Taking Our Local Produce to the World
Small-Scale and Craft Program
Stream One: Round Two Guidelines
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About the program

The Victorian Government recognises the important role that small-scale, craft and premium agribusinesses play in Victoria’s agricultural sector and regional economies.

The sector is closely linked to Victoria’s agri-tourism appeal and reputation as a producer of high-quality, niche agricultural offerings. The sector also helps shape Victoria’s food and culinary culture, showcasing the diversity of its regions.

Through the 2018 election commitment ‘Taking Our Local Produce to the World’, the Victorian Government is supporting small-scale and craft food and beverage producers across Victoria grow, increase market opportunities, improve resilience and strengthen Victoria’s regional offering to deliver flow-on benefits for jobs and tourism.

The Small-Scale and Craft Program is a four-year program that builds on targeting businesses looking to scale-up operations, diversify product lines, expand exports and create new jobs.

It will help achieve our goal of increasing agricultural exports to $20 billion by 2030.

There have been two previous streams under the program in 2019-20, Stream One: Small-Scale and Craft Business Development grants and Stream Two: Job Creation and Economic Development grants.

Stream One: Round Two is open under the program:

Grants of up to $15,000 are available to eligible small-scale and craft agribusinesses for projects that support businesses to modernise equipment or adopt new technologies, leverage your business, diversify product range, access new markets or develop specialised skills.

Please note: Previous Small-Scale and Craft, Stream One recipients are not eligible for funding in this round.
Objectives

- Support Victoria’s small-scale and craft agribusinesses to expand, scale-up operations, modernise equipment, adopt new technology, diversify product range, access new markets and develop specialised skills to support business resilience.
- For Victoria to continue to be a leader in artisanal produce, with a renewed focus on excellence, resilience, sustainability, local job creation and economic development.
- An example of the type of projects that could be funded include technology adoption and equipment upgrades; graphic design and brand development; specialised skills development in business planning or marketing.

Please note: the examples provided are for reference only and will not be given preference over other project types. The assessment criteria will be used as a basis for ranking all applications.

Program dates

For program dates see the Agriculture Victoria website.

Funding available

Funding applications will be accepted for requests up to $15,000.

Recipients are required to make a cash co-contribution of a minimum of 50 per cent of the total costs of the project.

For example, if the total cost of the project expenditure is $25,000 (excluding GST) the recipient must make a cash co-contribution of $12,500 (excluding GST) and the remaining $12,500 (excluding GST) will be supported by the grant.

Co-contributions must be in cash. In-kind contributions such as labour are not included. Any additional or ineligible costs associated with the overall project must be met by the applicant.

Please note: a Grant Agreement between the department and the recipient must be executed before any purchases are made. Recipients are required to outlay all project costs prior to the grant reimbursement by the department (see Grant Agreement and conditions). Milestone payments may be available upon request.
Applicant eligibility

In order to apply, applicants must:

1. Have a current Australian Business Number (ABN)
2. Be registered as a business in Victoria
3. Have a Victorian business address
4. Be a legal entity\(^1\)
5. Operate a small\(^2\) agribusiness within the small-scale and craft sector i.e. cannot be a subsidiary of a larger firm
6. Agree to participate in future program evaluation activities
7. Meet all industrial relation obligations as an employer in accordance with the National Employment Standards
8. Be able to meet the agreed (minimum 50 percent) private cash/finance contribution
9. Attest to having obtained all relevant regulatory permits and approvals for the project to commence (where applicable)\(^3\)
10. Provide relevant business information on the project, including costs

For the purpose of these guidelines, operating or directly involved in Victoria’s small-scale and craft sector means:

- Business registration and business address in Victoria
- Business operations (including product(s), production or processing method(s), supply chain and customers) align with Agriculture Victoria’s definition of the Victorian small-scale and craft sector
- Where possible, local ingredients, produce and employment are used throughout the production process

\(^1\) A legal entity is an association, corporation, trustee of a trust, or individual that has legal standing in the eyes of the law. A legal entity has legal capacity to enter into agreements or contracts, assume obligations, incur and pay debts, sue and be sued in its own right, and to be held responsible for its actions.

\(^2\) For the purpose of these guidelines, small (or micro) businesses are generally considered to have fewer than 20 full-time Employees (or 20 FTE equivalent hours) - applicants outside of this will be considered on a case-by-case basis.

\(^3\) Exceptions may be granted in extraordinary circumstances and will be negotiated on a case-by-case basis.
Not eligible:

- Businesses that have previously received a Small-Scale and Craft Program Stream One grant under the program
- Government departments or agencies, unincorporated associations, franchisees and subsidiaries of larger companies
- Local councils are not eligible to apply as a sole recipient but can be listed as a party for group proposals
- Individuals and businesses operating in the wine sector
- Applicants that have applied for another state government grant for the same project
- Applicants not based in Victoria
- Ongoing operating expenses or other ‘business as usual’ expenses (including utility costs; advertising and social media; operational wage-related costs; online costs - such as internet connectivity, website domain names and hosting, e-commerce platforms)
- Fees associated with permits for planning or annual certification
- Ongoing or routine maintenance costs
- Costs associated with applying for government grants and funding programs
- The purchase, lease or acquisition of land
- Travel, flight and accommodation costs
- Events and associated promotion costs
- Vehicles or vehicle associated costs such as tractors and forklifts
- Costs associated with scholarships

- Grants will not be provided for retrospective activities (activities that occur prior to the executed Grant Agreement) or equipment that was purchased prior to the execution of the Grant Agreement.
Eligible expenditure

Grant funding may be used for the following types of projects:
- New equipment or small-scale infrastructure (including signage)
- Technology adoption (training and on-going maintenance and service support costs are excluded)
- Expansion into new markets, including market development strategies and export support
- Brand development (including graphic design)
- Product diversification.

Other eligible expenditure will be accepted on a per case basis.

Assessment criteria

Eligible applications will be competitively assessed against the following criteria:

<table>
<thead>
<tr>
<th>Assessment Criteria</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrated small-scale and craft business with an established connection to consumers and local supply chain</td>
<td>30%</td>
</tr>
<tr>
<td>Project will be used to adopt new technology, modernise equipment, scale-up operations, allow access to new markets, diversify product range, or develop specialised skills</td>
<td>30%</td>
</tr>
<tr>
<td>Project will support industry growth, business resilience and/or sustainability</td>
<td>20%</td>
</tr>
<tr>
<td>Demonstrated need for government funding to be able to undertake proposed project</td>
<td>20%</td>
</tr>
</tbody>
</table>

Supporting material and documentation

Please provide relevant documents for your application.
- A maximum of eight documents can be uploaded. This includes:

<table>
<thead>
<tr>
<th>Document Type</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quotes</td>
<td>Itemised quotes that include the supplier’s business details and ABN</td>
</tr>
</tbody>
</table>

Please ensure all necessary documents are provided, as applications will be assessed on what documentation is provided at the time of submission.
Grant Agreement and conditions

Successful applicants must sign a Grant Agreement that includes a standard set of terms and conditions and project-specific obligations, to receive the approved grant. The department will enter into one Grant Agreement per eligible business.

All expenditure is to be incurred only after execution of the Grant Agreement (once the Grant Agreement has been signed by the department and returned to the applicant). The Project is expected to be concluded within four months of the execution of the Grant Agreement. The department reserves the right to withdraw the offer of grant funding if the approved project has not commenced within three months of the execution of the Grant Agreement.

Payment will be made by the department to the grant recipient following the submission of:

- evidence of completion of the funded project (i.e. a receipt for purchase of the equipment or provision of the services)
- a tax invoice from the recipient to the department for the eligible grant payment amount (plus GST).
- a statutory declaration.

Payment will be made via electronic funds transfer to a nominated bank account and may take up to four weeks to process.

Please note: It is expected that there will be a high level of demand for funding under this program. Applicants must not assume they will be successful or enter into commitments based on that assumption before receiving formal notification of their application outcome.

Further information

Additional information about the Small-Scale and Craft Program can be found on our website at https://agriculture.vic.gov.au/support-and-resources/funds-grants-programs/small-scale-and-craft-program or by contacting:

Agriculture Victoria
Department of Jobs, Precincts and Regions
Tel: 136 186
Email: artisan.ag@agriculture.vic.gov.au
Application and assessment process

1. Applications must be submitted online via the Agriculture Victoria website at https://agriculture.vic.gov.au/support-and-resources/funds-grants-programs/small-scale-and-craft-program

2. At the close of the funding round, all applications will be assessed on merit against the assessment criteria. Applications that rank highest against both the assessment criteria and other applications will be offered funding or until funding is exhausted.

3. Applications will undergo eligibility checks and be reviewed by an assessment panel comprised of representatives from the department.

4. It is estimated applicants will be advised of outcomes within eight to twelve weeks from the closing date.

5. Successful applicants will receive a letter of offer and are required to enter into a Grant Agreement to receive funding. Unsuccessful applicants will be notified in writing and feedback provided, upon request.

6. Applications received after the closing date will not be considered.
Publicity

Grant recipients may be asked to assist the department in promotion of the Small-Scale and Craft Program. This may include involvement in media releases, case studies or promotional events and activities.

The department may request recipients to fact check any text and seek approval to use any owned imagery associated with the project prior to the publication of any such promotional materials.

Recipients must not make any public announcement or issue any press release regarding the receipt of a grant without prior written approval from the department.

The department may include the name of the recipient and/or grant amount in any publicity material and in the department’s annual report.

If requested by the department, the recipient must ensure that the State’s support for the grant is acknowledged on all promotional materials and appropriate signage, consistent with the Guidelines for Victorian Government Advertising and Communications (available at www.dpc.vic.gov.au) or as otherwise specified by the department.

Privacy statement

Any personal information provided by the applicant in an application will be collected by the department for the purpose of program administration. This information may be provided to other Victorian Government bodies for the purposes of assessing applications. If confidential personal information about third parties is included in an application, applicants are required to ensure that the third party is aware of the contents of this Privacy Statement.

Any personal information collected, held, managed, used, disclosed or transferred will be held in accordance with the provisions of the Privacy and Data Protection Act 2014 (Vic) and other applicable laws.

The Department of Jobs, Precincts and Regions is committed to protecting the privacy of personal information. The department’s Privacy Policy can be found online at https://djpr.vic.gov.au/privacy. Enquiries about access to information should be directed to Agriculture Victoria by phone on 136 186 or to the Department’s Privacy Unit by email privacy@ecodev.vic.gov.au.