

About the Program

oOh! has created the Small Business Boost program to support the small business sector in Adelaide recover from the economic impact of COVID-19.

The Small Business Boost offers a media advertising package to eligible companies across the oOh! digital network in Adelaide. The advertising package cannot be used for ad spend that was previously accrued, nor can it be used in any way that would violate oOh!'s Advertising Policies. This includes the running of political advertisements.

Program outcomes

The expected outcomes of the Small Business Boost are to:

- boost turnover, profit, and employment;
- improve business resilience and survivability post COVID-19; and
- help small businesses understand the beneficial impact of Outdoor advertising.

What funding is available?

If successful, applicants will receive a media advertising package to the value of \$100,000 (excluding GST). Applicants must invest a minimum spend of \$5,000 to secure the full value of the Small Business Boost.

Who can apply, and what are the eligibility criteria?

To be eligible to apply, the business must (at the time of applying):

- have fewer than 20 employees (by headcount);
- have an active Australian Business Number (ABN) and registered for GST;
- have a South Australian headquarters;
- have a turnover of between \$200,000 (minimum) and \$1,000,000 (maximum) in the last financial year (2020-21);
- have a publicly reachable web presence to identify business operations (for example, business website, social media pages); and
- have owners/directors that are not insolvent or undischarged bankrupt.

What are the timeframes?

Approved applicants must:

- Utilise their media advertising package twelve months following receipt of their approval letter and funding agreement (excluding the months of Nov/Dec)
- Advise oOh! of any variations to the completion dates.
- oOh! may revoke funding of applicants that do not meet their completion dates without consultation and approval for the variation.

When and how can you apply?

Applications open 1 February and close on 6 April. Not all applications will be funded.

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Apply at <https://oohmedia.com.au/small-business-boost/> on the opening date and time. You must complete the application and validate every question before submitting it.

What is the grant process?

Step 1: Apply

Businesses must complete an online application available on the oOh! website. Applying is completely free. The application requires supporting information and evidence about the proposed media advertising campaign.

Supporting evidence

The application must include the following documents:

- a certified statutory declaration from the business owner or director stating the business:
 - has a turnover of between \$200,000 (minimum) and \$1,000,000 (maximum) per annum; and
 - meets all grant eligibility criteria.

Step 2: Assessment

oOh! will assess applications against these guidelines (including eligibility criteria) and notify successful applicants within four weeks of their submission date.

Assessment criteria

Applicants should show the extent to which the media advertising package will:

- boost turnover, profit, and employment; and
- improve business resilience and survivability post COVID-19.

oOh! may prioritise applications for fair distribution across:

- geographic areas;
- other economic factors such as priority industries;
- Adelaide's diverse business population (including diversity in ethnicity, culture, people with disability, gender and age).

Step 3: Outcomes

Following assessment, the oOh! decision-maker will approve funding allocations. oOh! will then advise applicants of the outcome of their application. Successful applicants will receive a Letter of Approval outlining the agreement.

Step 4: Funding agreement

Successful applicants enter into a funding agreement with oOh!. The agreement consists of:

- the Letter of Approval;
- any other terms agreed in writing between the parties;
- the Small Business Boost grant program terms and conditions (Terms and Conditions);
- these guidelines; and

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- the application submitted by the applicant.

Step 5: Recipients complete their project

Recipients must utilise their funded media advertising package within twelve months of receiving their approval letter.

Step 6: Acquittal report, survey and social media

On completion of the project, successful applicants must complete and submit an acquittal report. The acquittal report requires applicants to outline the outcomes of the project and upload evidence of payments. You must keep all application evidence and invoices for acquittal and audit purposes.

oOh! will work with the successful applicants to amplify their advertising campaign across oOh! social media channels. All successful applicants must agree to participating in social media posts.

oOh! will survey recipients within six months after completion of the grant program. The survey asks questions about how the Small Business Boost has been of assistance to recipients. Recipients must complete and return the survey to oOh!.

Other conditions

oOh!

- will only consider those applications that meet the eligibility criteria; and
- will only consider one application for a business or financial beneficiary under each round (for example, subsequent applications from one IP address are ineligible).