

Economic Development Unit

Market Support Funding Programme

Application Form

Proposal

Before submitting a proposal, please read the accompanying "Market Support Programme Guidelines". You are encouraged to arrange a meeting with a representative of the Dunedin City Council Economic Development Unit, to discuss your project. Through this meeting we can:

- Ensure your project meets the criteria and the application is the most appropriate to meet your needs.
- Discuss your business activities, business plan, and how the project fits into your overall business strategy.
- Offer advice on the range of other assistance available to you, and detail the types of support material you may need for the project.

Depending on your current market research, you may be eligible for additional support through this programme.

Please contact: Economic Development Unit, Dunedin City Council, PO Box 5045, Moray Place, Dunedin 9058, Phone: 03 477 4000, Fax: 03 474 3451, Email: Dunedin.business@dcc.govt.nz, Website: www.CityofDunedin.com

Your proposal will need to contain:

- Details on you or your business (Sections 1 and 2)
- Information on the project for which assistance is sought (Section 3)
- A declaration concerning the standard terms and conditions relating to the Market Support Programme (Section 5).

You may also wish to attach additional material that you consider relevant to an assessment of your proposal, eg product brochure, a business plan or market research report.

Section 1: Business Or Individual Details

1 Full name of the business organisation or individual (proposer) making the proposal. This should be the same name as the proposer's business bank account (if there is one):

Trading name (if different):

Where the proposal is by a business organisation, name the principal contact person within the organisation:

Designation (eg Manager):

2 Postal address:

3 Street address (if different):

4 Phone: ()

Fax: ()

Email:

Website:

5 GST Number (if applicable): / /

6 Status of the business or individual making the proposal:

Industry Cluster

Registered Company

Business Partnership

Co-operative

Iwi Organisation (Trust or Authority)

Sole Proprietor/Trader

Other type of business organisation, please specify:

Section 2: Business Background

7 When did the business start trading? (give the month and year, or the year only if the business has traded for over 3 years)

Note: If the business has only a recent trading history, then the principal(s) may wish to also include details of their previous business involvement. Relevant previous experience as an individual would then be taken into account in conjunction with the current business activities.

8 Names of any subsidiary/associate organisations or parent companies (if applicable):

9 Describe the goods and/or services produced by the business:

10 Provide a brief history of the business including major projects and milestones achieved:

11 How many full-time equivalent staff are employed:

12 Are you an exporter: Yes No

13 Details of Turnover:

	Current Part Year (for the period <input type="text"/> / <input type="text"/>)	Last Full Financial Year	Previous Year
Domestic Turnover:	NZ\$ <input type="text"/>	NZ\$ <input type="text"/>	NZ\$ <input type="text"/>
Export Turnover:	NZ\$ <input type="text"/>	NZ\$ <input type="text"/>	NZ\$ <input type="text"/>
Total Turnover:	NZ\$ <input type="text"/>	NZ\$ <input type="text"/>	NZ\$ <input type="text"/>

14 Provide evidence that your business is financially stable
(ie, letter from your accountant/financial advisor, or a copy of annual accounts for last financial year).

Section 3: Project Information

15 State in which Country, Region/City this project will be undertaken:

16 Indicate the activities for which assistance is sought. You may tick one or more.

- | | |
|-----------------------------------------------------------|-----------------------------------------------------------|
| <input type="checkbox"/> New Market Research and Planning | <input type="checkbox"/> New Market Entry and Development |
| <input type="checkbox"/> Market Strategy | <input type="checkbox"/> Trade Fair Support |
| <input type="checkbox"/> Mentoring Support | <input type="checkbox"/> Market Visits |
| <input type="checkbox"/> Market Research | <input type="checkbox"/> Inward Visits |

17 Briefly describe the project for which assistance is sought and the expected results. How does this proposed activity fit into the overall planned business and marketing activities, both short and long term? Give this as an Executive Summary below in less than 200 words.

18 How many new jobs will this project create?

Year 1

Year 2

Year 3

19 Please outline activities already undertaken that have resulted in this application:

20 Explain the project steps to be followed from now on. This will cover a timeframe of activities from now to completion of project and key milestones. Detail these in chronological order.

21 What will the immediate benefits to your business be by undertaking this proposed marketing activity?

22 Total Budget for the Project

The value of assistance sought, based on the cost breakdown detailed below, is \$ GST inclusive.
(This is based on 50% of qualifying costs, and subject to the maximums specified in the Market Support Programme Guidelines.)

Overall Cost of Project (Amount Claimed) \$

Detailed breakdown of each eligible activity for which assistance is sought.

Costs for which support is requested:	Actual Costs	Qualifying Costs
Total cost (GST inclusive)	(a) \$ <input type="text"/>	(b) \$ <input type="text"/>
Value of assistance sought (up to 50% of total b)	\$ <input type="text"/>	

Section 4: Official Information

Applications lodged with the Dunedin City Council can be requested by any person under the Local Government Official Information and Meetings Act 1987. Council is obligated to make available the information requested unless there is a ground under the Act which justifies withholding it. Should an application be in any way confidential, please state this in the application.

Section 5: Declaration And Acknowledgment

Declaration

I/We declare that:

- I/we have read the Guidelines for making a proposal under the Dunedin City Council Market Support Programme which outline the programme's procedures, terms, conditions and criteria and I/we understand and agree to these.
- The assistance sought does not relate to expenditure that has been incurred prior to the lodging of this proposal.
- The proposal involves a project that is a legal activity, and is directed at a commercial development.
- The proposal is not by an organisation that is in receivership or liquidation, or by an individual who is an undischarged bankrupt.
- The proposal is by an organisation that is resident in New Zealand for the purposes of tax, or by an individual who is a New Zealand citizen or has New Zealand permanent residence status.
- The information contained in this proposal is true and correct and that there has been no omission of any relevant fact nor any misrepresentation made.
- I/we understand that the Dunedin City Council has the responsibility for considering the proposal, and that if it does decide to provide assistance that this may be for a lesser amount than is sought.

Acknowledgment

The Dunedin City Council receives requests for information on assistance and such request would be subject to the provisions of the Official Information Act 1982. The undersigned acknowledges that, if an award is made, the Dunedin City Council can release the following details:

- name of the recipient
- amount of assistance
- general statement on the nature of the project (any time after the letter of offer has been received)
- the outcome of the activity assisted (not before six months after the final project report is received).

The Dunedin City Council expects regular reports on the effectiveness of the programme including information on its usage. To this end I/we acknowledge that data may be made available to other agencies which have an interest in monitoring the programme's usage under the following categories:

- name of the individuals who have made proposals
- name and age of businesses that have made proposals, the general business sectors to which they belong
- details of decisions on proposals
- amounts of the assistance offered compared to amounts uplifted.

Signature:

Name:

Designation:

Date:

An acknowledgment of this proposal should be received within 10 working days of lodgement. If this is not received in this timeframe, please contact the Economic Development Unit of the Dunedin City Council.