

SMALL BUSINESS COVID-19 ADAPTION GRANT PROGRAM

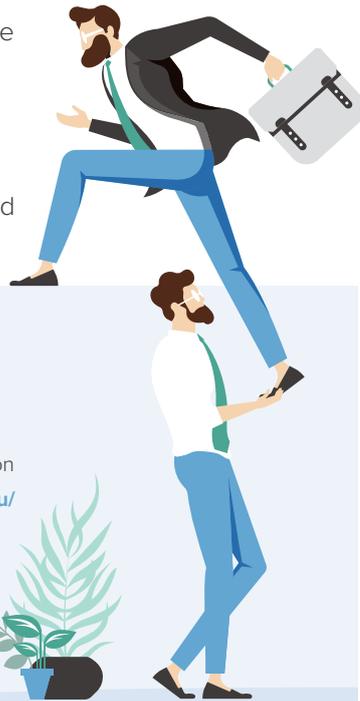
FACT SHEET 01

What is it and is my business eligible?

Are you a small business based in Queensland looking to get back on top after the COVID-19 shutdown restrictions?

The program is being extended with Round 2 opening in just two weeks, 1st July 2020. No matter if you missed out on grant the first time around or just didn't get a chance to apply, come July 1st you'll have another chance to receive up to \$10,000 of the \$100 million in small business aid provided by the Queensland Government.

The program is available to eligible businesses throughout Queensland. For Round 2, funding is being equally divided between regional Queensland and South East Queensland (SEQ).



HOW DO I APPLY?

- 1 Check your eligibility
- 2 Read the application guidelines and FAQ
- 3 Prepare your application and supporting documentation
- 4 Lodge application online via www.business.qld.gov.au/starting-business/advice-support/grants/adaption

ELIGIBILITY

To be eligible, your business must:

- ✓ have been subject to closure or otherwise highly impacted by current shutdown restrictions announced by Queensland's Chief Health Officer on 23 March 2020;
- ✓ demonstrate you have experienced a minimum 30% decline since 23 March 2020, over a minimum 1-month period due to the onset and management of COVID-19;
- ✓ employ staff and have fewer than 20 employees at the time of applying for the grant (employees must be on your payroll and does not include the business owner(s));
- ✓ have a valid Australian Business Number (ABN) active as at 23 March 2020;
- ✓ be registered for GST;
- ✓ have a Queensland headquarters;
- ✓ have an annual turnover over \$75,000 for the 2018–19 or 2019–20 financial year, or you can provide financial records that show this will be met for recently started small businesses;
- ✓ have a payroll of less than \$1.3 million; and
- ✓ not be insolvent or have owners or directors that are an undischarged bankrupt.



Queensland is home to more than 445,000 small businesses which are at the core of every industry sector.



Small businesses represent over 97% of businesses statewide.



35% of Australia's GDP is made up of small businesses which account for and employ 44% of Australia's workforce.

HOW CAN COLONY GROUP HELP YOU?

The funding can be used toward numerous activities including digital strategy development and building your business through marketing and communications activities. These activities include content development, social media management, websites, mobile apps, visual and audio media and much more.

Colony Group can help you with all of it. With a team of more than 35 people including strategists, web developers, designers and writers across offices in Cairns and Brisbane, we provide a full spectrum of marketing services to Queensland businesses.

We work with you to develop strategies around your business to deliver outcomes covering team structures, branding, marketing, advertising, research, sales channels and internal comms management. Then we dive into external communications covering all media and options available to ensure a winning result.

One thing that COVID-19 has taught us is that it is more important than ever to have an established online presence for your business. From a user friendly website and email newsletters, to a strong social media presence, we'll work with you to create an online presence that allows your business to grow by having a solid digital strategy in place.

Already have a well-presented website and think your social media is up to date and interesting too? We love hearing that! But what about your Google Ads strategy? Did you know that Google Ads is the world's largest and most widely used online advertising platform? And it's not just for large corporations. Google Ads is one of the most effective ways to grow your business, no matter how big or small. You'd be surprised what you can do, even with a small budget. If you're considering creating or updating your digital marketing, there's never been a better time.

Find out how Colony Group can help you at colonygrouppltd.com/grants or drop us a note at info@colonygrouppltd.com

