

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.

1. PURPOSES

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. POLICY 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.

3. LEGISLATION AND RELATED DOCUMENTS

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

4. APPLICATION/SCOPE

This policy applies to businesses currently operating in Coonamble Shire or new businesses who demonstrate their establishment within an appropriate zoning of one of the three urban areas of the Shire – Coonamble, Gulargambone or Quambone.

5. POLICY

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.

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.

6. ELIGIBILITY CRITERIA

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. DEFINITIONS

Business Plan	A written document that substantiates and justifies the financial viability of an enterprise, usually comprising a Legal and Management Plan, a Marketing Plan, an Operational Plan and a Financial Plan.
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.

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Department: Community, Planning, Development and Environment		
Version	Date	Author
1.0	September 2025	David Levick
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Amendments in the release:		
Amendment History	Date	Detail
Annexure Attached:		
Phillip Perram Interim General Manager		

Business Activation Policy Procedure

1. An eligible small business submits to Council a completed Business Activation Application, along with required documentation. Documentation is treated confidentially.
2. The application and supporting documentation is checked to confirm it meets all criteria of eligibility under the Business Activation Policy; the business owner is advised that further documentation is required if the application is to proceed.
3. The application and supporting documentation are submitted for determination by the full membership or a quorum of the elected Council or a committee whose membership it appoints.
4. Determinations are made in alignment with the timing of the determination of submissions under Council's Donations Policy.
5. All business owners are notified of the determination of their application. Successful applicants confirm they understand and agree to abide by the criteria of the Business Activation Policy and conditions of the Business Activation Policy Procedure.
6. Successful applicants are sent a Purchase Order to the maximum value of \$5,000 (including GST if the business is registered for GST), valid for one year, showing two instalments of \$2,500.
7. Successful applicants will be invited to submit an invoice for \$2,500 (including GST, if the entity is registered for GST) as Instalment 1 of 2, quoting the Purchase Order number.
8. Council pays the invoice in the course of its normal creditor payment schedule.
9. The successful business applicant will submit a financial report (prepared and verified by an accountant or bookkeeper), showing the ongoing viability of the venture, along with an invoice for \$2,500 (including GST, if the entity is registered for GST) as Instalment 2 of 2, no sooner than six (6) months and no later than 12 months after receiving payment of Instalment 1; submission of the invoice for Instalment 2 is the sole responsibility of the business; Instalment 2 will be forfeit if the financial report and invoice is not received within the timeframe specified in this Step of the procedure.
10. Council pays the invoice for Instalment 2 of 2 in the course of its normal creditor payment schedule, provided it was received within the timeframe specified in the above Step of this procedure and that Council is satisfied the business demonstrates ongoing viability.
11. Council reports support for local businesses in its Annual Report.

Business Activation Policy Process Flow

