

Responsible Officer
Directorate

Manager Economic Development and Growth
Sustainable Communities and Planning

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1. Purpose

The purpose of the Business Activation Policy is to systematically and methodically incentivise small business development and expansion in the three urban areas of Coonamble Shire – Coonamble, Gulargambone and Quambone – through the provision of a business activation payment to eligible enterprises meeting the required criteria, while sufficient funding remains in Council's Business Activation Fund.

2. Background

Council's role in economic development is to provide leadership and direction in order to foster, encourage and maximise sustainable development opportunities within Coonamble Shire. Council's Community Strategic Plan 2025-2035 has the goal that "we support a resilient local economy by increasing its diversity and boosting opportunities for entrepreneurship and business."

Council facilitates business partnerships, participates in local and regional networks and assists with research and planning in the identification of business opportunities.

In order to encourage diverse and innovative business initiatives across Coonamble Shire, Council may offer incentives and support through the Business Activation Policy.

3. Objectives

The objective of the Business Activation Policy is to provide a limited financial incentive to:

- An existing small business, located within Coonamble Shire, to expand its operations or relocate to a more appropriate area.
- An existing small business, located outside Coonamble Shire, to relocate or establish within the Shire.
- A new small business to establish within Coonamble Shire.

The expectation is that the business will directly or indirectly provide increased employment opportunities to the residents of Coonamble Shire or introduce an additional or unique service or range of products for which there is proven demand.

4. Statement

Coonamble Shire Council provide a one-off business activation payment, limited to \$5,000 (inc. GST if the applicant entity is registered for GST) to any single eligible small business operating or intending to establish within Coonamble Shire, where it is shown by the applicant business that such a payment will result in increased employment and/or provision of an additional or unique service, product or range of products proven to be of demand by residents of and visitors to Coonamble Shire.

Each Financial Year, Council will budget for a maximum number of business activation approvals (to be set at its discretion) to be made available through this Policy.

Eligibility is determined according to the criteria specified below.

~~Determination of any application for assistance through the Business Activation Policy will be made by the full membership or a quorum of the (elected) Council or by a committee whose membership it appoints, with determinations made several times each year in alignment with the timing of the determination of submissions under Council's Donations Policy.~~

Determination of any application for assistance would be made by a panel of 3 council staff members with appropriate level of delegated authority as appointed by the General Manager. Councillors will be notified of the successful applicants at the next ordinary meeting of Council.

Each Business Activation Payment will be made in two instalments of \$2,500 (inc. GST, if the approved business is registered for GST); with Instalment 1 paid at the time of determination of the application for assistance under the Business Activation Policy, and then between six months and one year from the date of the first payment, dependent on verified evidence of the continued viability of the business, as determined by the Coonamble Shire Mayor and Coonamble Shire Council's General Manager and Director of Corporate Services. Where verified financial viability is not demonstrated or where the business owner fails to submit an invoice between 6 and 12 months of the date of payment of Instalment 1, the business forfeits the second instalment.

5. Definition

Word or Terminology	Description
Business Plan	A written document that substantiates and justifies the financial viability of an enterprise, usually comprising a Legal and Management Plan, a Marketing

	<p><u>Plan, an Operational Plan and a Financial Plan.</u></p> <p><u>Applicants can satisfy this requirement by completing a template application form which includes sections requesting relevant information on business size, structure, staffing, customers, goals revenue sources, PLUS outputs and expected benefits of the proposed project or activity to be supported for both the business and the wider community.</u></p> <p><u>Providing a detailed Business Plan remains an option.</u></p>
Financial Viability	Financial Reporting shows sufficient cashflow to cover all anticipated debts, without further revenue, for the next three calendar months (inclusive).
GST	Goods and Services Tax, established under <i>A New Tax System (Goods and Services Tax) Act 1999</i>
Small Business	A business that employs fewer than 20 people and/or that has an aggregated annual turnover (excluding GST) of less than \$10 million.

6. Implementation

To be eligible for consideration under Council's Business Activation Policy, an entity must provide documentary evidence that it meets the following criteria. Evidence will be treated confidentially by Council.

- The applicant is a recognised business entity, with a current Australian Business Number, registered with the Australian Securities and Investments Commission.
- The applicant is a "small business" employing fewer than 20 people and/or has an aggregated annual turnover (excluding GST) of less than \$AU 10 million.
- The applicant business is a private, commercial enterprise.
- The applicant business is not a franchisor.

- The applicant is not an enterprise operating under Existing Use Rights in a zoning in which that enterprise is now prohibited, unless applying to relocate the business to a zoning where that enterprise is permitted.
- The applicant business and/or directors have no outstanding debts with Coonamble Shire Council.
- The applicant business has not received Business Activation funding under this policy previously.
- The applicant business has no outstanding payments to the Australian Superannuation Guarantee Charge.
- The applicant business currently operates or has committed to operate within Coonamble Shire (eg. a lease of one year or more has been signed and executed for operation within a land use zoning allowing such an operation, in Coonamble, Gulargambone or Quambone).
- The applicant business has current Public Liability, Workers Compensation and/or Professional or Product Liability insurances relevant to the type and size of operation.
- The business owner has submitted with the application a Business Plan, substantiating the financial viability of the expansion of its operations or of its relocation to an appropriate area within Coonamble Shire.
- The applicant business demonstrates, in the Business Plan, the provision of a new service or product offering unique to Coonamble or of an increase in the number of employees.

7. Legislation Requirements

This policy is to be read in conjunction with the following:

Local Government Act 1993

Privacy and Personal Information Protection Act 1998

Privacy Management Plan

Local Government Record-Keeping Rules GA28, GA39 and FA450

Community Strategic Plan

Delivery Program

Operational Plan

Coonamble Shire Council's suite of strategies and plans (including masterplans and plans)

of management)

Regional strategies and plans

State and Federal strategies and plans

Risk Management Framework and Risk Appetite Statement

Business Activation Policy Procedure

Business Activation Funding Application

EFT Bank Account Details Form

8. Procedures Relating to this Policy

Procedure Name	Public or Internal Facing
Business Activation Procedure	Public

9. Policy Review History

Date	Changes Made	Approved By
10 September 2025	Creation of the Policy and procedure	Council
11 March 2026	Update into the new template, review of the information within the Policy and dividing the Policy and Procedure into their own documents.	To be completed