

■ MADE YOU LOOK: ■ HOW TO CREATE VISUAL IMPACT



OVERVIEW

The **Made You Look: How to Create Visual Impact** program is designed to provide evidence based advice to businesses on how to improve their visual merchandising to boost sales and influence customer behaviour.

Today's shoppers are savvy, have multiple platforms to shop from, and seek a visually immersive and memorable experience. Physical stores have three seconds to engage customers. Enticing buyers to stop, stay and spend in your store is more valuable than ever.

WHAT ARE THE BENEFITS OF THE PROGRAM?

- Improves brand awareness
- Highlights products and promotions
- Make your business stand out
- Attracts customer attention
- Creates a stimulating, engaging and positive shopping experience
- Increases sale conversion
- Maximises the efficiency of your floor space.

WHAT IS THE PROGRAM?

- Program participants will receive an online store audit plus a one-hour physical store review with Dr Louise Grimmer from [Shopology](#)
- A report with recommendations for your store
- A one-on-one online consultation to go through the recommendations with your business
- After discussing and receiving your report you can submit receipts up to the value of \$500 for purchases related to suggested improvements contained in the report.

HOW TO APPLY

- Register/log in and submit through [Smarty Grants](#)
- Select the Made You Look: How To Create Visual Impact program and follow the prompts.

APPLICATION PROCESS

Applications open – Monday 30 October 2023

Submit application through [Smarty Grants](#)

Receipt of application

**Applications close –
Thursday 30 November 2023**

**Assessment of applications
1 December – 7 December 2023**

**Applicants notified on or before
15 December 2023**

**Physical store audits
12-16 February 2024**

**Send receipts for reimbursement of goods
or materials up to \$500
BEFORE Thursday 27 June 2024**

Improvements by 30 June 2024

INELIGIBLE COSTS

- Ongoing administration or operational costs of the applicant e.g. staff costs, administrative and miscellaneous expenses
- Relocation of the business
- Purchase of a building
- Rates
- Activities which have already commenced or are scheduled to occur prior to the visual merchandising consultation
- Purchase of equipment which is not related to this funding program
- Payment of Ipswich City Council fees including those for development applications, health inspections and health approvals
- Costs for expenditure that is not in accordance with this Guideline and/or the report recommendations.

WHO CAN APPLY?

1. A business physically located in the Ipswich Central area (Attachment 1) with a shopfront, but is not part of a franchise or has a head office.
2. Have an appropriate business registration (ABN).

WHO CAN'T APPLY?

1. Businesses owned or managed by Ipswich City Council
2. Businesses owned or operated by employees of Ipswich City Council, Councillors or other government agencies
3. Properties or businesses with overdue debts owing to Ipswich City Council
4. Premises that are exclusively used as a private residence.

ASSESSMENT CRITERIA

- **Benefit to the business** – Provide a written statement as to why you should be selected for a physical and online store audit (60%)
- **Challenges** – What are the biggest challenges for your business and what do you hope this program will assist with (20%)
- **Photos** – Please provide between 3-5 photographs of your business currently (20%)
- **Location** – Are you located in Ipswich Central?
- **Operating Hours** – Please provide a list of your current operating days and hours
- **Online** – Please provide a list of how your business is operating online and any associated websites, URL's or social handles.

NOTIFICATION OF APPLICANTS

- All applicants, whether successful or not, will be notified by email on or before 15 December 2023
- Successful applicants must be available for physical store audits between 12 and 16 February 2024.

TERMS AND CONDITIONS

1. Funding will only be provided upon the provision of evidence (as directed by Council – but typically in the form of a receipt) showing that it is for reimbursement for expenditure made by Successful Applicants for the purposes specified in the guidelines and purposes of undertaking the report recommendations.
2. To be eligible for the reimbursement you must have been part of the physical audit and follow up report recommendations.
3. All reimbursement of funds can only be dated after receiving and discussing the report.
4. The Successful Applicants each agree that a copy of the report is to be provided to Council as well as the successful applicant.
5. Reimbursement of funds is limited to up to \$500 (including GST where applicable) per successful applicant.
6. Ipswich City Council may, at its absolute discretion, decide not to issue part or all of the funds (payable to any single applicant) if it considers that the Applicant has not honoured these Terms and Conditions, and or, is seeking reimbursement of expenditure which doesn't reflect the content or recommendations of the report. Council will also not reimburse applicants for any expenditure that comprises material that is defamatory, discriminating, obscene, indecent, harassing, or threatening or is otherwise unlawful.
7. The successful applicants agree that funding received from Ipswich City Council will be acknowledged, upon written request made by the Council to the successful applicant. This may be in media release, speeches, promotional and printed material including annual reports and newsletters, and multimedia material.
8. An online acquittal form will need to be completed, including copies of receipts of expenditure.
9. By applying for funding, 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 program.
10. 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 event suffered by our organisation and/or suffered by any Third Party.

