

# COUNCIL AGENDA

EXTRAORDINARY COUNCIL MEETING

9 June 2020

You are hereby notified that an **Extraordinary Council Meeting** of Liverpool City Council will be held **ON-LINE** on **Tuesday, 9 June 2020** commencing at 6.00pm.

Liverpool City Council Meetings are livestreamed onto Council's website and remain on Council's website for a period of 12 months. If you have any enquiries, please contact Council and Executive Services on 8711 7584.



**Kiersten Fishburn**  
CHIEF EXECUTIVE OFFICER

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**EGROW 01**

**Business Resilience Grants**

<b>Strategic Direction</b>	Generating Opportunity Attract businesses for economic growth and employment opportunities
<b>File Ref</b>	138716.2020
<b>Report By</b>	Julie Scott - Manager City Economy
<b>Approved By</b>	Tim Moore - Director, City Economy and Growth / Deputy CEO

**EXECUTIVE SUMMARY**

At its extraordinary meeting held on 16 April, Council resolved to:

- Develop a digital-ready grants program for businesses outside the CBD;
- Support businesses specialising in hospitality, retail, tourism and leisure by allocating funds from the City Development Fund for a *Rebuilding Liverpool's Economy* package to support businesses in the Liverpool CBD affected by the crisis.

Grant applications were received from 193 businesses. A total of 51 were recommended for funding. The applications were assessed by an internal working group, consisting of officers from City Economy and Community and Culture, which has made the recommendations contained in this report.

**RECOMMENDATION**

That Council adopts the recommendations to provide grants to 51 businesses as outlined in the report. The recommendation is to provide grants to the value of \$106,000 to 29 CBD businesses from the City Development Fund, and to provide grants to the value of \$66,000 to 22 businesses in the greater Local Government Area.

**REPORT**

The Business Resilience Grants were developed with assistance from the Governance, Legal, Community Development, Digital and Design, and Communications teams. Guidelines, process and an application form were designed to minimise complexity and ensure transparency and probity.

On 5 May 2020, applications for grants of up to \$5000 were opened for businesses across the LGA. To fund the grant, a portion of the City Development Fund (CDF) was allocated to CBD businesses only. Businesses outside the CBD had access to non-CDF funds.

The purpose of the grant was to meet the challenges of the pandemic and provide a boost to businesses that are looking to doing things differently to adapt to the current circumstances. For example, that could mean creating or increasing online presence through a new website or identifying new supply chains and distribution channels.

A total of \$106,000 was allocated from the City Development Fund (CDF) for CBD businesses. A total of \$66,000 was allocated from the existing City Economy budget for businesses outside the city centre.

Due to the size of the budget and the demand, each budget area was assessed separately. The CDF budget had 77 applicants and the LGA budget had 111 applicants. Therefore, more grants were recommended to CBD applicants.

Five applicants were found not to be in the LGA.

A total of 29 applicants were recommended to receive grants from the CDF fund. A total of 22 applicants were recommended to receive grants from the LGA allocation.

Grant amounts were for \$2500, \$3000, \$4000 or \$5000. Businesses not recommended for a grant will receive further assistance from the CE team.

Businesses eligible for the grant had to:

- Be located within the Liverpool LGA who have been severely impacted by the COVID-19
- Have less than 20 employees, including sole traders if based in the Liverpool CBD and less than 100 employees if based in the greater Liverpool region.
- Have an ABN and have been trading for a minimum of 12 months (businesses which been in operation for less than 12 months may be considered based on evidence of viability).
- Can demonstrate loss of cashflow reduction of 30% (or 15% for not-for-profit organisations) or more (week comparison from March 2020 and March 2019)
- Can demonstrate that they can or have 'pivoted' their good or service to adapt to current rules (e.g. sell online, start deliveries).
- Have already or willing to connect with Business Connect Advisor or industry specific business advisor
- Be registered for the JobKeeper allowance and/or the small business COVID19 support grant

The grant could be spent on:

- Online/e-commerce/digital upgrades
  - Setting up an online store/e-commerce platform
  - Content development (website, apps etc.)
  - Graphic Design
  - Digital marketing strategy development (promoting your business and website online)
- Operating model change involved in pivoting your business
  - Promoting your new service/product
- Capital costs (which must support your proposed digital pivot)
  - Purchasing new equipment such as packaging for delivery or larger freezers etc.

Applications had to be received by the closing date on Friday 22 May. They were determined according to:

- Impact of COVID-19 on the business
- Business pivot/project proposed
- Use of local suppliers/services

Applications were assessed by two City Economy staff and one Community Development staff member with extensive grant experience. The panel was advised by the Governance and Legal Team on the Terms and Conditions of the grants. An assessment methodology was developed with the Community Development grants team, based on community grants process and practice. An assessment matrix was used by the panel to reach a final score out of 10 for each application. Weightings were applied to the evidence supplied of a downturn in business, the pivot proposed and the use of local services.

All recommended businesses will be checked for their status with Australian Business Numbers and the Australian Securities and Investment Commission before agreements are signed.

The following allocation of CDF grants are recommended by the panel.

<b>Business</b>	<b>Project description</b>	<b>Requested grant amount</b>	<b>Recommended grant amount</b>
Qualita Business Accounting Pty Ltd	Appointment of local digital marketing expert to promote business online and generate new clientele.	\$5,000	\$5000
Double Headed Eagle Pty Ltd (t/a KMA Martial Arts)	Enhance online presence to be able to kick start business again once restrictions are lifted	\$5,000	\$5,000
Out of Office Espresso	Pivoting the business to provide Mexican cuisine and preparation and delivery of food after normal business hours. Complete rebranding and development of online order system via new website.	\$5,000	\$5,000
Blackrose	Creation of additional product offerings direct to consumer, professional photography matched with an online sales and delivery pivot.	\$5,000	\$5,000
Aspire Physiotherapy and Sports Injury Clinic	Digital marketing to promote business online and generate new clientele.	\$5,000	\$4,000
RYOTA SUSHI	Improve marketing to attract students and broader residents of Liverpool. Printing pamphlets of menus and updating website. Educating customers on the culture of Japanese cuisine and print out in store brochures about the history and ingredients used.	\$2,985	\$3,000
Australian Charter Education P/L trading as ACE Nurse School	Moving to online training and delivering new courses via e-learning.	\$4,339	\$4,000
THE FOUR Ls PTY LTD	Create online business.	\$5,000	\$4,000
Paradiso Receptions Group PTY LTD	Encourage future bookings and make communications more effective through remote planning systems.	\$5,000	\$4,000
Macchina Liverpool	Develop a new menu to reflect the changing restrictions imposed on restaurants and cafes. Highlight changes on social media.	\$5,000	\$4,000
Beo-Travel	Development of an app and upgrade of systems to accommodate more on-line presence	\$5,000	\$4,000

Cubic Real Estate Azam Pty Limited	Development of a more efficient website, app development and upgraded CRM system	\$5,000	\$4,000
Tealive Liverpool Train Station	Introduction of new product lines, website development and social media enhancements.	\$5,000	\$4,000
THE SPOT BAR AND GRILL LIVERPOOL	Digital marketing and search engine optimisation to promote business online and generate new clientele.	\$5,000	\$4,000
Bun Me Baguette	Build a website or app to allow customers to order and pay online easily. Introduce a delivery service	\$5,000	\$4,000
Integrity Real Estate (NSW) PL	Enhance online presence and use of technology in place of more traditional marketing methods and systems.	\$5,000	\$4,000
Vespa Fashion	Rebuild website and online marketing.	\$5,000	\$4,000
The Office Liverpool Pty Limited	Begin to offer local delivery and catering for commercial businesses.	\$5,000	\$4,000
Schema Therapy Sydney	Development of online training courses and social media marketing	\$5,000	\$4,000
Togetherbest Australia Pty Ltd T/A Nutrition Station Liverpool	Pre-pack fresh and frozen meals. Online and social media marketing. Implement a Nutrition station app to order and pay remotely.	Not specified	\$3000
Gozleme Kings co	Have introduced 3rd party delivery providers and will be creating a webpage to drive more online orders.	\$5,000	\$3000
Eva Low Ta Liverpool Orthodontics	Want to continue to support patients on a more remote basis in particular parents of children who are being seen as patients. Wants to offer video conferencing as a way for parents to still be involved in the treatment. Also propose to hold weekly online seminars via Zoom to patients and potential new patients to educate them on general dental health and maintaining their dental health while in treatment with orthodontic care. Want to extend this education to our patients and their families and friends.	\$4,870	\$3000



Bos Realty	Conducting virtual inspections and online auctions. Would like to build a stronger online presence and branding. Update technology and systems to allow for virtual home videography and online forms to minimise the need for clients to come into the office.	\$5,000	\$3000
Sydney Star Painting and Decorating Pty Ltd	Offering consultants over the phone on painting. Can now also hire the business of they need experts in the area of exterior timber maintenance.	\$5,000	\$3000
Laras cafe	Creating a webpage to allow customers to order online. Introducing third party platforms to drive more people to order online as opposed to coming into the cafe. Promoting the webpage online and through social media.	\$5,000	\$3000
Growth Psychology Consulting	The existing model will be modified where we continue offering video consultations and phone consultations services as an option as well as to provide a new service to small businesses; EAP services and mentoring. Will be promoting new services as per online presence strategy.	\$5,000	\$3000
Claire Collection	Allow products to be purchased around Australia.	\$5,000	\$3000
Accumulus Holdings Pty Limited	Redesigning business processes to accommodate online and a related digital marketing strategy	\$5,000	\$3000

Applications not recommended for grants did not meet the criteria, needed more development and assistance, or may not have supplied relevant documentation. The details of the applications that were not recommended for funding by the assessment panel are as follows:

<b>Business</b>	<b>Project description</b>	<b>Panel assessment</b>	<b>Requested grant amount</b>
All Saints Catholic Church Liverpool	Installation of a specialised video streaming platform to allow for the church community to access services online	Application did not demonstrate a profit-generating pivot that will support existing and new jobs.	\$5000
YUANDA SUSHI PLY LTD	Replace freezer, redesign menu and promote business online.	Applicant had not been operating for 12 months and did not demonstrate a profit-generating pivot that will support existing new jobs.	\$5000

Miss Kim Hair Design and Beauty	Upgrade salon equipment	Application did not meet all grant criteria	Not specified
DMI Psychology	Development of an e-learning platform	Application withdrawn	Not applicable
The Kulcha House Pty Ltd	Nil	Applicant had not been operating for 12 months and did not demonstrate a profit-generating pivot that will support existing new jobs.	\$5000
KUMAR TAILORS AND FASHION ACCESSORIES	Not provided by applicant.	Application did not meet all grant criteria	Not specified
Versailles Jewellery	Promote business through social media and set up an online store	Application did not meet all grant criteria	\$5000
A AND Z PARTNERS PTY LTD	Did not specify	Application did not meet all grant criteria	\$5000
The Trustee for the paca family trust (MEGA TRAVEL P/L	Payment of operating expenses	Application did not meet all grant criteria	\$5000
FADAA, QUSSAI	No clear indication. Noted to keep business moving and provide more products to start sales online.	Application did not meet all grant criteria	\$5000
Master Hairdresser	Target foot traffic, offer client discounts and communicate via Zoom or Whatsapp.	Application did not meet all grant criteria	Not specified
SNIP & CLIP BARBER	Change the design of the shop set up include changing the air conditioning units.	Application did not meet all grant criteria	\$5000
Kumar Group of Companies	Not provided by applicant.	Application did not meet all grant criteria	Not specified
Food Treasure Pty Ltd	Develop website.	Application did not meet all grant criteria	\$5000
Timeless Beauty & Laser	Website, Facebook, Instagram advertising and marketing. New products to meet new market opportunities in the beauty industry.	Application did not meet all grant criteria	\$4300
AATY NEW SUPERMARKET PTY LTD	No clear indication. Noted to keep business moving and provide more products to start sales online.	Application did not meet all grant criteria	\$5000
1A DESIGN	Advertising, online sales and new machinery to provide more products	Application did not meet all grant criteria	\$5000

Pearlnails Liverpool	Pay operating expenses	Application did not meet all grant criteria	\$5000
Tofarati Angels Limited (also trading as TAngels Op Shop)	Online marketing including website.	Application did not meet all grant criteria	\$5000
Lawrence Dry Cleaners-Liverpool	Professionally designed website with graphic design, offer local pick-up and delivery.	Application did not meet all grant criteria	\$5000
Designer Palace	Develop a website and e-commerce platform to help business	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5000
Sisters Hair & Beauty Spa	Buy new product and machines for new services	Application did not meet all grant criteria.	Not specified
Authentic Thai Delight	To pay operating costs	Application did not meet all grant criteria.	\$5000
DIWANSONS COLLECTIONS	Development of ecommerce store and purchase related hardware	Application did not meet all grant criteria	Not specified
FIJI STYLE DESI DHABA	Due to Covid-19 its very hard to employ too many stuff, Having couple of machines such as dishwasher, will make the easier.	Application did not meet all grant criteria	Not specified
Alfirdaus College Pty Ltd	Would like to provide an online learning option and online communication to students and families, particularly the members of our community who have been directly affected by COVID-19 and may need to continue to social distance even when schools are re-opened; this option would also extend to students who are feeling unwell and who will be required to stay at home.	Application did not demonstrate a profit-generating pivot that will support existing and new jobs.	\$5000
Australian College of Training and Assessment	Advertising courses online, social media, and in local papers.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5000
ROYAL TOUCH HAIR & BEAUTY PTY LTD	New website and hardware	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5000

SHAKSTAX	Website development and online payment portal	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5000
Abhishekh Fashions	Upgrade of current website and purchase of an app to allow for virtual personal measuring/fitting of garments	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$2,095
Lana's Beauty50	To purchase new products and equipment in order to introduce new treatments to attract customers once the salon can open again.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5000
Rangoli fashions	Create online store.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5000
Beo-Export Australia Pty Ltd	Development of an app and upgrade of systems to accommodate more online presence	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5000
EXCEL ACCOUNTING	Continuation of pre-crisis advertising program	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5000
HEENA COLLECTION	Set up online shop.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5000
HASSAN ACCOUNTING & TAXATION SERVICES	Develop and adoption of a secure online portal for clients to lodge financial documents	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	Not specified
Ashley Smith and Partners	Implementation of new upgraded software to make the business more efficient. (2 users) Software is Smokeball program including accounting and management. This will also provide marketing database for marketing emails	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5000

Finest Hair	Enhance Google rankings and current website appearance via SEO / user friendliness with a focus on online product sales to increase sales and gain another for of revenue stream as well as a tailored Google Ad words with specific landing page and Social media campaign to increase client traffic and revenue whilst taking the business into the new digital era	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5000
NITT PTY LTD	Online marketing campaign	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5000
Humera Hair Design & Makeup	Create a website and social media for digital marketing.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5000
JT Estate Agents Pty Ltd	Enhanced Facebook advertising	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$4764
Moore Coffee	Boosting of social media presence and purchase of new equipment to allow for expansion of product lines.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5000
Domenique Design	Diversification of product range and development of and online store.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5000
Casanova	Design a new website, including ordering online and promotion through social media and physical pamphlets.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5000
iSTYLE Hair and Beauty	Create new website with function for online bookings and online marketing.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$4450

Cucina105	Design a new website, including ordering online and promotion through social media and physical pamphlets.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
Kypreo Italiano Enterprises Pty Ltd t/a Cafe Academia	set up website and social media and offer deliveries through Ride On Australia	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
Miriam Food Pty Ltd	Establishing a Website for the business and order under awning lightbox and flyers.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
Alliance Accounting	Purchase of software and digital marketing upgrades to keep customers better informed	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000

The following allocation of LGA-wide grants are recommended by the panel.

<b>Business</b>	<b>Project description</b>	<b>Requested grant amount</b>	<b>Recommended grant amount</b>
Dolceroma Pty Ltd	Three opportunities that they are exploring in terms of different product options. These include customised sugar fondant cookies, our health food range, starting with Nutriamo hemp bites, and take home breakfast and treat packs. The intention is to develop a click & collect model, using current and customers as pick up locations, whilst increasing their digital/social media following direct to the consumer. This business model has the potential to increase business sales, by opening offerings direct to the public, without any additional delivery logistics cost and hopefully drive some additional business to partnering customers/cafes.	\$5,000	\$5,000
Labero Star Pty Ltd Trading as Better Choice Beverage Co.	Transition from B2B sales to B2C through online business direct to consumers. This will include updating and upgrading website, digital and social media campaign and email marketing campaign.	\$5,000	\$5,000
L.S Hair Elementz	Social media marketing, promotional collaborations with other businesses, video demonstrations on social media, encourage user generated content.	\$5,000	\$4,000

WILD FX	Digital marketing via social media and search engine optimisation.	\$5,000	\$4,000
Monsoon Group Australia Pty Ltd	Online presence developed and mobile app development for online bookings. Introduction of new product lines for sale.	\$5,000	\$4,000
Mins Party Hire	Online sales via new website and more social media targeting	\$5000	\$4,000
International Food Company Ltd T/A Pasta Italia	Launched an online store and introduced grocery items that complement core product range.	\$5,000	\$2,500
Felte Pty Ltd Trading as Fitness Forum Health Club	Purchase of video equipment and redressing of website to enable fitness programs to be delivered effectively to an online fitness community.	\$5,000	\$2,500
Livcrew Pty Ltd ATF Livcrew Unit Trust T/A F45 Training Liverpool	Online classes and live streaming videos. Launched a bootcamp sessions for individuals who still want an in-person experience	\$5,000	\$2,500
MAYA SUNNY HONEY	Strengthen online presence and invest in social media, advertising and creative design.	\$5,000	\$2,500
Visualised Concepts	Digitally marketing granny flats to the Liverpool Community, particularly in Chipping Norton, Morebank, Austral, Leppington and Edmondson Park.	\$5,000	\$2,500
Australian Dance & Drama Co	The pivot is to turn to online training & marketing such through social media advertising & web site development  Purchase of ZOOM licences to enable dance classes to be delivered remotely	\$5,000	\$2,500
R & V Electrical Contractors Pty. Ltd. Trading as Jims Electrical	Digital marketing including a website update.	\$5,000	\$2,500
JCorp Australia Pty Ltd	Expand services to include training and consulting. Setting up e-commerce website offering monthly business health reviews. Expand customer base beyond Liverpool.	\$5000	\$2500
Clearview Co	Changing services are marketed through developing a professional website, google search engine optimisation, social media marketing and lead generation function on website. Professional uniforms to enhance brand. And expand services into general cleaning / high reach window cleaning / post Covid deep cleans.	\$4,204.08	\$2,500
SPORTSMAGIC PYT LTD	Social media and related marketing	\$5,000	\$2,500
Sydney Jerseys	integrate a kit builder/DYI tool to website to allow customers to design their team jerseys. Will allow customers to design and submit their orders with less human intervention	\$5,000	\$2,500

GSX Fitness Pty Ltd	Develop online resources including online classes	\$5,000	\$2,500
New tech Installations Pty ltd	Becoming less reliant on-site work (ie ship work) and become a stronger presence in factory with the manufacturing side. Looking to take on three apprentices.	\$5,000	\$2,500
Ausmech Air P/L	Three-month marketing campaign to reach new clients and obtain new projects. This shift in focus to strategically promote company brand would expose services to a wider network of potential clients.	\$5,000	\$2,500
Rocky's Solutions Pty Ltd	Rebranding of the business to more accurately reflect the operations and a related marketing strategy and new website	\$5,000	\$2,500
FASHION CONCEPTS PTY LTD	Employment of a professional web designer and graphic designer to improve branding. More social media advertising.	\$5,000	\$2,500

The details of the applications that were not recommended for funding by the assessment panel are as follows:

<b>Business</b>	<b>Project description</b>	<b>Panel assessment</b>	<b>Requested grant amount</b>
Ultim8 Fitness	Migrate services to online Zoom platform.	Not eligible. Application submitted late.	Not specified
Empire Tea Pty Ltd	Online and home delivery platform.	Not eligible. Application submitted late.	\$4875
AMA Event Management	Implement and online platform and home delivery.	Not eligible. Application submitted late.	\$4875
Nawshad Akther	Buying bedding, appliances, storage and cleaning equipment.	Not eligible. Application submitted late.	\$4500
New Brighton Golf Club	Moving away from manual scorecards & manual systems to a digital scorecard (hygiene) & more streamlined systems	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000
Liverpool Glass Company	Looking to reach out to new & existing customers in the local area to promote services via Google Ads campaigns	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000
Inyanga trust (t/as stockton ave physiotherapy and Physiofit)	Introduction of telehealth offering to services. Implement an online exercise program and link to the CRM to allow clients to do a home based exercise program. Also would like to update their website to communicate effectively with their current and potential Hydro and Pilates customers.	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000



Autism Advisory and Support Service	Change from a predominantly face to face retail shop to a predominantly online store and increasing our customer base nationally.	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000
Little Kickers Liverpool and Districts (my business is setup under the Company Name is MPV Sporting Pty Ltd)	Continue to run online sessions, enhance online program and adopt a strategic marketing package to enhance online presence.	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000
Envious Solutions	DIY online marketing webinars for small businesses.	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$3,600
PLANZONE Pty Ltd	Enhance digital marketing to customers. This will include; marketing/graphic design; developing an online portal and communication system upgrades	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000
F.S.A Holdings Pty Ltd	Better targetting of first home buyer market via social media marketing	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000
Athan Corp Pty Ltd T/A VEK Tools	Upgrade of website and strengthen social media presence and strategy	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000
APSRAD Pty Limited	Implementing a secure radiology e-referral portal.	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$4,400
G. Alloggia Pty Ltd Tading as Joey's Cottage Preschool	Promoting extended childcare hours to accommodate working parents.	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000
Snapology Australia	Developing online courses. Seeking funding to assist with formulating and delivering an online marketing strategy.	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000

Dan Archer Medical Pty Ltd	Create more brand and produce awareness to drive online customers to buy products. Launch a marketing campaign to drive customers to online platforms. Radio advertising, upgrading website and looking to sell overseas through Amazon UK and USA and eBay.	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000
HELLO HOLIDAY PTY LTD	Project is to develop an online based air ticket sales system.	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000
WENLI MU	Development of an online shopping and payment system	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000
Showcard Mounting and Die Cutting Pty Ltd	Social media marketing	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000
Team Martial Arts Australia	Social media marketing	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$4,900
Barca Metals	Upgrade of website and refocus of marketing effort	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000
RNPrinting	Website upgrade including improved forms for customers to utilise and more social media presence	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$4,979
The Coupon Magazine Group	Upgrade of apps and internet presence to complement existing social media presence	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000
Naked Syrups	Development of website (inc online store) and social media strategies to enable sales and delivery of more products online	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000

PHYSIO ESSENTIALS	Upgraded computer systems to provide for more and enhanced delivery of telehealth services	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000
Fit Clinic	Website management, purchase of server to manage software to facilitate on line telehealth (for allied health clients) and fitness programs.	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000
Em Bridal Boutique	Rebuilding and upgrading website to re-engage the brides with online tools, advertising and using influences to live stream, develop email marketing	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000
ML Business T/A Aquacotta Restaurant	Website to allow customers to book reservations and order directly for pick up for food delivery. Introduction of new packaging to ensure products are received by customers in an excellent state. Have a car allocated for deliveries and looking to employ locals from local employment agency to do deliveries	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000
La Rumbra Ristorante	Improve online presence and implement a new marketing strategy	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000
Sabroso Bread n' More	Diversified to online deliveries offering bread products as well as fruit and vegetables. Redeveloped website to reflect this. Would like to market this new service and website online.	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000
Holeshot Fitness and Personal Training	Offer quality individualised coaching within a small group environment and enhance greater user experience as they are receiving more personalised coaching.	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000
Step Ahead Coaching PTY LTD	Implemented online learning platform including 12 month reading mastery program. Mathematics learning and one to one classes.	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$3,600

AI Analytics & Consulting Pty Ltd	Introduction of new service offering eLearn Social. One stop shop for learning new things from reviewed teachers. This is similar to the concept of Airtasker but special focus on learning new things from Reviewed Teachers. Seeking to develop online website, promote the platform via online marketing and	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000
Stuck In A Moment Productions	Pivot from weddings to business branding and advertising for SMEs in Liverpool	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000
My Tandoori Indian Restaurant	Pivoted from dine-in restaurant to offer take away offerings. Funding proposed to be provided for social media and marketing of the business.	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000
Broadline Consulting Pty Ltd	Purchase of digital hardware and software and related support to enable staff to work remotely	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000
Konektamundo Pty Ltd	The pivot is to move into online coaching and development and target industries outside of automotive	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
ETD Pty Ltd	The main focus of implementing the pivot at the moment is the new products, We are in the final stages of developing these products, samples have been approved with a few final tweaks to be fixed before general production. We are planning to conduct cold calls to businesses in these target industries, to learn their requirements and advertise our products. We are also looking to update our website and utilise search engine optimisation with specific key words.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000

Elevate Wellness	Introduction of online membership as part of service offering after the success of online classes. The membership include members only access additional resources including library of classes, live classes, health blog, monthly Q&A sessions.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
Hair By Pepe & Co.	Establish a social media marketing/ advertising campaign targeted at appropriate local customers.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
MSR COPT AUSTRALIA PTY LTD T/A TIK TOCS PLAYLAND & CAFE	Upgrade website to accept payments and process orders online.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$4,000
Premier Awards	Product diversification, website upgrade and social media campaign.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
CENTRUM PRINTING PTY LTD	Brand marketing and upgrade of online presence	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
Creative Dance Company	Offering interactive classes online both live and recorded.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$4,950
Oliver Fitness Group Pty Ltd	Online classes a live streaming videos	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
Riches Carpentry & Building t/a Riches Building & Design	Online marketing campaign and website redesign to target a new audience. Implement online platforms such as advertising campaigns, a professionally designed website and online marketing through social media will increase online traffic and assist with securing new clients.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000

GDG GREEN VALLEY PTY LTD	Update clinic website to include new functions such as an online enquiry form, live chat option for patients to ask about any concerns patients may have as well as a video chat function to allow safe and remote assessment of simple dental concerns such as potential patients for orthodontic treatment or tooth replacement option. Also would like to implement online and social media marketing which would link to an online book platform	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
Travel Central	Add a group travel package to services, improve website to be used on mobile devices and market online.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
Carnes Hill Dental Centre	Upgrade signage, waiting room chairs and produce videos for social media that promote dental hygiene.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
JCorp Accountants Pty Ltd	Adding business advisory to services to help other businesses succeed, incorporating software and marketing to promote new service.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
Trupt Trust	Broadening of local print and virtual advertising exposure and upgrade of equipment.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
Your Choice	Development of online tutorials and social media advertising	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$3,350
Fusion Face & Body Art	Licence for Paint and Sip in Liverpool.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
Hoxton Park Anglican Church	Livestreaming church services and offering smaller group activities via Zoom.	Application did (not) demonstrate a profit-generating pivot that will support existing and new jobs.	\$5,000

Limitless Mind Tutoring		Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
Rush Dental Pty Ltd	Upgrade to Digital marketing. Upgrade website content and booking service online	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
Marvel Clean Pty Ltd	Introduction of new revenue stream - home cleaning along with their existing commercial office services.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
Be Beautified	Better marketing strategy and online accessibility	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
Parissis Flooring Pty Ltd	Building a e-commerce website to allow customers nationally to purchase products and services online. Seeking to implement a digital marketing strategy and enhance brand through vehicle vinyl wrapping.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
Liverpool Neighbourhood Connections Inc	Upgrade of website and refocus of social media marketing effort	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
Laser Sydney Pty Ltd	On line presence developed further to drive more customers to the line store and physical business location.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
Annucci Leather Pty Ltd	Pivoting towards business to consumer sales utilising advertising via social media	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	unclear
Ravelength Hair and Beauty	Website creation and development of social media presence. Website to include tools such as online books and product sales.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$795



Netplanetdigital	Adopting agile social media tactics to reach new customers. This would include a drip campaign and automated emails. Would also create an e-book that would be a training manual on how businesses can get the most of their social media platforms.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
Millie Skin	Pivot to using Australian suppliers of stock and online marketing with new website and pamphlets.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
Platinum Accountants & Advisors Pty Ltd	Set up of remote access for employees to work from home and a refined digital marketing strategy	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
Signwerx Pty Ltd ATF The Signwerx Trust	Using digital marketing and google AdWords including a revamped website to encourage new customers	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
Leppington Fitness Pty Ltd	Video and live coaching classes via Zoom.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
Sydney Painters Painting	Online advertising including content development and vehicle signage for marketing and exposure	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
Austral seedlings	Take product online, setup ecommerce platform, and sell via social media. Include email marketing campaign as well.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$4,750
JUMPING JJAYS HINCHINBROOK	Purchase of different product (jumping castles) to allow for expanded market. Additional local marketing and advertising.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000



Choi's Mushroom Pty Ltd	Development of online strategy, website and new methods of delivering product to new consumer or direct to consumer markets.	Reasonable pivot, however, required stronger demonstration that it could generate profit or support existing or new jobs.	\$5,000
Christian Elizabeth Early Learning Centre Pty Ltd	Implementation of the government relief package and changing the way they process attendances and receive fees. This also includes the change in the way they offer children's services i.e. proportioned social distancing and additional training, cleaning and remote information communication with existing parents.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$4,300
United Kempo Martial Arts Academy	Further develop online coaching platform and social media marketing	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	\$5,000
Scope Automotive Accessories	Creation of an online marketing strategy and platform to grow new customer base.	Business pivot requires more development and assistance to demonstrate whether it can generate profit or support existing or new jobs.	unclear
Australian Sales Force Pty Ltd	Creating a website and enhance field activity to be able to increase the company revenue.	Application did not meet all grant criteria.	\$5,000
Laila's Beauty & Laser	Moving to a more of an on line presence delivering consultations and also selling products via this media	Application did not meet all grant criteria.	\$5,000
Arkan Kebab House	Advertising and marketing for restaurant	Application did not meet all grant criteria.	
Ryan Sabido	To completely move online and be an affiliate with another online platform that also sells Ryan's product and utilise social media	Application did not meet all grant criteria.	\$5,000
Holsworthy Preschool	Purchase of devices for use of teachers and training related to remote learning capabilities.	Application did not meet all grant criteria.	\$5,000
Trinity Tec Pty Ltd	Unclear. Undertaking new course to extend knowledge in new technology	Application did not meet all grant criteria.	\$4,378
P&T FAMILY PTY LTD	Not discernible	Application did not meet all grant criteria.	\$5,000

BLD Australia group P/L	Website, marketing and advertising	Application did not meet all grant criteria.	\$5,000
SANN BAKES PTY LTD	Introducing new products, updating website and digital marketing.	Applicant had not been operating for 12 months and did not demonstrate a profit-generating pivot that will support existing new jobs.	\$5,000
ADORN LASER CLINIC	Promotion of business online, appointment of social media and website expert.	Application did not meet all grant criteria.	Not specified
Sahara Grill Liverpool	Applying to use the funds for rent and bills.	Application did not meet all grant criteria.	\$5,000
B66 Bar & Grill Pty Ltd	Pay bills	Application did not meet all grant criteria.	\$5,000
Swim 2 Me Pty Ltd	Market the swim school to reach more customers.	Applicant had not been operating for 12 months and did not demonstrate a profit-generating pivot that will support existing new jobs.	\$5,000

## **CONSIDERATIONS**

<b>Economic</b>	The grants are to the value of \$172,000.
<b>Environment</b>	There are no environmental and sustainability considerations.
<b>Social</b>	The grants support businesses to build resilience.
<b>Civic Leadership</b>	Operate a well-developed governance system that demonstrates accountability, transparency and ethical conduct.
<b>Legislative</b>	This report complies with Council's Grants and Donations Policy.
<b>Risk</b>	The risk is deemed to be medium.

## **ATTACHMENTS**

Nil