

■ **LINGER A**
■ **BIT LONGER**
■ **PROGRAM**

APPLICATIONS OPEN 24 MARCH – 14 APRIL



Tom Thum performing at the back of Heisenberg Haus and Monte Lane during Circuit

OVERVIEW

The **Linger a Bit Longer** program offers businesses in Ipswich Central the opportunity to secure funding to enhance their space and create a more vibrant, engaging environment to attract customers.

The program focuses on local, small-scale activations, events and experiences designed to give customers more reason to linger a bit longer and enjoy all that the business has to offer.

PROGRAM BENEFITS

- Empower businesses to create a more dynamic and engaging environment.
- Enhance the overall visitor experience, enticing more people to spend time in the area.
- Provide opportunities to involve the community in business activities and events.
- Continue to drive the revitalisation of Ipswich Central, making it a thriving and attractive destination.
- Boost customer dwell time and increase revenue for local businesses.

PROGRAM DETAILS

Total funding pool of **\$30,000**:

- Maximum funding per business **\$2,000**
- Maximum of **\$5,000** shared across multiple businesses where those businesses are involved in a collaboration.

Funding can be used for:

- Fees to host artists, musicians or performers to deliver live performances or cultural activities at your place of business.
- Equipment hire or purchase to support regular activations e.g. speakers, mixing boards, lighting etc.
- Marketing promotion of in-store events such as VIP shopping nights, themed dining experiences or progressive dinners.
- Investment in on-site facilities that enable new customer-focused initiatives such as free Wi-Fi, charging stations, and interactive displays.
- Marketing to promote your activation or event.
- Event Coordinator to organise your activation or event.

APPLICATION PROCESS

Applications open Monday 24 March 2025

Submit application through [Smarty Grants](#) and select the Linger a Bit Longer program and follow the prompts

Provide the following information with your application:

- **A proposal outlining your project (250 words max)**
- **A statement explaining the benefits of your initiative along with supporting reasons or evidence.**
- **A timeline/dates of the planned activation, event or activity (must be a new event)**
- **A budget of the activation**
- **Copies of quotes supporting your proposal e.g. musician fees, cost for Wi-Fi set up, marketing quotes**
- **Copy of your public liability insurance**

Receipt of application

Applications close Monday 14 April 2025

Assessment of applications by a panel of council officers

Recommendations will be collated

Applicants will be notified on or before Monday 12 May 2025

Funds will be paid to successful applicants no later than Friday 13 June 2025 upon receiving:

- **A completed funding agreement**
- **Invoice to Council for funding amount**

Successful applicants should use the #ipswichcentral in any socials promoting your event, activation or activity.

Complete the Acquittal report and supporting documentation within 12 months from the decision date.

WHO CAN AND CANNOT APPLY

To be eligible you must meet the following criteria:

- ✓ Be a business or not-for profit that is physically located in Ipswich Central (Appendix 1)
- ✓ Proposal's must align with the program's objectives of increasing dwell time or enhance their overall experience in Ipswich Central.
- ✗ Businesses owned, managed or operated by council, State Government or other government entities.
- ✗ Businesses with outstanding debts owing to council.
- ✗ Premises that are exclusively used as a private residence.

TERMS AND CONDITIONS

By submitting the Application, the Applicant agrees to abide by all the terms and conditions listed herein:

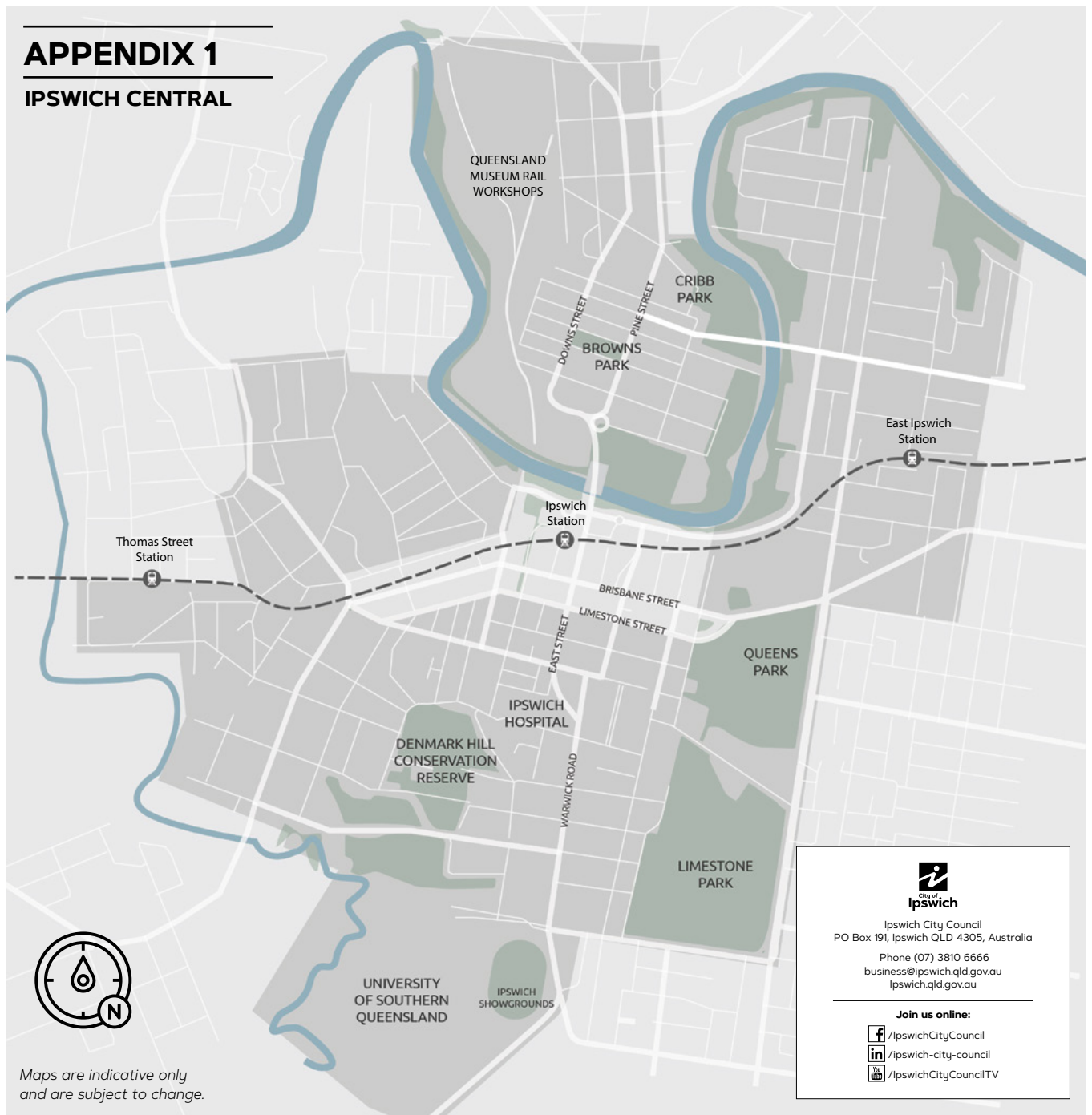
- Submission of the Application does not guarantee participation in the Program.
- Applicants agree to take part in a consideration process to assist Council's consideration of their application.
- Council will assess Application(s) in terms of the material provided by Applicants, Assessment Questions/Criteria posted on SmartyGrants, Councils wider policies and procedures and any other information deemed by Council (at its complete and sole discretion) reasonably relevant to the Application being made.
- Whether or not an application is accepted to receive Council funding, or not, is completely at Council's discretion. The decision to reject an application is Council's decision alone and is final.
- Council may also require the Applicant to agree any additional terms (in writing) prior to provision of the funding which are to be determined at Council's sole discretion.
- Applicants:
 - must have legal control over and apply in relation to physical premises
 - must apply in relation to premises located within the outlined Ipswich Central area as seen in Appendix 1;
 - must provide copies of any document/ material relevant to the Application reasonably requested by Council as part of their participation in the Program
 - agree to provide evidence, as reasonably requested by Council, of them having expended their funds as part of the acquittal process
- Council takes no responsibility and is not liable for any financial loss, damages, personal injury caused by the Applicant's, or third party's, participation in the Program.
- To the maximum extent permitted by law, Council disclaims all liability in respect of any injury, loss, expense, costs or damage (including consequential loss or damage) which may be suffered or incurred, or which may arise directly or indirectly, in respect of the Applicant's participation in the Program, that is ultimately suffered by the Applicant and/or suffered by any Third Party.
- By applying for this Program, all successful Applicants agree to hold Ipswich City Council harmless and indemnify it against any claims it may have, or a third party(s) may have, against Ipswich City Council in relation to the Applicant's participation in the Program.
- Council recommends that the Applicant seek their own expert advice about appropriate insurance coverage, including but not limited to in relation to Public Liability to protect the Eligible Applicant, Council and/or third parties against legal claims and/or the recovery of damages.
- Compliance with all other provisions of Council Local Laws and any other applicable laws or Planning Schemes will continue to apply.
- To remove any doubt, the successful award of funding by the Council to the Applicant does not constitute or remove the Applicant's obligation to obtain any approval or permit required under a Statutory Requirement, or obligation to comply with any law, as required by Council or third party entity, with respect to the activity being funded
- The Applicant agrees that, in the event of a material breach of these terms and conditions, or any subsequent terms and conditions associated with provision of the funding to be decided by Council, that Council is entitled to pursue recovery of up to the full amount the funding paid to it as a debt payable to Council.
- If any of these terms and conditions (in whole or in part) becomes illegal, void or unenforceable, that should not invalidate the remaining Terms and Conditions above.

EXAMPLES OF PROJECTS

1. Mary runs a café and has decided to trial extending weekend trading hours. To support this Mary has decided to activate the café by having a live musician on every Sunday from 9 – 11am for five weeks. Mary applies for funding to hire a musician and some marketing to promote the additional opening hours.
2. Henry, Billy and Samantha all own separate hospitality businesses, each offering something different. They decide to work together to host a combined progressive dinner where each of them provides one course – Henry starts with the entrée, Billy makes the main and Sam creates the dessert. The businesses apply for funding to promote the event and have an event coordinator organise it all. They hold the event at the end of every month on a Tuesday night for three months to diversify the mid-week offering.
3. Monique has a thriving coffee shop, however most of her customers stop in and order take away. To encourage people to stay longer Monique applies for funding to set up free Wi-Fi and a charging space for her customers, encouraging them to stay longer and enjoy their beverages.
4. Julie owns a clothing store and Cassy owns a gift shop. The two businesses decide to collaborate to create a VIP shopping night. They apply for funding to organise and promote the event, bringing customers into their businesses and cross-marketing their products.

APPENDIX 1

IPSWICH CENTRAL

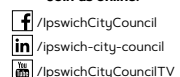


Maps are indicative only
and are subject to change.



Ipswich City Council
PO Box 191, Ipswich QLD 4305, Australia
Phone (07) 3810 6666
business@ipswich.qld.gov.au
ipswich.qld.gov.au

Join us online:



[/IpswichCityCouncil](#)

[/ipswich-city-council](#)

[/IpswichCityCouncilTV](#)