



Australian Government

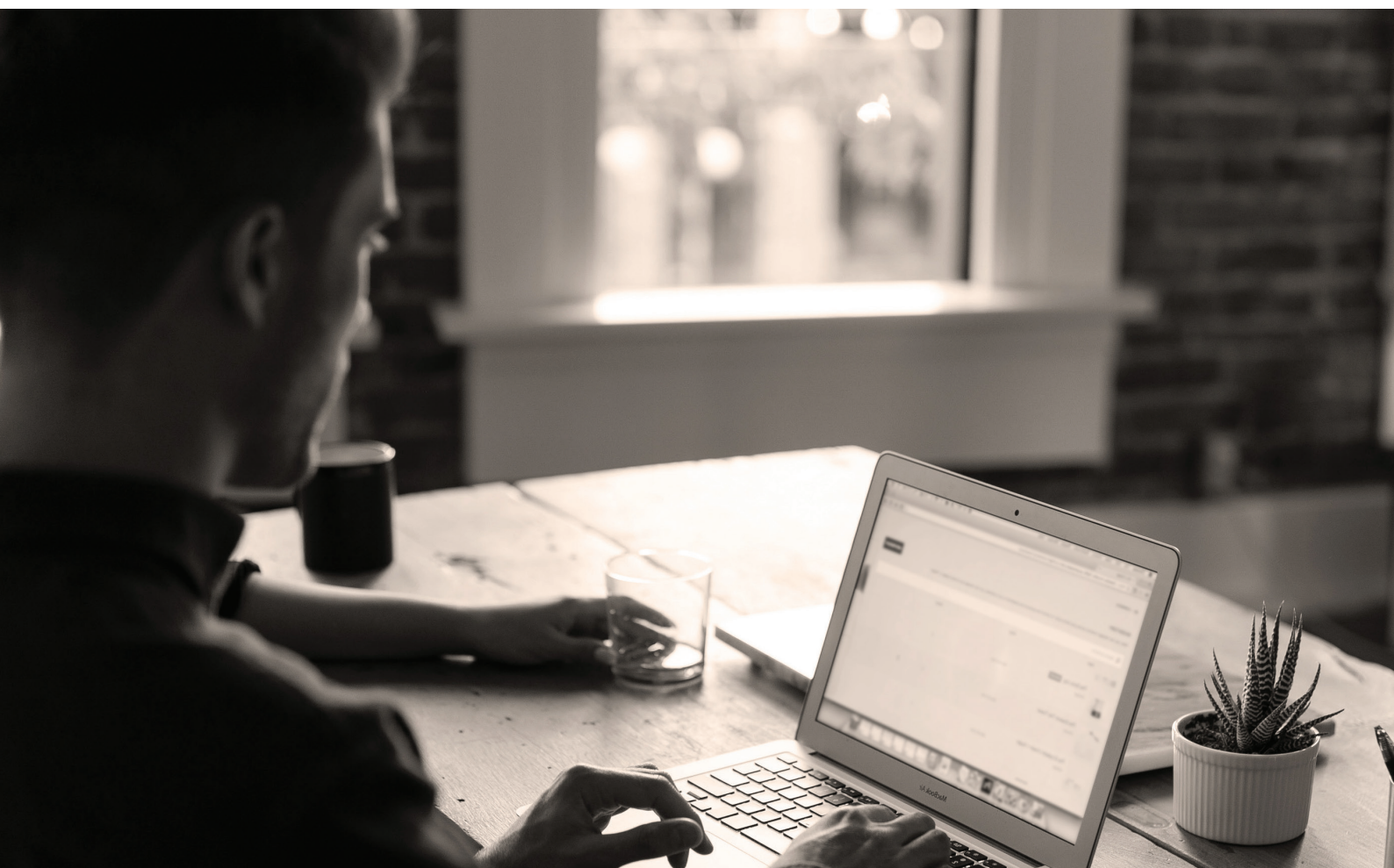
Department of Industry,  
Innovation and Science

Business



Victorian  
Chamber of Commerce  
and Industry

# BUSINESS GRANTS WRITING HANDBOOK



- Find out about the range of grants available for businesses
- Decide if a grant is right for your business
- Learn how to apply for a grant
- Improve your chances of obtaining a grant
- Understand what is expected of you if you receive a grant

A practical and comprehensive guide to  
assist businesses apply for business grants

This document has been produced with the support of the Australian Government's Department of Industry, Innovation and Science.

Information in this publication is intended for general information only and does not constitute professional advice and should not be relied upon as such. No representation or warranty is made as to the accuracy, reliability or completeness of any information in this publication. Readers should make their own enquiries and seek independent professional advice before acting on or relying upon any of the information provided.

This guide is based on Business grants writing handbook November 2017  
[www.business.tas.gov.au/growing-and-improving-your-business/accessing-government-tenders](http://www.business.tas.gov.au/growing-and-improving-your-business/accessing-government-tenders)

© State of Tasmania.

Copyright in that guide belongs to the State of Tasmania and has been reproduced with permission of the State of Tasmania.

# CONTENTS

What is a grant? .....	2
Who is eligible to apply for a grant? .....	2
Before you start .....	2
Come up with a project proposal .....	3
Look for a grant program to match your project .....	3
Read the grant guidelines.....	3
Speak to the contact officer or attend briefings .....	4
Assess the match between your project and the grant .....	4
Allow enough time .....	4
Plan your project .....	4
What to include in a project plan .....	5
Further analysis .....	5
Writing your application .....	5
Write a first draft .....	6
What makes a good grant application? .....	6
Address the evaluation criteria .....	7
Prove your claims .....	8
Collate your support material .....	8
Detail the costs .....	9
Review and seek feedback .....	9
Write a second draft .....	9
Do a final check .....	9
Submitting your application .....	10
Submit on time .....	10
What happens next? .....	10
Your application will be assessed .....	10
If your application is successful .....	11
If your application is unsuccessful .....	11
For more information .....	11
Glossary .....	12

## What is a grant?

Grants are specified amounts of money given to businesses to help them achieve a particular goal or do a particular thing. They include one-off grants and ongoing grant programs. They are subject to particular conditions and may be required to be repaid if these conditions are not met.

Government grants are available to help businesses expand, innovate, export, undertake research, and employ more staff. Grants are rarely offered to start a business.

The size of grants can range from small amounts for one-off activities through to large sums for major projects or developments.

Many government departments offer grant programs. Some are for specific industries or regions. Others are for any industry but may have a particular focus, such as employment or economic growth.

Grant funding is public money and the government has stringent processes to ensure funds are spent fairly and equitably. Each grant will have a rigorous assessment process.

## Who is eligible to apply for a grant?

In general, to be eligible for a government business grant you must:

- have an Australian Business Number (ABN)
- have a Victorian-based operation
- not be subject to any legal constraint, such as bankruptcy or liquidation.

Each grant also has its own eligibility criteria depending on the purpose of the grant program. These criteria might include:

- a minimum sales turnover
- being able to provide matching funds.

Other factors may include:

- the industry your business operates within
- the location of your business operations
- whether your business has previously received grant funding from the Australian or Victorian Governments.



## Before you start

First things first – assess the capacity of your business.

When distributing funding, the government is looking for businesses that can demonstrate both the value of their proposal and that they have the capacity to deliver. The first step towards this is being a business that has a clear sense of purpose and a good track record of achievement.

Before applying for a grant, assess the capacity of your business to be able to take on a project. Do you have a business plan? Are you clear about:

- the purpose of your business (mission)
- the direction you are headed towards (vision)
- the underlying principles that drive your business (values)
- your business objectives (strategy)
- the intended recipients or buyers of your products and services (market)
- similar businesses and what they offer (competitors)
- your management and team capacity to deliver the project (human resources)
- your financial capacity (finances)?

If you already have a business plan, review it regularly and keep it up-to-date, so that when an opportunity for funding comes along you can see the big picture and how the grant might help you achieve your business goals.

Even if you don't have a written business plan, considering the points above will help you be clear about your business when you write your grant application.



# Come up with a project proposal

In clarifying the project you are seeking funding for, start by considering the following questions:

- What business opportunity are you trying to realise?
- How does it fit into your current business plan?
- What benefits will it bring to your business?
- How will this be of value to government and the broader community?



*A common mistake businesses make is to see an opportunity for government funding and try and come up with a project to fit, rather than already having a project in mind that is aligned with the grant objectives.*

## Look for a grant program to match your project

Once you are clear on your project – what it will achieve, how it fits with your business, and whether your business has the capacity to deliver it – you can start to look for grant programs that may be suitable.

## Read the grant guidelines

Once you have found a grant that looks like it might be suitable, carefully read the guidelines. While the wording will vary across different programs, the table below sets out common terms and important points about each one.

TERMS	IMPORTANT POINTS
Grant program objectives	What the government agency wants to achieve through the grant. This will help you work out whether your project is a likely fit.
Eligibility criteria	What requirements your business must meet to be eligible for funding. If your business isn't eligible, your application won't be considered, no matter how good your project or application is. Eligibility criteria are different to evaluation criteria (see below). It is highly recommended that you check with the contact officer to ensure that you are eligible before you start to apply.
Eligible expenditure	What will and won't be paid for under the particular grant program. For example, some grants will cover travel or marketing, while others won't. Most grants won't pay for expenses already incurred or for staffing or other costs, i.e. 'business as usual' costs.
Evaluation criteria	What standards will be used in assessing each application and deciding who to award grants to. These are also called qualitative criteria, assessment criteria or selection criteria. In your grant application, you will be asked to write about the extent to which your project meets each evaluation criterion. In a competitive grants process, the strength of your responses to these will determine how your application is ranked compared to other applicants. Ask yourself whether you are likely to be able to meet these. If yes, then read on. See page 7 for information on how to address evaluation criteria.
Application process	The steps in the process. Read this carefully so you know exactly what you need to do and by when.
Key performance indicators (KPIs)	How the government will measure the success of the project. KPIs may also be called 'success measures' or 'performance measures'. You will need to explain in your application how you plan to meet the grant program's KPIs. Your KPIs need to be realistic and achievable.
Timeline	When the application is due to be submitted. Most programs don't accept late submissions. Be realistic about whether you can meet the deadline. Also consider your ability to complete the project on time if you are successful in being awarded a grant.
Conditions of funding	What the government requires you to do during the life of the project. This may include things like delivering key aspects of your project within a specified timeframe and providing reports at regular intervals.
Financial considerations	What investment the business might be expected to make. With many grants, businesses will be expected to contribute a set amount to the overall funding, or demonstrate in-kind support.
Financial statements	The financial statements the government may require to assess your overall financial viability and capacity to fund co-contributions. This may include historical financial statements (including year-to-date management accounts), forward projections, cash flows and tax returns.
Taxation implications	How the grant income will be treated by the Australian Taxation Office. In most cases, a grant is treated as income and you will be required to pay the appropriate amount of tax. Talk to your accountant for specific advice.
Contact officer	Who you should speak to for advice and information.

## Speak to the contact officer or attend briefings

Government agencies usually have staff on hand to help people who are looking for funding. Usually referred to as the contact officer, they can tell you more about:

- what the government is trying to achieve
- your eligibility to apply
- government policies you need to know about.

They can also answer any specific questions or concerns you have. Government agencies generally welcome enquiry calls because establishing whether a project is relevant to their grant program can save time for them and for the potential applicant.

Some government agencies offer face to-face briefings and webinars.

## Assess the match between your project and the grant

Writing a good grant application can take a great deal of time and effort, so once you have done your research, you should think carefully about whether you have found the right grant for your business.

Things to consider in deciding whether to apply are:

- how your project would contribute to what the funder is trying to achieve
- how the grant would help you achieve your business objectives
- whether you have the business capacity to deliver the project (including both management capability and resources)
- whether you have the resources to write a quality submission in the time available
- whether you can afford it if you are required to contribute funds (being mindful of any tax implications).

## Allow enough time

Working backwards from the due date, work out a timeline for writing the submission. This can often take six weeks.

Consider:

- who will do what and when
- what information is required from others and by when, and who will request it
- who you will request a letter of support from and what they will need to know
- whether you need financials from your accountant and how much time they may need
- who will proofread your application and when they would need to have it
- who has to check or approve your application and when they would need it
- who needs to sign or witness the submission
- the deadline and requirements for submitting your application, for example if the application must be sent by post.

## Plan your project

Once you have decided to go ahead and write an application, it can be helpful to develop an initial project plan. This is different to a business plan, which is for your business as a whole. A project plan has a start and end date and is quite specific to the project. Having a plan in place will help the government see that you are serious about the project and have the management and financial capacity to carry it out.



## What to include in a project plan

Even smaller projects benefit from having a documented plan. To develop yours, you might find it helpful to talk to your business colleagues, experts, government organisation or a business advisor. Thinking about the following areas will help you build a picture of your project that will in turn help you to write your application.

KEY AREAS OF A PROJECT PLAN (USING WORDS GOVERNMENT MIGHT USE)	WHAT IT COVERS
About your business	A brief profile of your business that shows what you do, the size and structure of your business, where you are located, and what is unique about what you do. You could also include information about your competitors here (a competitor analysis) so you can demonstrate your point of difference.
About your project	A statement that summarises your project.
Aim, goal, outcome	What you want to achieve through your project.
Rationale	Why you are considering this project – what business need it will address, the intended market, how it will help grow your business, and statistics to support these reasons.
Strategies, objectives, tasks, action plan	What you will do to make the project happen – important dates and milestones, who will do what and by when.
Budget	What is the total cost of the project – is your budget realistic? If in-kind support is allowed, has it been built in? What is the impact of this project on your overall business finances? Will you need a bank loan to cover any portion of the project that is not covered by grant funding?
Management capacity	Your ability to make the project work – who is leading or supervising the project, who will work on the project and how much of their time it will take.
Success measures, key performance indicators (KPIs)	How will you demonstrate your project has been successful – how will you know your goals have been achieved, what will be different, and how you will collate data to prove this?

## Further analysis

For larger projects, you will need to consider critical areas in more depth, such as:

- Risk analysis – what might go wrong and how you plan to prevent or manage this.
- Stakeholder analysis – who might be affected by the project and how you plan to engage them and address any concerns they may have.
- Market analysis – who your competitors are and what is unique about what you are doing.
- Financial analysis – more detailed documentation on cash flow and profit projections.

## Writing your application

Read the application form and the grant guidelines carefully before you start writing. This will help you work out exactly what information you need to gather.

Gather and analyse information relevant to your project. This could include:

- statistics
- government reports
- strategies
- policies
- regional or sector plans.

These will provide valuable context and background for your submission, as well as help you build your case by seeing how your project potentially supports government priorities (e.g. job creation). Consider whether your project will support any strategies or fill any identified gaps and refer to this in your application.


Contact people and organisations to request other supporting material that is required for the application, such as:

- letters of support or testimonials from customers or other stakeholders
- photos or drawings that help to describe your project
- information from your bank such as bank statements or a letter confirming matching funds are available
- information from your accountant such as profit and loss statements, balance sheet and cash flow statements
- insurance certificates.

If you are planning to provide details of referees, make sure you contact those people first and request their support. Generally, the larger the funding request, the more evidence and detail you will need to provide to support the viability of your project.

## Write a first draft

Most grant programs provide either an online template or a customised document for you to work on. If you are using a template or an online form, write your draft in a separate document so that is easier for you to edit and for other people to review. You can then cut and paste it into the application template or form when you're satisfied with the content. While the specific information required will differ from grant to grant, there will be similarities. Use your project plan (refer to the section plan your project) to guide you as you write your first draft.

**Tip**  Set up a Word document with the headings from the template and work on that. It will be easier to brainstorm ideas and revise it as you go. It also makes it easier for other people to review. Once you are satisfied with the content, you can copy and paste the relevant sections into the template.

## What makes a good grant application?

Your aim with the application is to write it so well that the people assessing it can find the information they need easily and quickly. Aim to make sure it's clear, convincing and concise.

### Clear

The document is easy to read and the assessor can easily see:

- what you will do
- how it connects with their objectives
- your ability to do it
- how much money you need and what it will pay for
- what the expected results will be at the end of the project.

### Convincing

The information you provide:

- is accurate and factual – both the content and the figures
- includes credible data to back up your proposal
- shows that key people have been consulted and their views are represented properly
- presents a strong case with clear links between the project, your business and the grant objectives
- includes all evidence and financial information requested
- is realistic and based on facts, not exaggerated or inflated, as you will be measured against this.

### Concise

Ensure that your submission:

- is not repetitive – each criterion is seeking different information, so don't keep repeating the same thing
- contains information that adds to the quality of the application (rather than quantity). Remember, assessors are reading many applications, so if yours has unnecessary detail, it can make it harder to assess and result in you being ranked lower than a business with a more concise application.



## Address the evaluation criteria

Most grants require you to address evaluation criteria – also called assessment criteria or selection criteria. There are usually somewhere between three and eight of these criteria, and they provide a common standard that all applications are assessed against. This allows for consistency in how applications are assessed. When you address the criteria, you are expected to make a strong statement for each one, showing how you meet that requirement. The assessment panel will refer to these statements as they determine the extent to which you can deliver your project and the outcomes they require. The strength of your responses will determine how your application is ranked against other applicants. Make sure your statement for each one is as clear and convincing as possible.

### Tips



- Read the criteria carefully and highlight the key points you need to address.
- Make sure you cover all aspects of a criterion.
- List each criterion as a heading in your application – or follow the headings in the template if they are already there.
- Demonstrate your ability to fulfil each criterion – don't just say you can do it. Provide examples of when and how your business has met this criterion. Add details such as how well you did it and what the result or outcome was.
- Offer samples, references and referees to support your statements. Don't make any claims that you cannot substantiate with evidence.
- Be specific about what you did; don't just describe the problem or issue.
- Ensure your claims against each criterion are strong, clear and concise.
- Think about how you would evaluate your application against the criteria if you were assessing your response and knew nothing about your business.
- Highlight areas where you exceed the requirements and where you feel you can add value for government.

## Example

An example of an evaluation criterion is: "Ability to deliver employment outcomes in regional Victoria." A poor response is: "We have the ability to deliver employment outcomes and will employ a large number of people in Victoria." This response is not specific and lacks evidence. A better response is: "Our project will employ five full-time employees in Ballarat for six months to build our new loading dock. Once it is built, we anticipate that an additional two full-time and seven casual staff will be employed within our business."





## Prove your claims

Back up any claims you make in your application with evidence that is tailored to the requirements of the grant. This could include:

- census data and other information available from the Australian Bureau of Statistics ([www.abs.gov.au](http://www.abs.gov.au))
- results from relevant surveys, interviews or other research conducted by you or by other organisations
- letters of support from industry associations, government agencies, or existing or potential customers or suppliers
- newspaper or other media reports.

When writing your draft, make sure you have the best evidence possible to demonstrate the value of your project. Here are some suggestions.

WHAT TO WRITE	EVIDENCE YOU COULD PROVIDE
How the project will deliver the required outcomes	<ul style="list-style-type: none"> <li>• copies of customer surveys, letters of support, statistics about demand.</li> <li>• market research you or others have done.</li> <li>• feasibility studies.</li> <li>• regional needs assessments done by local and state government agencies.</li> <li>• forward projections. For example, you may be asked to anticipate job outcomes, including the number of full-time equivalent (FTE) staff you will employ.</li> </ul>
How your project will contribute to specific policies or plans	<ul style="list-style-type: none"> <li>• a statement about how your project will help the government meet its objectives as outlined in a particular policy or plan, such as an economic development plan, a tourism plan, an export policy.</li> </ul>
Why your business is the best one to deliver this project	<ul style="list-style-type: none"> <li>• graphs to show how your business has grown over a period of time.</li> <li>• customer satisfaction surveys.</li> <li>• an analysis of your competitors, how your business compares, and what your unique strength is.</li> <li>• information about key staff, such as resumes, to show their competence to deliver the project.</li> <li>• examples of previous relevant projects you have delivered.</li> </ul>
How the project will grow your business	<ul style="list-style-type: none"> <li>• any forecasts you have done, including sales and other financial information, ensuring they are realistic.</li> </ul>

## Collate your support material

As you gather information to support your application, such as letters of support, financial information, graphs, photos, maps, and statistics, start to think about the best way to present this material. Appendices are a good way to include additional support information. Check the guidelines to see if appendices are permitted and whether there are any specific requirements such as size and format. If you decide to use appendices, number each one in sequence and guide the assessor to each relevant one by referring to it in the appropriate place in your application.

### Examples

Our prototype for a truffle washing machine uses cutting-edge technology that enables the truffles to be cleaned without damaging the sensitive surface. The pictures provided at Appendix A show this technology in action. Our project has the support of industry leaders and local businesses who have told us that they think the project has the capacity to rejuvenate our local area. See letters of support at Appendix B and Appendix C.



## Detail the costs

Set out the costs of the project and include the level of detail required. Here are some questions to consider.

PROJECT BUDGET	WHAT IS THE TOTAL BUDGET FOR THE PROJECT YOU ARE APPLYING FOR?
Funds you are seeking	What is the exact amount of money you are seeking for the project from this grant? You should consider this in the context of the pool of funds available. Make sure the amount of funds you seek is realistic and aligned with your project. Be realistic about what you need rather than what you think might be available. Be clear about whether or not you have included GST in your figures and stick to the format asked for in the grant guidelines.
How the project will be funded	You should clearly state how the project will be funded outside of any grant funds. Are you contributing funds to the project and, if so, how much? You will need to provide evidence of your ability to provide matching funds, such as bank statements, a letter from your bank or evidence of any other funding source.
In-kind contributions	Are you or others providing in-kind contributions; that is services or goods, rather than dollars?

## Review and seek feedback

Read your draft and try to see it from the perspective of someone who knows nothing about your project idea or your business. Would it make sense to them? Is there a word limit or page limit to the submission? If so, make sure you are within it, as exceeding it can go against you during the assessment. Some online grant portals will cut out any words that go past the limit. You may also wish to seek advice from the contact officer to see if you are on the right track. While they might not read your draft, they may be able to guide you on whether the level of information you have provided is right. Once you are satisfied with your draft, ask other people to read it and give you feedback. Be clear about the feedback you are seeking. You may want their views about the application as a whole, or just about aspects relevant to their experience or expertise.

## Write a second draft

Once you have received feedback from the people you have asked to review it, work on a second draft. Weigh up the feedback you have received – some may be very useful, and some less so. The final decision about what to include and exclude needs to be yours. You might also like to ask a colleague who doesn't have much to do with your proposed project to read your second draft. See if they understand what you have proposed. They may be able to highlight gaps, point out any weaknesses in your claims, or make suggestions to tighten up the writing. Refer back to the section 'What makes a good grant application'.

## Do a final check

Grant guidelines often include a checklist of information and supporting material that must be included in an application. Use this checklist to make sure that you have provided everything the grant program requires. This could include:

- supporting financial information such as financial statements (your most recent statements are best), tax returns, cash flows, forecasts
- certificates of insurance and any other required evidence
- resumes for key staff
- signatures of an authorising person and witness
- photos, drawings or plans
- market research or statistics.

Organise for someone to proofread your application for spelling, grammar, punctuation and format. There are professional services available for this, or you could also ask a colleague who has good writing skills.



## Submitting your application

Submit in the right format. Most grant programs will require you to submit information in a particular way. Some may require you to submit online using a system such as SmartyGrants. Others may accept your application by email. You should note, and make sure you comply with, any specific requirements for your application such as those outlined in the following table.

REQUIREMENT	DESCRIPTION
Identifying your application	Instructions for: <ul style="list-style-type: none"><li>• naming your email when you send your application</li><li>• naming your application documents.</li></ul>
Formatting your application	Instructions for: <ul style="list-style-type: none"><li>• naming or numbering your support material</li><li>• how to submit support material in, for example<ul style="list-style-type: none"><li>• application form, other supporting or requested documents (for example, PDF or MS Word)</li><li>• images such as photos, plans and maps (for example, PDF, MS PowerPoint, PNG, JPG, JPEG)</li><li>• video files (for example, MP4)</li><li>• audio files (for example, MP3, M4a, WMA, WAV).</li></ul></li></ul>
Number of copies	Instructions for: <ul style="list-style-type: none"><li>• number and type of copies to be submitted. For example, you may be asked for a particular number of copies or to provide one hard copy and an electronic copy.</li></ul>
Sending your application	Instructions for: <ul style="list-style-type: none"><li>• the subject line of the email</li><li>• the size of attachments</li><li>• the number of attachments per email.</li></ul>

## Submit on time

Make sure you give yourself plenty of time to submit your application by the closing date. Late applications are not accepted. Don't leave the submission of your application until the last minute – a technology failure or other emergency could mean that your application is not submitted on time and your project is not considered for funding.



**Tip**

*Always double-check that you have provided everything requested. Applications can be rejected on the basis that the necessary information has not been provided. Once the grant has been submitted, there is usually no opportunity to update your application.*

## What happens next?

After the closing date has passed, you will usually receive a letter or email acknowledging that your application has been received. If you are not sure, ring the contact officer to check if your email was received.

## Your application will be assessed

Specific assessment procedures will vary from grant to grant, but there are usually some similarities. Your application will initially be assessed for eligibility. If it is found not to meet the eligibility criteria (for example, that your project does not fit the grant guidelines, that you don't have a particular annual turnover, or that you don't operate in the region or industry that is the focus of this grant) your application will not be considered any further. A panel of people with expertise in the area will then undertake a more detailed assessment of the applications using an agreed system, for example a score out of five. The focus at this stage is on the extent to which applicants meet the evaluation criteria and the program objectives, as well as their capacity to carry out the project and achieve the project outcomes. The panel will also assess the financial information provided by each applicant. Based on the total pool of funds available, they can then establish how many grants they are able to distribute. If more funds have been requested than are available, the panel will distribute the funding according to the order in which they have rated the applications. During the assessment process, you may be contacted for more information or be invited to meet with the panel. After assessing all the applications, the panel will recommend which ones will receive funds. You are then notified about the outcome of your application.

## If your application is successful

Generally, you will receive a letter, email or phone call from the Minister, local MP or the government agency advising you that your application was successful. Sometimes you may be told your application was successful but that you are being offered less money. You may be asked to consult with the contact officer and amend your project to fit the available funds. If this happens, you should be cautious about accepting the reduced funding if you are not confident you can still deliver the outcomes. You may also need to check with your bank if you can afford to fund the project without the grant funds you were applying for.

The following table describes what is likely to happen after you and the government have reached agreement as to what you will deliver.

STAGE	DETAILS
Respond to the offer	You will be provided with a contract or grant deed that you must read carefully and, if you are comfortable with the requirements, then sign. This will outline: <ul style="list-style-type: none"><li>• exactly what the project is, the amount of funds that will be made available to you, and how they must be spent</li><li>• your reporting obligations</li><li>• any acknowledgments you must make when speaking publicly about the grant, for example that you must acknowledge the government as the source of the funds.</li></ul>
Receive the funds	You will receive the funds at a time that has been agreed. It is really important that you do not spend any money until you have received the funds. There have been occasions where a funding program has been cancelled when a new government was elected. Be clear about any GST liabilities you may have to pay.
Carry out the project	You will work on the project and complete it within the nominated timeframe. If you don't fulfil the requirements of the deed, the government may ask you to repay some of or all the grant funds. If you are having difficulty completing the project (for whatever reason), it is important to make contact with the government agency as soon as possible. Remember, the government wants to see the project completed successfully and you may be able to negotiate some adjustments in special circumstances.
Reporting	You will provide reports during and on completion of the project. These reports may be required at certain stages (or milestones). These reports may also require you to provide particular data throughout the project, for example the figures you anticipated in your application (such as attendees, income, employment outcomes). It is a good idea to set up systems before you start so that you can easily provide the data when required.
Acquit the grant	Most grants require you to submit a final report with details of what was achieved and an acquittal of how the funds were spent. This is likely to include copies of all receipts and proof of payment.
Launch the project	Some grants programs may require you to hold an official launch of your project. Others may distribute a media release at the completion of your project and you will be required to be involved in this.

## If your application is unsuccessful

If you find out you weren't successful, don't be discouraged. See it as a learning opportunity for next time. Be active in this learning and consider the following:

ACTION	DESCRIPTION
Seek feedback	Most grant programs encourage you to seek feedback about why your application wasn't successful. Take every opportunity you can to see how you can improve future applications.
Review your application	Make notes on your application about aspects you can improve on next time.
Be on the front foot for future opportunities	Keep an eye out for other grants that may offer the same – or an even better – opportunity to bring your project to life. Continue to keep your project plan and business plan up-to-date so you are ready to act quickly as opportunities arise.

## For more information

Whether you have a question about specific grants that you are eligible for, want guidance on where to find a grant writer to assist you or want some direction members of the Victorian Chamber of Commerce and Industry can help guide you in the right direction. Call 03 8662 5333 for advice for members.



## Glossary

TERM	DEFINITION
agency	The different sections within the Victorian or Australian Government. While this often refers to departments, it also refers to government bodies that sit outside the departmental structure.
application form	The form that businesses must complete to apply for a grant. This could be an online template, an MS Word or PDF template, or sometimes just instructions about the information that needs to be provided.
assessment criteria	See 'evaluation criteria'.
contact officer	The person nominated by the government to provide information about the grant.
budget	An itemised list of planned expenses for the project being proposed.
business plan	A written plan that outlines key points about your business including its purpose, current position, future direction, competitive advantage, and financial position. For information on how to write a business plan, go to <a href="http://www.business.tas.gov.au">www.business.tas.gov.au</a> and type 'business plan' into the search box.
competitive advantage	The things that makes your business stand out from your competitors.
competitor analysis	A comparison of your business and others that enables you to identify what it is about your business that makes it stand out. What is the unique thing you do that the Victorian community benefits from or values?
eligibility criteria	The criteria used to assess whether you are eligible to apply for the grant. This could include the location of your business, your annual business turnover, or your ability to provide matching funding. Not to be confused with 'evaluation criteria' (see below).
employment outcomes	The additional jobs that will result directly from the project, presented as fulltime equivalents.
evaluation criteria	The criteria by which the merit of an application is assessed. In most cases, applicants are required to write a statement for each of the criteria to demonstrate the extent to which their idea or business meets them. See page 7 for information on addressing evaluation criteria. Not to be confused with 'eligibility criteria' (see above).
evaluation panel	The group of people who assess applications for a particular grant program.
evaluation process	The steps taken to assess grant applications and decide which applicants will receive funding.

TERM	DEFINITION
full-time equivalent (FTE)	An FTE is the hours worked by one employee on a full-time basis. The concept is used to convert the hours worked by several part-time employees into the hours worked by full-time employees. On an annual basis, an FTE is considered to be 2 080 hours, which is calculated as: 8 hours per day x 5 work days per week.
government	While the focus of this guide is on the Victorian Government, it also provides information that is useful for Australian Government and local government grants.
government agency	See 'agency'.
grant deed	The document or contract provided by the government agency that outlines the terms of the funding.
grant guidelines	The document provided to businesses that outlines the purpose and requirements of a particular grant so applicants know what they need to do to apply.
KPIs (Key Performance Indicators)	The indicators of how well your project has performed. This could be data such as sales, attendees or time savings.
milestones	The points at which you expect certain achievements to be made.
outcome	The benefits you will realise through your project.
output	The things you will produce as a result of your project.
performance measures	See 'KPIs'.
project plan	A document that outlines the who, what, where, when and why of your project.
qualitative criteria	See 'evaluation criteria'.
risk analysis	A list of any risks you have identified for your project and how you will manage them.
SmartyGrants	An online grant application and administration system that is used by several government agencies.
success measures	See 'KPIs'.
webinar	An online presentation that you can join via your computer.

