



Australian Government

Department of Industry, Science and Resources

Sample application form

Australian Small Business Advisory Services – Digital Solutions Round 2

Version August 2022

This document shows the questions included in the online application form for this grant opportunity. It will help you prepare your responses and the mandatory attachments you need before you apply online.

Instructions

The online form captures the information required by the department to assess and manage your application for services and funding.

The first page of the application page contains the following instructions.

Completing your application

The application consists of separate pages as shown in the navigation menu on the left hand side of the portal page. You can navigate between pages using the menu or the buttons at the bottom of each page.

A red asterisk * indicates a mandatory question. A warning message may appear if you have not completed all of the mandatory questions or if there is an issue with information you have entered.

Saving your responses

You can save your changes at any time by using the Save button.

To prevent you losing your work you should save often. The portal will time out after 30 minutes if you do not save. Typing or moving your mouse does not reset the time out.

You must use the Save and Continue button to validate the information on each page. If you use the menu to navigate between pages, you will be prompted on the final page to go back and validate all of the information you have entered. A green tick indicates a validated page.

You can modify saved responses up until you submit your application.

Participants

You may invite others to assist in completing your application via the application summary page. To do this:

- Select the Participants button
- Enter the details

An email will be sent to the participant inviting them to assist with your application.

Submitting your application

You must complete every page of the application before you can submit.

You must also read and agree to the declaration which advises you of your responsibilities.

Check all your answers before you submit your application. After you submit, it will no longer be editable.

Internet browsers supported by the portal

We recommend that you use the following browsers for optimum functionality:

- On Windows: The latest versions of Mozilla Firefox, Google Chrome and Microsoft Edge
- On Mac: The latest versions of Safari and Google Chrome

Getting help

If you require further assistance completing this form, [contact us](#) by email or web chat or on 13 28 46.

A. Program selection

Before you start your application, we need to first identify what type of entity is applying.

Some programs we offer allow entities without an ABN to apply. The form is designed to accommodate these entities. However for this grant opportunity, an ABN is mandatory. If you do not have an ABN this grant opportunity will not appear in the program selection at the bottom of the first page and you will not be able to continue.

If you are a trustee applying on behalf of a trust we will need details of both the trust and trustee.

Before you start you should have the following details ready if they are applicable to you.

- Australian Business Number (ABN)
or
- Australian Company Number (ACN)
- Indigenous Corporation Number
- Australian Registered Body Number
- Australian Registered Scheme Number
- Incorporated Association Registration
- Co-operative Registration Number
- Charity status
- Not for profit status

A.1. Program selection

You must select from a drop-down menu the program that you are applying for. If you have been provided with an Invitation code, you will be able to enter it here which will select the program for you.

- Field 1 select - Australian Small Business Advisory Services – Digital Solutions Round 2
- Field 2 select - Australian Small Business Advisory Services – Digital Solutions Round 2

When you have selected the program, the following text will appear.

ASBAS Digital Solutions Round 2 will support service providers to offer low cost, high quality advisory services on digitalisation to Australian small businesses, across five priority capabilities including:

1. digitalising your business
2. websites and selling online
3. social media and digital marketing
4. using small business software
5. online security and data privacy.

This grant opportunity will run over four years from 2022-23 to 2025-26.

There are three grants available under this grant opportunity, each corresponding with a defined geographical coverage area. You may apply for one or more grants, to service multiple coverage areas.

Grant funding allocation for each coverage area over four years will be up to:

- \$6.51 million for Area 1 - New South Wales and the Australian Capital Territory
- \$5.58 million for Area 2 - Queensland, the Northern Territory and Western Australia
- \$6.51 million for Area 3 - South Australia, Victoria and Tasmania.

You should read the [grant opportunity guidelines](#) and [sample grant agreements](#) before filling out this application. We recommend you keep the guidelines open as you are completing your application so you can refer to them when providing your responses.

You may submit your application at any time up until 5.00pm AEDT on 11 November 2022. Please take account of time zone differences when submitting your application.

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B. Eligibility

We will ask you the following questions to establish your eligibility for the Australian Small Business Advisory Services – Digital Solutions Round 2 grant opportunity.

Questions marked with an asterisk are mandatory.

Are you an entity incorporated in Australia, (including an incorporated trustee applying on behalf of a trust, an incorporated for profit organisation or an incorporated not for profit organisation) and a trading corporation, where your trading activities:

- form a sufficiently significant proportion of the corporation's overall activities as to merit it being described as a trading corporation; or
- are a substantial and not merely peripheral activity of the corporation.*

Please select from drop down menu

You must answer yes to proceed to next question.

Which geographical coverage area do you propose to service? *

You must select one of the following areas to be eligible to apply.

- Area 1 - New South Wales and the Australian Capital Territory
- Area 2 - Queensland, the Northern Territory and Western Australia
- Area 3 – South Australia, Victoria and Tasmania
- None of the above

You can only apply for funding to service one coverage area per application. The program will not fund proposals that plan to cover only part of a coverage area.

Will you meet the service requirements throughout the duration of the program listed in section 5.2 of the guidelines? *

Select Yes or No

Yes

No

See section 5.2 of the guidelines for the service requirements.

You must answer yes to proceed to next section.

C. Applicant address

C.1. Applicant street address

You must provide your street address

When you start typing the address in the field you can select the correct one from the drop down list that appears. If it is not there you can enter manually.

C.2. Applicant postal address

You must provide your postal address

When you start typing the address in the field you can select the correct one from the drop down list that appears. If it is not there you can enter manually.

Sample

D. About your organisation

We collect the following data from all applicants across all grant programs. We use this data to better understand your organisation and to help us develop better policies and programs.

D.1. Latest financial year figures

All values must be whole numbers. For example

6.5 months should be presented as 7 months

\$2 million should be presented as \$2,000,000

- Has the applicant existed for a complete financial year?
- If no, enter the number of months completed in the financial year to date.

You must provide the following financial information about the applicant organisation for the financial year you have entered above.

Values must be that of the entity applying (the 'applicant'), regardless of whether the entity belongs to a consolidated group for tax purposes.

These fields are mandatory and entering \$0 is acceptable if applicable for your organisation.

- Sales revenue (turnover)

Total revenue from the sale of goods and services, as reported in your organisation's Business Activity Statement (BAS).

- Export revenue

Total revenue from export sales, as reported in your organisation's Business Activity Statement (BAS).

- R&D expenditure

Expenditure on research and development, i.e. creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of humankind, culture and society, and the use of this stock of knowledge to devise new applications.

- Taxable income

Taxable income or loss as per your organisation's income tax return form.

- Number of employees (headcount)

Number of individuals who are entitled to paid leave (sick and holiday), or generate income from managing your organisation. This should include working proprietors and salaried directors.

- Number of independent contractors (headcount)

Number of individuals engaged by your organisation under a commercial contract (rather than an employment contract) to provide employee-like services on site.

D.2. Your ANZSIC code

Provide from a drop-down menu:

- your organisation's main revenue earning division under the Australian and New Zealand Standard Industrial Classification ([ANZSIC](#)).
- your organisation's main revenue earning class under the Australian and New Zealand Standard Industrial Classification ([ANZSIC](#)).

D.3. Indigenous organisation

Is your organisation Indigenous owned?

An organisation is considered Indigenous owned where at least 51% of the organisation's members or proprietors are Indigenous.

Is your organisation Indigenous controlled?

An organisation is considered Indigenous controlled where at least 51% of the organisation's board or management committee is Indigenous.

Sample

E. Project information

On this page you must provide the detailed information about your proposed project.

If your application is successful, we will publish some grant details on [GrantConnect](#) and other government publications. Published details include:

- *name of the grant recipient*
- *a project title*
- *a brief project description and its intended outcome*
- *amount of grant funding awarded.*

E.1. Project title and description

Provide a project title.

Your response is limited to 75 characters including spaces and does not support formatting.

Provide a brief project description.

Your response is limited to 750 characters including spaces and does not support formatting.

Ensure your project description focuses on your project's key activities and outcomes. Outline what it is you are going to do and how it will benefit your organisation.

E.2. Detailed project description and key activities

This information will be included in your grant agreement if your application is successful.

Provide a detailed description of your project including the project scope and key activities.

Your response is limited to 5000 characters including spaces and does not support formatting.

You must also provide a project plan, including details of your risk management plan which you should attach later in your application.

E.3. Project outcomes

This information will be included in your grant agreement if your application is successful.

Provide a summary of the expected project outcomes.

Your response is limited to 5000 characters including spaces and does not support formatting.

E.4. Project duration

Your project must be completed in line with the dates provided in the grant opportunity guidelines.]

- Estimated project start date
- Estimated project end date

You must provide digital advisory services between 1 April 2023 and 31 March 2026.

E.5. Project milestones

Provide details on the project milestones including the key activities occurring at each milestone. You can add up to 15 milestones.

The milestone start and end dates must be between the project start and end dates.

- Milestone title

Your response is limited to 100 characters including spaces and does not support formatting.

- Description

Your response is limited to 750 characters including spaces and does not support formatting.

- Estimated start date
- Estimated end date

E.6. Project location

You must provide the address for each primary location in each jurisdiction where your project will be undertaken, and the estimated percentage of project value expected to be undertaken in each jurisdiction.

A project site must be a street address. Do not provide a postal address, institution or building name.

- Project site address
- Estimated percentage of project value expected to be undertaken at site

F. Project budget

F.1. Project budget summary

Provide a summary of your eligible project expenditure over the life of the project.

If you are registered for GST, enter the GST exclusive amount. If you are not registered for GST, enter the GST inclusive amount. We only provide grant funding based on eligible expenditure. Refer to the guidelines for guidance on eligible expenditure.

Type of expenditure	Head of expenditure	Financial Year	Cost
Project expenditure			\$
	Labour		\$
		2022-23	\$
		2023-24	\$
		2024-25	\$
		2025-26	\$
	Labour on-costs (up to 30% of labour costs)		\$
		2022-23	\$
		2023-24	\$
		2024-25	\$
		2025-26	\$
	Contracts		\$
		2022-23	\$
		2023-24	\$
		2024-25	\$
		2025-26	\$
	IT Infrastructure		\$
		2022-23	\$
		2023-24	\$
		2024-25	\$
		2025-26	\$
	Marketing		\$
		2022-23	\$
		2023-24	\$
		2024-25	\$

Type of expenditure	Head of expenditure	Financial Year	Cost
		2025-26	\$
	Travel		\$
		2022-23	\$
		2023-24	\$
		2024-25	\$
		2025-26	\$
	Independent Audit		\$
		2022-23	\$
		2023-24	\$
		2024-25	\$
		2025-26	\$
	Other		\$
		2022-23	\$
		2023-24	\$
		2024-25	\$
		2025-26	\$
Total			

F.2. Grant amount sought

You must enter the amount of grant funding you are requesting. We will add GST to this where applicable.

G. Assessment criteria

We will assess your application based on the weighting given to each criterion and against the indicators listed beneath each criterion. We will only consider funding applications that score at least 50 per cent against each criterion as these represent best value for money.

The amount of detail and supporting evidence you provide should be commensurate with the project size, complexity and grant amount requested. You should define, quantify and provide evidence to support your answers.

G.1. Assessment criterion 1 (40 points)

Your response is limited to 5000 characters including spaces and does not support formatting.

Extent that your proposed advisory services will improve the digital capability of small businesses in the selected coverage area

You should demonstrate:

- a. how your proposed service mix (advice topics and delivery format) will meet demand and improve digital capability of small businesses in the selected coverage area.
- b. the customer journey for a small business accessing your services including how they will discover, access and participate in the services.
- c. details of the anticipated number of each service to be delivered (one service unit equals one hour, for calculation purposes), and the financial basis for each, as follows:
 - hours of direct one-on-one advisory support, delivered via the channel that best meets the needs of the client
 - number of interactive workshops delivered face-to-face in small groups
 - number of presentations and/or seminars, delivered face-to-face or online as webinars
- d. percentage of clients to receive a digital needs assessment (self or advisor guided) and tailored digital action plans (advisor guided)
- e. number of self-directed tutorials available to clients, in an online learning management system
- f. the number of unique businesses that you anticipate assisting, by service delivery format (one service unit equals one hour, for calculation purposes)
- g. the reach of your services across metropolitan and regional small businesses in the selected coverage area
- h. your strategy to promote and market your services to small businesses in the selected coverage area
- i. how you will take into account the needs of CALD and Indigenous small business owners in promoting and delivering the services.

Provide the following quantitative data in relation to your anticipated service delivery:

- a. provide the anticipated number of each service to be delivered (one service unit equals one hour, for calculation purposes):
 - number of hours of direct one-on-one advisory support, delivered via the channel that best meets the needs of the client
 - number of interactive workshops delivered face-to-face in small groups

- number of presentations and/or seminars, delivered face-to-face or online as webinars
- b. What is the percentage of clients to receive the following:
 - a digital needs assessment (self or advisor guided)
 - tailored digital action plans (advisor guided)
- c. Provide the number of self-directed tutorials available to clients, in an online learning management system
- d. Provide the number of unique businesses that you anticipate assisting, by service delivery format (one service unit equals one hour, for calculation purposes)

G.2. Assessment criterion 2 (40 points)

Your response is limited to 5000 characters including spaces and does not support formatting.

Capacity, capability and resources to deliver the project

You should demonstrate this by identifying:

- a. your track record managing similar projects
- b. your access to personnel with the right skills and experience, including management and technical staff
- c. your access to any capital equipment, technology, intellectual property, administrative systems, including record keeping practices, data collection, information sharing and reporting and required regulatory or other approvals
- d. your ability to comply with relevant policies and laws to ensure the privacy and security of client data
- e. a detailed project plan to manage and monitor the project and risks

G.3. Assessment criterion 3 (20 points)

Your response is limited to 5000 characters including spaces and does not support formatting.

Financial capability and governance (20 points)

You should demonstrate this by identifying:

- a. a detailed project budget that identifies the costs of all key project activities/services, including the costs of promotional activities, the development of content, travel and annual financial audit, and demonstrates that costs are commensurate with the level of service to be provided
- b. your ability to fund the running costs of your organisation external to the project and any project costs that are not covered by the grant
- c. how your organisation meets appropriate governance standards.

H. Project partners

You must provide details about your project partners.

For details about project partner contributions refer to the grant opportunity guidelines.

You must provide

- Australian Business Number (ABN)
- Other registration number where applicable
- Business address
- Postal address
- Contact details
- Project partner letter of support attached. Letter to include details of partner contributions.

Sample

I. Bank account details

I.1. Bank account details

If your application is successful we will need to set up a payment process to pay your grant. We need your bank account details to do this. If your application is not successful we will not process these details.

We can only pay grant funding to the applicant organisation, who if successful will be party to a grant agreement with the Commonwealth. You must provide bank account details for this organisation.

I.2. Account details

Account name

BSB

Account number

I.3. Payment contact

Given name

Family name

Email address

Phone number

J. Application finalisation

You must answer the following questions and add any supporting documentation required.

J.1. Conflict of interest

Do you have any perceived or existing conflicts of interest to declare?

Refer to the grant opportunity guidelines for further information on your conflict of interest responsibilities.

If yes, describe the perceived or existing conflicts of interest.

Your response is limited to 750 characters including spaces and does not support formatting.

If yes, describe how you anticipate managing this conflict.

Your response is limited to 750 characters including spaces and does not support formatting.

J.2. Program feedback

How did you hear about the grant opportunity?

You may select from a drop-down menu.

J.3. Additional information

You must attach the following supporting documentation. You should only attach documents we have requested.

The total of all attachments cannot exceed 20 MB.

Individual files must be smaller than 2.0mb, and be one of the following types: doc, docx, rtf, pdf, xls,xlsx, csv, jpg, jpeg, png, gif.

Filenames should only include letters or numbers and should be fewer than 40 characters.

- **Project Plan***

A detailed project plan that includes a risk management plan.

- **Project Budget***

A detailed project budget by financial year (2022-23 to 2025-26), that identifies costs under each head of expenditure and includes an explanation of how the costs were determined.

- **Marketing strategy***

A marketing strategy that is specific for your coverage area.

- evidence of support from the board, CEO or equivalent (template provided on business.gov.au and [GrantConnect](https://grantconnect.gov.au)). Where the CEO or equivalent submits the application, we will accept this as evidence of support.

- Trust deed (where applicable)

Where you have indicated your entity type is a trustee applying on behalf of a trust, you must attach trust documents showing the relationship of the incorporated trustee to the trust. If your trust deed is too large or you cannot upload your document please contact us via digitalsolutions@industry.gov.au

K. Primary contact

You must provide the details of a primary contact for your application.

The primary contact is the person authorised to act on behalf of the applicant. We consider them our primary contact point for all aspects of this application. We will send all email correspondence to this person. If these details change, you must inform us as soon as possible so automated emails can be redirected. The details include

- Given name
- Family name
- Position title
- Email address
- Phone number
- Mobile number
- Primary address

Sample

L. Application declaration

In order to submit your application you will be required to agree to the following declaration.

L.1. Privacy and confidentiality provisions

I acknowledge that this is an Australian Government program and that the Department of Industry, Science and Resources (the department) will use the information I provide in accordance with the following:

- [Australian Government Public Data Policy Statement](#)
- [Commonwealth Grants Rules and Guidelines](#)
- grant opportunity guidelines
- applicable Australian laws.

Accordingly, I understand that the department may share my personal information provided in this application within this department and other government agencies:

- a. for purposes directly related to administering the program, including governance, research and the distribution of funds to successful applicants
- b. to facilitate research, assessment, monitoring and analysis of other programs and activities unless otherwise prohibited by law.

I understand that where I am successful in obtaining a grant, the financial information that I provide for the purposes of payment will be accessible to departmental staff to enable payments to be made through the department's accounts payable software system.

I understand that information that is deemed 'confidential' in accordance with the grant opportunity guidelines may also be shared for a relevant Commonwealth purpose.

The department will publish information on individual grants in the public domain, including on the department's website, unless otherwise prohibited by law.

L.2. Applicant declaration

I declare that I have read and understood the grant opportunity guidelines, including the grant agreement, privacy, confidentiality and disclosure provisions.

I declare that the proposed project outlined in this application and any associated expenditure has been endorsed by the applicant's board/ management committee or person with authority to commit the applicant to this project.

I declare that the applicant will comply with, and require that its subcontractors and independent contractors comply with, all applicable laws.

I declare that the applicant and any project partners are not listed on the [National Redress Scheme](#) list of institutions, where sexual abuse has occurred, that have not joined or signified their intent to join the Scheme.

I declare that the applicant is not named by the [Workplace Gender Equality Agency](#) as an organisation that has not complied with the *Workplace Gender Equality Act 2012*.

I confirm that the applicant, project partners and associated activities are in compliance with current [Australian Government sanctions](#).

I declare that the information contained in this application together with any statement provided is, to the best of my knowledge, accurate, complete and not misleading and that I understand that giving of false or misleading information is a serious offence under the *Criminal Code Act 1995* (Cth).

I acknowledge that I may be requested to provide further clarification or documentation to verify the information supplied in this form and that the department may, during the application process, consult with other government agencies, including state and territory government agencies, about the applicant's claims and may also engage external technical or financial advisors to advise on information provided in the application.

I agree to participate in the periodic evaluation of the services undertaken by the department.

I approve the information in this application being communicated to the department in electronic form.

I acknowledge that if the department is satisfied that any statement made in an application is incorrect, incomplete, false or misleading the department may, at its absolute discretion, take appropriate action. I note such action may include excluding an application from further consideration; withdrawing an offer of funding; using the information contained in the application for a fraud investigation that would be consistent with the Australian Government's Investigations Standards and Commonwealth Fraud Control Framework and/or for a grant under management, terminating a grant agreement between the Commonwealth and the grantee including recovering funds already paid.

I declare that I am authorised to submit this form on behalf of the applicant and acknowledge that this is the equivalent of signing this application.