

Guidelines and Eligibility Criteria

The Jetty Road Glenelg Micro Grant is an initiative of the Jetty Road Main Street Committee and is available for businesses contributing to the Jetty Road Glenelg Special Rates Levy.

The Micro Grant is designed exclusively to help elevate your business and aims to help you grow, thrive, and attract new customers.

Inquiries can be directed to Virginia Miller, Business Development Partner via business@holdfast.sa.gov.au

Funds Available

Businesses may apply for a Micro Grant of up to **\$2,500** to support projects, programs, or initiatives that are designed to **attract new customers, increase customer visitation, and drive sales.**

Activations may include:

- In-store events, such as VIP evenings, product launches, menu reveal events, or customer appreciation nights.
- New or enhanced shopfront and window displays that increase visibility and attract foot traffic.
- Industry networking events and business collaboration nights.
- Promotional campaigns, experiences, or other customer-focused initiatives that demonstrate a clear potential to increase customer engagement, visitation, or spending.
- Creating avenues for online customers and visibility

(*Please be aware funds are subject to budget availability)

Eligibility Requirements

- Businesses must be located within the Jetty Road Mainstreet Special Rate levy area
- Provide a current ABN
- Provide a plan outlining the benefits of the initiative
- Be able to demonstrate the following;
 - ongoing benefit to your business and Jetty Road Glenelg
 - additional value-add
 - innovation, creative or sustainable practices

Funds are not available for:

- Wages, personal expenses, stock purchases, leases, legal costs and day to day operational functions
- Businesses operating outside of the Jetty Road Glenelg mainstreet levy area
- Maintenance, repairs or building costs

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Form Preview

- Training

Applications will be assessed according to:

- Detail and quality of the application, including completing all necessary questions, paperwork and essential information
- Must be on the electronic form provided

Application process

- Email acknowledgment of application receipt.
- Applications will be assessed based on their anticipated benefits of the proposed initiative.
- Applicants will be advised of the outcome by email.

Grant Requirements

- Funds must be spent according to what was outlined in the application.
Any changes must be submitted to the Business Development Partner via business@holdfast.sa.gov.au for approval
- Ethical business practices must be demonstrated in the activity
- Successful applicants must acknowledge Jetty Road funding in any marketing
- Jetty Road Mainstreet Committee and the City of Holdfast Bay reserves the right to utilise photos and promote and publish your initiative on the Jetty Road website and use images in publications and marketing material on an ongoing basis

Important Information

- You may discuss your application with Virginia Miller, Business Development Partner or the services of the Southern Business Mentoring Program, to gauge the suitability of your application
- Incomplete applications will not be considered
- All applications must be received via the electronic form
- The proposed initiative must be completed within the specified time (unless otherwise agreed)
- Only one lodgment will be considered by each business annually
- Canvassing or lobbying is prohibited

Application Timeframe

Applications are open to any Jetty Road Glenelg Precinct business that meets the requirements outlined in these guidelines and subject to the availability of budgeted funds.

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Assessment of the initiative will be in a timely manner. Failure to provide all the required information may impact the assessment timeline.

Publicity

Jetty Road Mainstreet Committee and the City of Holdfast Bay has the right to arrange photographs, video recording or similar on completion of the grant initiative, for the purpose of showcasing on its website and/or other publications.

Any questions or queries

For further information or clarification on the Jetty Road Glenelg Micro Grant can be obtained via email business@holdfast.sa.gov.au or phoning Virginia Miller, Business Development Partner on 0477 884 446

Applicants with a disability may contact business@holdfast.sa.gov.au to discuss any additional support required.

APPLICANT DETAILS

* indicates a required field

Applicant Contact Details

Applicant *

☐ Individual ☐ Organisation

Organisation Name

Title First Name Last Name

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Applicant Position Title

Applicant Primary Address *

Address

Address Line 1, Suburb/Town, State/Province, Postcode, and Country are required.

Business Site Address

Address

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Address Line 1 is required.

Applicant Primary Phone Number *

Must be an Australian phone number.

Applicant Mobile Phone Number *

Must be an Australian phone number.

Applicant Primary Email *

Must be an email address.

Website

Must be a URL.

Business Details

ABN

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register

ABN

Entity Name

ABN Status

Entity Type

Goods & Services Tax (GST)

DGR Endorsed

ATO Charity Type

[More information](#)

ACNC Registration

Tax Concessions

Main Business Location

Must be an ABN.

Is your business registered for GST?

- ☐ Yes
☐ No

Is your building owned or leased?

- ☐ Leased
☐ Owned

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Form Preview

☐ Co-working space

How long has your business been operating?

- ☐ Start-up
- ☐ less than 5 years
- ☐ less than 10 years
- ☐ more than 10 years

INITIATIVE TITLE AND SHORT SUMMARY

* indicates a required field

Initiative Title *

Short summary of the proposed initiative *

Provide a brief description of the project that may be used in promotional material

DETAILED INITIATIVE DESCRIPTION

* indicates a required field

INITIATIVE DESCRIPTION AND OBJECTIVE *

Provide a detailed description outlining what the funds are being requested for. Eg. Holding a VIP or product launch night; Special meal deal night; Marketing a new line; New classes or treatments etc.

How do you see your project providing additional value-add to Jetty Road? *

How do you envisage this project might lead to best practice and scalability? *

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Is this initiative something other businesses could implement or would learn from to adopt in their business as a more broader Jetty Road promotion?

Proposed Start Date

Must be a date.

Proposed End Date

Must be a date.

Frequency of Initiative

- ☐ One Off
- ☐ Seasonal
- ☐ Ongoing
- ☐ Other:

LOCATION

Where will the Project be conducted?

Eg. your premises, online or another location

Customer Engagement

How will promote your project?

- ☐ Social Media
- ☐ Letterbox
- ☐ Email/newsletter
- ☐ Media
- ☐ Other:

Estimated Customer Participation

PROJECT FUNDING DETAILS

Budget

Applicant Contribution \$

Provide a cost breakdown of the initiative eg. marketing; incentives; giveaways; advertising etc.

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Form Preview

	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$

Total Grant Amount Requested

\$

Must be a dollar amount.
(Must not exceed \$2500)

SUPPORTING DOCUMENTATION

Please ensure all relevant documentation is provided to support your application.

Current Project Plan desirable

Attach a file:

Example of proposed initiative eg. brochures, loyalty programs, social media campaign etc.

Attach a file:

Any additional information to support your application

Attach a file:

AGREEMENT

I declare that all details provided are accurate and this proposal will not impact negatively on the Jetty Road Precinct and the City of Holdfast Bay. I understand that this Application does not constitute automatic implementation of the proposal.

Name

Title

First Name

Last Name

Jetty Road Micro Grant - 2026-27

Form Preview

Date

Must be a date.

Privacy Notification

The Jetty Road Mainstreet Committee in conjunction with the City of Holdfast Bay is collecting the personal information requested on this form for the purpose of determining the provision of grant funding for the Jetty Road Glenelg Micro Grant within the Jetty Road Special Rate Levy area. The personal information will be used solely by the City of Holdfast Bay for this primary purpose and the directly related secondary purpose of sending you any further information relating to this process. The applicant understands that the personal information provided is for these purposes and that they may apply to council for access and/or amendment of the information.