

EXPRESSION OF INTEREST

STAWELL SHOPFRONT IMPROVEMENT PROGRAM



The Shopfront Improvement Program is an initiative funded by Northern Grampians Shire Council to assist businesses within Stawell to improve the vibrancy of individual shops, stimulate economic growth, and enhance the overall look and feel of the town.

To deliver this program, Council has engaged retail design consultants, Pop Creative Collective, who will work with individual business owners to enhance the presentation of their shopfronts. This includes professionally-designed business branding, updated signage, visual merchandising for window displays, and other general improvements, depending on the unique needs of each participating business.

The implementation of proposed recommendations and designs will be managed by Pop Creative Collective. Up to \$2000* +GST is included in the implementation of proposed works.

All proposed works generated through the program to be completed by February/March 2024.

PLEASE SUBMIT THIS FORM BY FRIDAY 1 DECEMBER, 2023.

Privacy Collection Statement: Personal information requested on this form will only be used by Council for the Stawell Shopfront Improvement Program and will not be disclosed without your consent except where authorised by law. If you do not provide all or part of the personal information required, we may not be able to process your application in an effective and efficient manner. You have the right to seek access and correction of your personal information.

APPLICANT DETAILS:

Business Name:

Contact Name (Mr / Mrs / Ms / Miss):

Position:

Business Address:

Business Phone Number:

Mobile Phone Number:

Email Address:

Please tick preferred method of contact.

How long has your business been trading in this current location?

Do you own or lease your property? Own Lease

If leasing, do you have a current lease agreement? If so, please specify the leasing term and contact details of leasing agent/property manager (if available):

SHOPFRONT IMPROVEMENT GOALS:

What would you like to achieve out of this program for your shopfront? *(please tick all that apply)*

- New business logo design
- Update awning sign
- Update window sign/s
- Update hanging or wall sign/s
- Painting
- Minor maintenance/repairs on facade
- Improve window displays

Why would you like to be considered for participation in this program? Briefly describe:

The program includes up to \$2000* +GST that will go towards the proposed implementation costs. Any amount** exceeding this will be the responsibility of the business owner. The design consultant will present all implementation costs in an itemised format with all proposed design/works.

Are you in a position to spend some out-of-pocket** expenses in order to fulfil your shopfront improvement goals?

Note: it is not mandatory to spend more than the program included amount.

- YES *If "Yes", how much are you willing to spend?* \$100-\$500 \$500-\$1000 \$1000+
- NO

CONSENT:

I consent to participating in the Stawell Shopfront Improvement Program and working closely with Pop Creative Collective and Northern Grampians Shire Council to improve the presentation of my shopfront. I understand all proposed designs and improvements will be presented to me for approval prior to any work being carried out and I will provide my approval by signing the final draft. I understand that up to \$2000 +GST will be covered by the program for the implementation of works. Any costs exceeding this amount will be presented to me for approval prior to proceeding. Tax Invoices will be made out to my business name for tax purposes for any amounts that I am responsible for.

Signed:

Date: / / 2023

LODGEMENT:

This form will be collected by a Council officer. Alternatively, please scan or photograph both sides of the completed form and email to: emma.howlett@ngshire.vic.gov.au with the subject line:

"Stawell Shopfront Improvement Application".

Successful applicants will be contacted by email and arrangements will be made to book in the initial consultation.

For more information, contact: **Emma Howlett - 03 5358 0531** or **Ching Ching Lee - 0422 248 169**

* Up to \$2000 +GST for implementation will be paid directly to the appointed contractor/signwriter and can not be transferable or redeemable as cash. Pop Creative Collective will pay the appointed contractor/signwriter on Council's behalf.

** All proposed works will be quoted with itemised costs showing Council's contribution and any extra costs not covered by the program. It is the responsibility of the business owner to cover any additional quoted costs, as agreed upon in the consultation stage. A tax invoice will be issued to the business owner by the appointed contractor/signwriter where applicable.