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ENTERPRISE  
CONNECT

Shaping Business, Transforming Industry

# **Enterprise Connect**

## **Workshops, Industry Intelligence & Networking (WIIN)**

### **Guidelines**

**November 2011**

Website: [www.enterpriseconnect.gov.au](http://www.enterpriseconnect.gov.au)

WIIN Inbox: [wiin@innovation.gov.au](mailto:wiin@innovation.gov.au)

Enterprise Connect Hotline: 131 791



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About these guidelines

The Enterprise Connect Workshops, Industry Intelligence & Networking (WIIN) guidelines provide information on:

- the objectives of the Enterprise Connect (EC) initiative and the WIIN element of EC,
- WIIN eligibility and grant arrangements,
- information on how to apply for WIIN grants,
- WIIN merit criteria, and
- lodging applications and how to access further information.

Further information on Enterprise connect and Workshops, Industry Intelligence & Networking (WIIN) can be found on our website at [www.enterpriseconnect.gov.au](http://www.enterpriseconnect.gov.au) or by contacting the Enterprise connect hotline on 131 791.



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## 1 Introduction

### Enterprise Connect

Enterprise Connect is an Australian Government initiative backed by industry that offers comprehensive advice and support to eligible Australian small and medium businesses to help them transform and reach their full potential.

The Enterprise Connect network of government, industry, education and research partners allows us to provide eligible businesses with comprehensive advice and access to support, specialist know how, grants and technologies to improve their business performance.

Enterprise Connect services include, Business Review, Tailored Advisory Services, Researchers in Business, Technology and Knowledge Connect (TKC), Technology Partnerships and Workshops, Industry Intelligence and Networking (WIIN).

### Workshops, Industry Intelligence & Networking

Workshops, Industry Intelligence and Networking (WIIN) is a competitive small grants element of the broader Enterprise Connect (EC) initiative. WIIN helps businesses improve their performance by providing them with better access to new innovations, technologies, expertise and best practice.

These services are delivered in a range of ways, including (but not limited to):

- seminars,
- workshops,
- information collateral,
- demonstration projects aimed at accelerating technology/knowledge diffusion,
- case studies,
- best practice factory or industry visits,
- networking events, and
- bringing overseas industry experts to Australia for any or all of the above.

## 2 WIIN Eligibility

To be considered for a grant under WIIN an applicant must:

- possess an active Australian Business Number (ABN) and current registration for GST,
- not be insolvent, and
- not have been registered as a non-compliant organisation under the *Equal Opportunity for Women in the Workplace Act 1999*.

Applications will be accepted from an applicant representing a broader consortium of organisations.

The cost of preparing an application will not be reimbursed.

WIIN is a competitive grant scheme. All, some or none of the applications received in this round may be approved for funding by the delegate at their discretion. Enterprise Connect reserves the right to negotiate with approved applicants in order to obtain the desired outcomes of WIIN.



### 3 WIIN Grant Arrangements

All WIIN activities must be completed in the Round activity delivery period.

Grant monies will be paid as follows:

- up to 50 per cent upon the signing of a deed of grant and receipt of;
  - a WIIN activity schedule containing proposed dates, activity title, presenter, venues and times (schedule provided). A website link for your activities will need to be created and added to this form, and
  - draft marketing material for approval.
- the remainder upon completion of the approved activity and the delivery of a satisfactory final report to Enterprise Connect.

The required elements of the satisfactory report must include an audited statement which advises how the grant money was spent, a list of participants and data and commentary covering participants' feedback on and satisfaction with the activity.

Successful applicants must acknowledge the funding provided through the Enterprise Connect initiative throughout the approved activity; Enterprise Connect staff and / or Business Advisers must also be given an opportunity to participate in the activity and present information about the Enterprise Connect initiative.

Applicants may be contacted to participate in an evaluation of WIIN.

### 4 How to Apply for a WIIN Grant

All applications for WIIN funding must comprise **two** separate documents:

1. WIIN Application Form which is available from the WIIN page at [www.enterpriseconnect.gov.au](http://www.enterpriseconnect.gov.au), and
2. Detailed proposal, which **must** include:
  - the identification of the activity's target audience. Target audiences can be defined by industry sector, subsector or activity,
  - a detailed explanation/description of the activity which includes detail of the real examples and case studies relevant to the target audience and the outcomes for attendees,
  - a detailed explanation of why you are proposing to deliver the activity to this target audience,
  - the identification of collaboration partners who support the proposed activity and will assist with the promotion and/or delivery of the activity to the target audience,
  - a budget for the activity, which includes what (if any) financial or other support the applicant will contribute<sup>1</sup>,
  - an anticipated timeframe and proposed locations at which the activity will take place,
  - a description of the role (if any) that Enterprise Connect will be expected to play in promoting and/or conducting the activity,
  - a list of all (if any) previous grants received from federal, state or local government agencies in the last five years for the delivery of similar services. The list should include the name of the grant, purpose of the project, the name of the granting agency and the amount received, and

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<sup>1</sup> It is not a requirement that the applicant contribute to the cost of an activity. However, any costs in excess of the awarded grant must be borne by the applicant.



- and a **one** page executive summary which briefly outlines;
  - the activity to be delivered,
  - the delivery format,
  - the activity's key learning's and outcomes for attendees,
  - target audience and the proposed number of firms who would attend, and
  - applicants professional coverage area, for example the Newcastle region or Western Victoria incorporating Geelong and Ballarat,
  - collaboration partners, and
  - proposed activity locations.
- any other relevant information which would aid Enterprise Connect to judge the merits of the application<sup>2</sup>

If a proposal fails to include all of these elements it may be deemed to be uncompetitive and could be rejected. The proposal must contain enough detail to enable Enterprise Connect to assess the merits of the proposed activity against the WIIN criteria. All WIIN activities are delivered free of charge.

## 5 WIIN Merit criteria

Enterprise Connect will assess the merits of each WIIN application against the following criteria:

1. the extent to which the proposed activity will deliver relevant new knowledge and information which can be readily applied by attendees to improve the performance of their business,
2. the extent to which the proposed activity will provide opportunities for firms to share ideas and develop more effective networks in addition to the natural opportunities provided by attending the activity, and
3. the extent to which the applicant has demonstrated their experience in delivering or facilitating the successful delivery of similar activities to those proposed in their application.

## 6 WIIN Grant assessment

Applications are assessed by an assessment panel including the WIIN Program Manager and Program Officer in the first instance, consulting with Enterprise Connect Manufacturing and Innovation Centres and other teams within the Department of Innovation, Industry, Science and Research (DIISR) as required.

Applications must address the WIIN merit criteria and must include all the required information outlined in Section 4 of the WIIN guidelines.

Other government agencies may be contacted to assist in the assessment process to ensure there is no duplication of funding for similar activities.

Approval and funding decisions will be undertaken by the delegate, the General Manager, Enterprise Connect, in the Department of Innovation, Industry, Science and Research.

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<sup>2</sup> For example, if the activity includes a presentation from a purported expert, the application should include details of the expert's qualifications and references.



## 7 Lodging WIIN applications

Applications for a WIIN grant must be lodged electronically to [wiin@innovation.gov.au](mailto:wiin@innovation.gov.au).

To be eligible an application must contain both an Application Form and a separate Detailed Proposal.

These documents **must**:

- be submitted as two separate documents,
- be submitted in word format,
- be complete and accurate,
- the registered name under which the application is lodged must match the registered name of the ABN given (all ABN checks are conducted through [www.business.gov.au](http://www.business.gov.au)), and
- be received prior to the round application period cut off. No applications received after the cut off will be considered.

Applicants will receive an automated email acknowledging the receipt of their application. If applicants do not receive an automated email following the lodgement of their application please contact the WIIN team on 02 9805 4104 or 02 9805 4106.

## 8 Further Information

For WIIN enquiries email [wiin@innovation.gov.au](mailto:wiin@innovation.gov.au) or call the Enterprise Connect hotline on 131 791.

## 9 Frequently asked questions

Q) *What research should I do prior to submitting an application?*

A) Prospective applicants should research the Enterprise Connect (EC) initiative, EC service offerings, target markets and eligibility criteria. This information is available at [www.enterpriseconnect.gov.au](http://www.enterpriseconnect.gov.au)

Q) *Will my application be accepted and eligible for assessment if it is received after the round application period cut off?*

A) No, applications received after the cut off will not be eligible for assessment.

Q) *Who is eligible to apply for a WIIN grant?*

A) Sole traders, Consultancy firms, Professional organizations, Industry associations, Local councils, Not for Profit Organizations. To be eligible applicants must;

- have an active ABN and be currently registered for GST,
- not be insolvent or bankrupt, and
- not have been registered as a non-compliant organization under the *Equal Opportunity for Women in the Workplace Act 1999*.



Q) *How do I make enquires regarding WIIN Rounds?*

A) Enquiries can be emailed to the WIIN inbox at [wiin@innovation.gov.au](mailto:wiin@innovation.gov.au) The WIIN team can only provide factual information, which has already been made available to applicants on the Enterprise Connect website. Due to the large number of enquiries and applications received in previous rounds, the WIIN Team is better able to address specific questions that are sent to the WIIN inbox.

Q) *How do I submit my application?*

A) Applications must be submitted to the WIIN inbox at [wiin@innovation.gov.au](mailto:wiin@innovation.gov.au) in word format.

Q) *What information do I need to supply with my application?*

A) Applications must consist of a completed application form and a separate detailed proposal. Information about what is required in the detailed proposal is contained in Section 4 of the WIIN guidelines which can be downloaded from the WIIN webpage at [www.enterpriseconnect.gov.au](http://www.enterpriseconnect.gov.au)

Q) *Does the ABN number supplied in my application have to relate to the registered name shown in my application form?*

A) Yes, applications will not be eligible for assessment if the registered name of the entity on the ABN does not match the registered name of the entity lodging the application.

Q) *How much information do I need to supply in my detailed proposal?*

A) We require sufficient detail on the information requested in Section 4 of the WIIN guidelines, which can be downloaded from the WIIN webpage at [www.enterpriseconnect.gov.au](http://www.enterpriseconnect.gov.au) to allow us to assess the merits of your application.

Q) *Do I need to supply any additional information other than the application form and detailed proposal with my application?*

A) No, this information is sufficient to assess your application.

Q) *What format should I submit my application in?*

A) All applications must be submitted in word format.

Q) *What are the WIIN Merit criteria?*

A) These are the three criteria all applications are assessed against. The WIIN Round Merit criteria are listed in Section 5 of the WIIN guidelines.

Q) *Do I have to nominate specific activity locations, dates and times in my application?*

A) No, you can specify regions, for example regional NSW and you can nominate particular centres such as Orange, Wagga Wagga and Tamworth. In relation to dates and times you need to indicate that your activities will be delivered in the activity delivery period for the round. Activity locations, dates and times can be confirmed if your application is successful.



- Q) *What information should be included in the WIIN activity budget?*
- A) The following categories may be included;
- venue hire and catering,
  - speaker fees,
  - facilitation and event management fees,
  - information preparation costs,
  - airfares,
  - accommodation,
  - marketing and promotion.
- Q) *When will I be notified of the outcome of my application?*
- A) All applicants will receive an email informing them of the outcome of their application, this email will be sent following the completion of the assessment of all applications for the round. This can be up to six weeks after the application period closing date depending on the number of applications.
- Q) *Are applications delivering national activities rated above those delivering local activities?*
- A) No, all applications are assessed on their merits.
- Q) *When will activities for WIIN rounds be delivered?*
- A) Activities must be held in the specified round delivery period, this is usually a period of three months.
- Q) *What is the target audience for WIIN funded activities?*
- A) The target audience are businesses who are eligible for Enterprise Connect (EC) services. Details on EC services and the eligibility criteria for those services are available at [www.enterpriseconnect.gov.au](http://www.enterpriseconnect.gov.au). Activities should be marketed to this target audience.
- Q) *Should the audience be made up of primarily businesses that are eligible for EC services?*
- A) Yes, the majority of businesses attending WIIN funded activities should be eligible for EC services.
- Q) *Whose responsibility is it to market and promote WIIN activities to ensure they are well attended and that the audience is primarily businesses that are eligible for EC services?*
- A) The responsibility for activity marketing, promotion and audience generation for WIIN activities from EC target markets rests with the selected provider. EC will promote all WIIN activities through its internal systems.



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*Q) When are WIIN grant funds paid?*

A) 50% of the WIIN grant funds are paid on execution of the Deed of Grant and the receipt of all required information. The remaining 50% is paid once all activities have been delivered and a satisfactory final report has been received.

*Q) Are WIIN Funded activities delivered free of charge?*

A) Yes, activities are delivered at no cost to attendees.

*Q) What is a competitive grant scheme?*

A) A competitive grant scheme means that all, some or none of the applications received for a round may be approved for funding at the discretion of the delegate.

*Q) Is there an ideal length of activity?*

A) Applicants should understand that the SME sector is time poor and the design of activities should reflect this. Can your proposed activity actually be delivered in less time without minimising the learning opportunities and outcomes for attendees?

*Q) Is there an ideal location for the activity?*

A) Yes, locations which are convenient for businesses in the activity target audience.



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## 10 Confidentiality

Enterprise Connect will use the information provided in this Application Form to assess applications for WIIN funding, and for related uses. The information supplied in this Application Form, and any subsequent information provided relating to the Enterprise Connect initiative, may be used by the Australian Government to fulfil reporting and audit requirements, for statistical purposes, to respond to a resolution of Parliament, to comply with an order of a court or to respond to questions posed by the Parliament or its committees.

There will be regular public announcements of successful applicants. The public announcement will include details of the activity, the identity of the successful applicant, the value of the grant and a brief description of the purpose of the grant.

The information supplied in this Application Form may also be disclosed where the information is publicly available or is in the public domain. Any documents in the possession of the Australian Government relating to this application may be disclosed by the Australian Government in accordance with the provisions of the *Freedom of Information Act 1982*.

The use and disclosure by the Australian Government of information provided by you to Enterprise Connect is regulated by the relevant provisions and penalties of the *Public Service Act 1999*, the *Public Service Regulations*, the *Privacy Act 1988*, the *Crimes Act 1914* and the general law.