate with the level of funding provided; and
- processes are managed in a transparent and accountable manner.

The Policy will be reviewed every three years to ensure amendments to the Community Support and Financial Assistance Framework, Enterprise Fund and other related policies are reflected accordingly.

11. RELATED DOCUMENTS

Community Support and Financial Assistance Framework.

12. REFERENCES

Community Support and Financial Assistance Framework

13. RESPONSIBILITY FOR IMPLEMENTATION

Manager Advocacy & Economic Development

REVISION HISTORY

Version	Next Review	Record No.
4	July 2023	20/241772
1	July 2026	23/250828