

Wellbeing Economy Business Fund

* indicates a required field

Section A: Introduction & Eligibility

Welcome to the Wellbeing Economy Business Fund application. Please ensure you have read the [Wellbeing Economy Business Fund Application Guidelines 2026](#) carefully before starting your application. This fund supports small, practical, business-led projects that strengthen Mount Alexander Shire's economy.

I confirm that: *

- ☐ I have read and understood the Fund guidelines.
- ☐ I confirm that this application meets the Fund's eligibility requirements.
- ☐ I have no outstanding Council grant acquittals.
- ☐ I hold, or will obtain, all required insurance, permits, and approvals for this project.
- ☐ I confirm that if this project involves children and/or young people, my organisation has, or will put in place, appropriate Child Safe Standards.
- ☐ I confirm that the project will primarily support business success and economic wellbeing in Mount Alexander Shire, either directly or through services, activities or resources that benefit local businesses, and will make a positive contribution to the wellbeing of the people, place and environment of the Shire.

At least 6 choices must be selected.

You must tick all boxes to proceed with this application.

Section B: Applicant Details

What is your organisation's legal status? *

- ☐ Sole trader
- ☐ Partnership
- ☐ Company (Pty Ltd)
- ☐ Incorporated Association
- ☐ Co-operative (for-profit)
- ☐ Co-operative (non-distributing / NFP)
- ☐ Indigenous Corporation (CATSI Act)
- ☐ Registered Charity (ACNC-registered)
- ☐ Unincorporated (or informal) group (Note: this will need to be auspiced)
- ☐ Other:

Type of organisation or business *

- ☐ For-profit business
- ☐ Not-for-profit organisation
- ☐ Social enterprise
- ☐ Formalised business association or group
- ☐ B-Corp / certified B-Corp
- ☐ Co-operative
- ☐ Informal group of businesses, retailers, farmers, producers, makers etc

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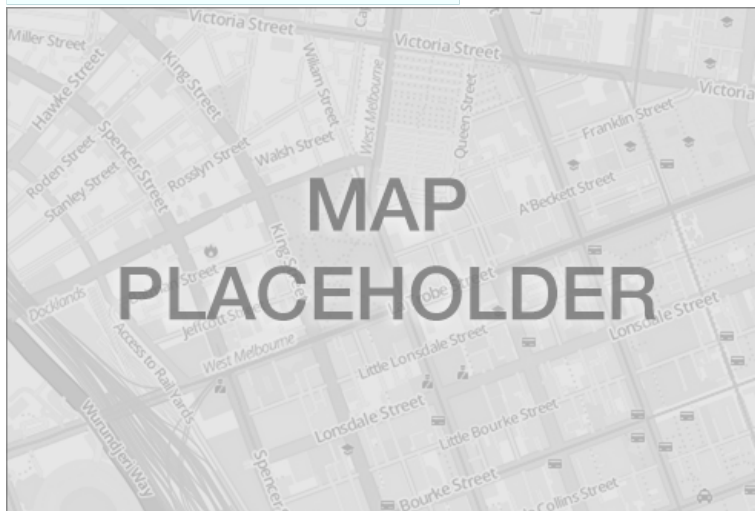
☐ Other:

Organisation or business name (or group name if unincorporated) *

Organisation Name

Primary Address *

Address



Address Line 1, Suburb/Town, State/Province, and Postcode are required.

Postal Address

Address

To add a PO Box click on 'Can't Find My Address' and complete the fields.

Website

Must be a URL.

Does your organisation or business have an Australian Business Number (ABN)? *

☐ Yes ☐ No

Project Contact Details

Please provide details of the person who will be managing the project and our primary contact person.

Applicant Project Contact *

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First Name

Last Name

Position (title) *

Phone Number *

Must be an Australian phone number.

Email *

Must be an email address.

Incorporation number

What is your Incorporation Number or Charitable Registration Number? *

If you wish to check your incorporation number please click [Consumer Affairs](#) or to check your charitable registration number please click [ACNC](#).

ABN Details

Applicant ABN *

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity Name	
ABN Status	
Entity Type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information
ACNC Registration	
Tax Concessions	
Main Business Location	

Must be an ABN.

Please only use the ABN number.

Auspice details

* indicates a required field

- An Auspicing Agent is another organisation that is a legal entity with an ABN.
- The Auspicing Agent agrees to hold the legal and financial responsibilities of the funded project.
- Individuals or unincorporated applicants are responsible for finding an auspice before starting the application process.
- Auspiced applications must have a signed auspice agreement, including the auspice's ABN.
- An [auspice agreement template](#) is available on the Council's website.

Auspice agreement

The auspice agreement must be signed by an authorised person and include name, position, signature and date. Without this, you cannot progress further in the application.

Do you have a current and valid auspice agreement in place? * *

☐ Yes

☐ No

Please attach a letter (or signed auspice agreement) from the auspice organisation confirming that the auspice arrangement is valid and current. *

Attach a file:

Auspice organisation details

Auspice Organisation *

Organisation Name

Auspice ABN *

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity Name	
ABN Status	
Entity Type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information

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ACNC Registration
Tax Concessions
Main Business Location

Must be an ABN.

Auspice Primary Address

Address

Auspice Primary Website

Must be a URL.

Auspice contact person

We may contact this person to verify that the auspice arrangement is in place. The Auspice Contact Person will receive all *formal grant contract and acquittal* correspondence. The Project Contact Person will receive all *day-to-day project management* correspondence.

Auspice Project Contact

First Name

Last Name

Auspice Contact Phone *

Must be an Australian phone number.

Auspice Contact Email *

Must be an email address.

The Project

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Section C: Your Business Pitch

What are you proposing to do? *

Word count:

Must be no more than 250 words.

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Tell us what you want to do, why you want to do it and what you expect to happen as a result. You might like to tell us: what the project involves, where it will happen, who will be involved, and what problem, opportunity or need you're responding to.

Why will this help local businesses? *

Word count:

Must be no more than 250 words.

Tell us who will benefit and what difference the project will make. Council's money goes further when it's matched by the businesses involved, whether that's businesses putting in their own money, time or resources alongside the grant, the project reaching a large number of customers, visitors or residents through everyday business activity, or the project lifting a whole group of businesses, a network or a precinct at once rather than just one. You don't need all three, one strong example is enough. If other businesses or organisations are involved, tell us who they are and what they will contribute or gain.

How will your project contribute to the wellbeing of people, place or the environment in Mount Alexander Shire? *

Word count:

Must be no more than 250 words.

Tell us how your project aligns with an economy that serves the wellbeing of people, place, and the environment. Consider if it supports community wealth building, local supply chains, circular and regenerative practices, or sustainable agriculture and food security. You might also highlight impacts on equitable participation, inclusive spaces, First Nations enterprise and connection to Country, local skills development and volunteering, or our vibrant creative community. If your project is led by First Nations people making the key decisions about its design and delivery, rather than only partnering in a project led by others, tell us about that leadership role, as this is taken into account in how your application is assessed.

Roughly how many businesses will be involved in or benefit from this project? *

Must be a number.

Please provide your best estimate as a single number.

Roughly how many people (customers, visitors, staff, students, shire residents etc) will be involved in or benefit from this project? *

Must be a number.

Please provide your best estimate as a single number.

What will remain useful after the project finishes? *

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Word count:

Must be no more than 150 words.

Tell us about anything that will continue to provide value (e.g., new skills, resources, shared equipment). If this includes a physical asset, who will own/maintain it, and will other businesses have access?

How will the project be delivered, and is there anything else we should know? *

Word count:

Must be no more than 250 words.

Tell us who will deliver the work, key dates, significant approvals, and if you have delivered something similar before. If your project involves machinery, tools, chemicals, or food handling, note what safety measures or accreditations will be in place. Include any other details that help us understand your proposal.

Finance

Section D: Project Budget

A co-contribution is **not required** to apply; however, projects that demonstrate additional contributions - financial or in-kind - may be viewed more favourably during assessment, as they show stronger commitment, feasibility and overall value for money.

Co-contributions can include:

- **Cash contributions** from the applicant
- **Funding or support** from a third party (e.g. another organisation or sponsor)
- **In-kind support**, such as:
 - staff or volunteer time
 - use of equipment, venues or facilities
 - previously purchased materials or resources that will be used in the project
 - professional services being provided at no cost
- **Other non-cash resources** that directly support project delivery

Applicants are encouraged to list all co-contributions in the project budget (spreadsheet of Income and Expenditure). Including these contributions helps demonstrate the **full scale and value** of the project, and shows that Council funding is part of a broader investment, which may improve the overall competitiveness of the application.

Total Grant Amount Requested (ex. GST)

Must be a whole dollar amount (no cents) and between 500 and 5000.

What is the total financial support you are requesting in this application?

Project Income

Include all sources of income for your project. This may include:

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- **Wellbeing Economy Business Fund Grant** – the amount you are applying for.
- **Cash contributions** – e.g. other grants, sponsorship, or funds your organisation is contributing.
- **In-kind contributions** – e.g. staff or volunteer time, use of office space, equipment or other resources.
- **Project income** – e.g. revenue generated during the funded project from sales of workshops you deliver as a part of the project, sales of collateral created by the project etc.

Note: Volunteer time can be valued at \$25 per hour.

Your budget **MUST** balance (TOTAL INCOME AMOUNT = TOTAL EXPENDITURE AMOUNT)

Income description	Income Amount	Is this funding confirmed?
Provide a clear description for each budget item. Examples of income could include 'Wellbeing Economy Business Fund Grant', 'Financial contribution from my business', 'In-kind support', 'Other grant funding' etc.	Enter the total amount expected to be received. Must be a dollar amount.	

Total Income Amount

This number/amount is calculated.

Project Expenditure

Please outline your project expenses in the expenditure table below.

If your budget includes a wage or fee for a role such as an event manager, coordinator, consultant, speaker or facilitator, please explain in the Notes column:

- what specific piece of work this role will deliver within the project
- whether this is an ongoing position or role created specifically for this project
- if the fee is being paid to your own business, or to someone closely connected to your organisation, please say so

Expenditure description	Expenditure	Notes
Provide clear descriptions for each budget item. Examples of expenses could include 'Workshop facilitator - \$1,000', 'Market Stall Hire - \$1,000', 'Venue hire - \$200'.	Enter the total amount to be expended on this budget item. Must be a dollar amount.	Required if this is a wage, fee or contractor cost

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Total Project Expenditure

This number/amount is calculated.

Quote uploads

Attach a file:

Quotes should be provided for expense items over \$500.

Declaration

* indicates a required field

If my application is shortlisted, I understand and agree that:

- I am responsible for ensuring that all required permits, approvals, licences and insurances (including, where relevant, public liability insurance) are in place to deliver the project safely and legally.
- Council may request evidence of these requirements at any stage of the assessment or pre-funding process. This may include, but is not limited to:
 - proof of public liability or other relevant insurance
 - company or organisation registration details
 - recent audited financial statements or treasurers report.
 - auspice agreements (if applicable)
 - evidence of permission to use land, buildings or public space
- I understand that failure to supply required documentation may make my application ineligible or prevent funding from being awarded.
- I will keep accurate financial records and provide evidence of expenditure as part of the acquittal process.
- I agree to submit a final project report by **30 June 2027** (this is expected to include photos/videos or testimonials to show the project's impact).

Privacy Statement

The Mount Alexander Shire Council respects all personal and confidential information received and will do everything possible to protect information from unauthorised access, loss or misuse. Information collected from you may be used to conduct research and customer satisfaction surveys so that we may better understand community needs and can improve service delivery. Should you need to change or access your personal details, please contact call 5471 1700 or email business@mountalexander.vic.gov.au.

I understand that the information above will be used in accordance with relevant legislation and declare that this information is correct to the best of my knowledge.

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I have read and understood the Declaration and Privacy Statement.

☐ I agree

Name *

First Name

Last Name

Position *

Date *

Must be a date.