

ATTACHMENT A

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**LANEWAYS BUSINESS DEVELOPMENT
PROGRAM (POLICY)**

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Laneways Business Development Program (Policy)

The *Laneways Business Development Program* aims to assist small business locate and thrive in the finegrain precincts of Sydney's city centre and enhance the diversity, vitality and economic vibrancy of these areas.

The *Laneways Business Development Program* focuses on 'finegrain' business activity in the CBD. 'Finegrain' businesses are small scale, diverse and innovative businesses that are likely to be engaged in specialist retail, hospitality and entertainment or will otherwise encourage activation of under-used spaces in city laneways and plazas with business activity that is currently undersupplied or non existent in the city centre.

It is a competitive, grant program providing business mentoring and training and matched cash funding up to \$30,000 for structured business development assistance.

This program will support new and existing small businesses locate and thrive in the laneways precincts of the city centre, that contribute to achieving the broad aims of the Sustainable Sydney 2030 strategy to create a Green, Connected and Global Sydney.

Program Objectives

Specifically this program aims to support businesses that contribute to developing a Lively and Engaging City Centre and enhance A Globally Competitive and Innovative City.

Selection Criteria

Applications will be assessed in respect of the following;

- Strengthening existing or developing new finegrain precincts around specialised retail, hospitality, entertainment or other appropriate activities
- Enhancing the fine grain of the city in streets and lanes as a means of drawing more people and life to the city centre
- Activating existing blank edges in streets, laneways, empty plazas or other city spaces with new uses and/ or creating new activities in the fine spaces of the city centre
- Providing a specialised retail product that is undersupplied or non existent in the city centre and that will attract people to the city centre
- Utilising temporarily or long term vacant space for new and creative uses
- Providing support to new and emerging businesses through support services or low cost incubator style space.

For each application a City of Sydney assessment panel carries out a viability and risk assessment.

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Assessment will take place in accordance with the Business 1-2-3 development framework which is outlined in detail in the Laneways Business Development Program guidelines.

Eligibility Criteria

The Laneways Business Development Program is open to small businesses that can demonstrate their activities will contribute to the program objectives and meet eligibility criteria.

Specific criteria include;

- The small business must be located a laneway precinct within the Sydney CBD area
- Businesses employing, or planning to employ over 20 people are not eligible for funding, as they are not deemed to be a small business under this program
- Persons or businesses employed by the City of Sydney, other government agencies, or subsidiaries of large companies are not eligible for these grants

Applicants must obtain the appropriate legal framework for operating their business, ie registration as sole trader, registered company, business partnership or co-operative prior to receiving funding.

Particular attention is paid to the proposed venture's commercial sustainability and the applicant's business skills and capacity to operate the business.

Successful applicants must be registered for GST and hold all legally required operating insurances.

Matched Funds

The applicant must make a matched contribution to the business for which funding is sought. The contribution requirement refers to cash only, not to in-kind contributions, which will be used as investment into the business. This contribution must not be obtained through any other subsidy from state, territory or federal governments.