

Business Development Support Grant Scheme 2024/2025 – Sponsorship

Referencing [City of Karratha | Business Development Support Scheme Guidelines 2023/24](#)

Section 1: Applicant Details

Business Name:	Karratha Business Enterprise Centre Incorporated (T/AS The Business Centre Pilbara - <i>*BCP</i>) (T/AS Enterprise Hub Karratha - <i>*EHK</i>)
Type Of Organisation:	Non-For-Profit
Title Of Project:	Sponsorship
Contact Person For Project:	Lauren Holliday
Position Held:	Enterprise Hub Coordinator
Address:	Level 1/18 Hedland Pl, Karratha WA 6714
Office Hours Telephone:	08 9185 4668
Mobile:	0420 880 961
Email Address:	admin@businesscentre.org.au
Website Address:	https://Businesscentre.org.au/
ABN:	20 764 644 354
Total Project Budget:	\$20,000
Amount Requested:	\$20,000
Economic Development Officer:	Louise Calitz & Claire Linton

Section 2: About Your Organisation

Please describe the business support operations of your business i.e. What services you provide to support business in the region? Describe your Organisation

The Karratha Business Enterprise Centre Inc., a not-for-profit with over 25 years of service to the Pilbara community, is committed to inclusivity and support for diverse individuals. Located in Karratha's CBD, it houses The BCP, offering 7 affordable commercial rental units, and the EHK, a versatile workspace with 6 offices, 17 co-working desks, 3 booths and meeting facilities. Our mission is to support businesses, particularly emerging and small, by providing affordable, professional co-working spaces and services, fostering innovation, collaboration, and economic growth through workshops and state-of-the-art facilities away from home.

Section 3: Project/Activity/Details

3.1 Please describe the business support activity/project that you are planning to undertake and outline your objectives.

- **Sponsorship:** We require your assistance in supporting our mission and current goal of turning the EHK into an all-in-one innovative tech hub.

3.2 Please provide a clear plan for delivery of your project including key dates/timelines. If you have a project timeline, calendar or GANTT Chart to attach please do so.

- **Sponsorship:** Funds will be utilised during the financial year of 2024-2025 in accordance with our mission and goal.

3.3 Please demonstrate the need and demand for the activity/project - Sponsorship

- **Unique Offering:** The EHK is the only space in Karratha providing a low-cost, professional, secure, and welcoming coworking environment.
- **Increased Productivity:** By offering a space separate from the home, we foster productivity and professional growth through networking and a dedicated work environment.
- **High Demand for Services:** We consistently receive inquiries about using our facility for various activities, reflecting the broad appeal and demand for our space. We also have a waitlist for our permanent spaces.

<ul style="list-style-type: none"> Workshop Gap: We actively try to identify workshops not currently available, which when implemented will enhance the range of business support we provide as well as the growth of the business community. Sponsorship Impact: Expanding and enhancing our services and facilities will meet growing demand while keeping fees affordable. This ensures continued support for the local business community and broadens access to our high-quality, accessible facility. By enabling us to manage these services, the City can focus its resources on other priority areas while local businesses continue to benefit. 		
3.4 How does this align to the City of Karratha's strategies?		
<table border="0"> <tr> <td> <ul style="list-style-type: none"> Diverse industry Role charity </td> <td> <ul style="list-style-type: none"> Business prosperity Quality infrastructure to support business investment </td> </tr> </table>	<ul style="list-style-type: none"> Diverse industry Role charity 	<ul style="list-style-type: none"> Business prosperity Quality infrastructure to support business investment
<ul style="list-style-type: none"> Diverse industry Role charity 	<ul style="list-style-type: none"> Business prosperity Quality infrastructure to support business investment 	
3.5 What is the potential economic impact of this activity / project and how will the success be measured?		
<ul style="list-style-type: none"> Positive Economic Impact: Sponsorship will help us expand our services and upgrade our facility, attracting more individuals and businesses, which supports economic growth in the community. Accessible Services: Sponsorship ensures we can keep fees affordable, making our high-quality services accessible to a wide audience. Success Measurement: Data on usage is monitored in Board meetings and can be shared with the City of Karratha through the acquittal process requirement. 		
3.6 Please demonstrate how this activity / project represents good value for money for the City of Karratha?		
<ul style="list-style-type: none"> Addressing Community Needs: The sponsorship meets a critical need in the community by providing a professional, affordable facility for businesses to conduct everyday business, meetings, workshops, and access essential services away from home. Cost-Effective: As a non-profit, we offer quality services at a reasonable price, ensuring affordability without burdening the City or the local community. Fostering Economic Growth: The facility promotes business growth, networking, and economic development, benefitting both local businesses and the broader economy. Long-Term Value: The sponsorship represents a strategic investment by the City, enabling continued business support while allowing the City to allocate its resources efficiently toward other key areas. 		

Section 4: Acknowledgement of Funding
4.1 If your application is successful, please outline all methods you would use to acknowledge the support you have received from the City. Please also outline how will you collaborate with the City for joint promotion and marketing material?
<ul style="list-style-type: none"> Sponsor Board Recognition: The City of Karratha logo will be prominently displayed on the "Our Sponsors" board within our facility. Website & Social Media Acknowledgement: The City's logo will be featured on our website, as well as on all relevant social media platforms. Event Branding: The City of Karratha's logo will be included in all promotional materials for workshops and events, with banners displayed during workshops. Social Media Posts: Acknowledgement of the City's support will be included in regular social media posts related to events, workshops, and updates.

- Free Access to Events: The City will receive two complimentary tickets to every workshop or event we host.
- Facility Access: The City will be granted 4 hours of free use of our facility each month. This is to be booked directly with the facility and is subject to availability.

Section 5: Budget Details

5.2 Total amount requested from the City for this initiative: - Sponsorship

\$20,000.00

5.3 File upload

N/A

Section 6: Other Information

6.1 We welcome further information or attachments that may assist us in the processing of your application.

- As of the 27th of September 2024, 6/6 EHK offices are used full time. = at 100% capacity
- As of the 27th of September 2024, 14/17 EHK hot desks are used full time. = at 82.35% capacity
- As of the 27th of September 2024, 7/7 BCP low cost commercial units are leased. = at 100% capacity
- Potential key objectives for this financial period:
 - Upgrading hot desks to ergonomic cubicles for enhanced comfort and privacy.
 - Adding extra desks to accommodate growing demand.
 - Hosting free business workshops to equip local businesses with essential skills and knowledge.
 - Implementing an online booking system to streamline facility reservations and improve user convenience.
 - Introducing virtual membership options to provide flexible access.
- Current research projects:
 - Enclosed soundproof pods

6.2 File upload:

N/A

Section 7: Declaration

I hereby certify that I am the authorised person of: Karratha Business Enterprise Centre Incorporated

And that:

- I have read and understood the Policy & Guidelines;
- The business has all the required insurances, permits and licences to operate;
- We would be able to proceed with the project if we were not successful in the funding application
- The information contained herein, is to the best of my knowledge, true and correct.

Name: Lauren Holliday

Signature: *Lauren Holliday*

Date: Friday, 27 September 2024