

**WELCOME TO
IPSWICH CENTRAL:
BUSINESS INCENTIVE PROGRAM**



OVERVIEW

The **Welcome to Ipswich Central: Business Incentive Program** (Program) is designed to financially support retail, arts, creative, food or hospitality businesses to set up in a bricks and mortar shopfront in Ipswich Central which supports the vision that 'Ipswich Central is the Cultural Hub and Beating Heart of the Ipswich Community'.

The addition of more businesses in Ipswich Central will boost economic activity and contribute towards the vision for Ipswich Central while creating a revitalised city centre.

BENEFITS OF THE PROGRAM

- To increase the number of unique businesses in Ipswich Central
- To provide an opportunity for a small business to scale up and transition to a shopfront
- To provide a diverse offering in Ipswich Central for residents and visitors.

WHAT IS THE PROGRAM?

The Program is for funding up to **\$4,000 (excluding GST)**, which will be reimbursed to successful applicants who have set up a new business in a bricks and mortar shopfront in Ipswich Central ([Appendix 1](#)).

Eligible funding may include:

- Physical changes to the premises
e.g. shop fit out, painting, lighting, fixtures, signage)
- Furniture and equipment
(e.g. tables and chairs, visual merchandising)
- Point of sales systems
(e.g. Square, Lightspeed, Revel).

WHAT CAN I APPLY FOR?

Applicants can apply for funding of up to **\$4,000 (excluding GST)**. This is available once per business, per premises, per annum through the Program.

The total pool of funding is capped at \$20,000 and is a rolling Program. The Program will conclude when the funds are exhausted.

Funding is a reimbursement therefore a tax invoice from the business will be required.

Reimbursement expenses can be claimed three months prior to 1 July 2025.

APPLICATION PROCESS

**Applications open
Monday 29 September 2025**

**Submit through [Smarty Grants](#)
Select the **Welcome to Ipswich Central:
Business Incentive Program**
and complete the application.**

Receipt of application

**Assessment of applications will be
on a rolling basis until funds are exhausted**

**It is anticipated that applicants
will be notified as to whether they have
been successful, or not, within 14 days
of application submission**

**Funds will be on receipt of paid invoices
in the 2025/2026 financial year**

WHO CAN APPLY?

A business owner physically located in the eligible pilot area ([Appendix 1](#)) who has:

- Commenced a minimum of 12-month lease after 1 July 2025 and before 8 June 2026
- An appropriate business registration (ABN)
- A business that activates the street day and/or night
- A business that is consistent with the Ipswich Central vision: **Ipswich Central is the Cultural Hub and Beating Heart of the Ipswich Community**
- A business that offers products/services that are consistent with the Ipswich Central vision: **Ipswich Central is the Cultural Hub and Beating Heart of the Ipswich Community**
- A business that is categorised in one of the following industries:
 - retail
 - hospitality or food
 - arts and creative.

WHO CANNOT APPLY?

- Properties or businesses owned or managed by Ipswich City Council (council), or a State or Federal Government agency
- Properties or businesses owned or operated by employees of Ipswich City Council, councillors or other government agencies
- Businesses that are part of a franchise or have a head office
- Businesses that have relocated within pilot area.

ASSESSMENT AND NOTIFICATION

Applications will endeavour to be assessed within 14 days.

Please note: Submission of the application does not guarantee participation in the Program.

INELIGIBLE FOR REIMBURSEMENT

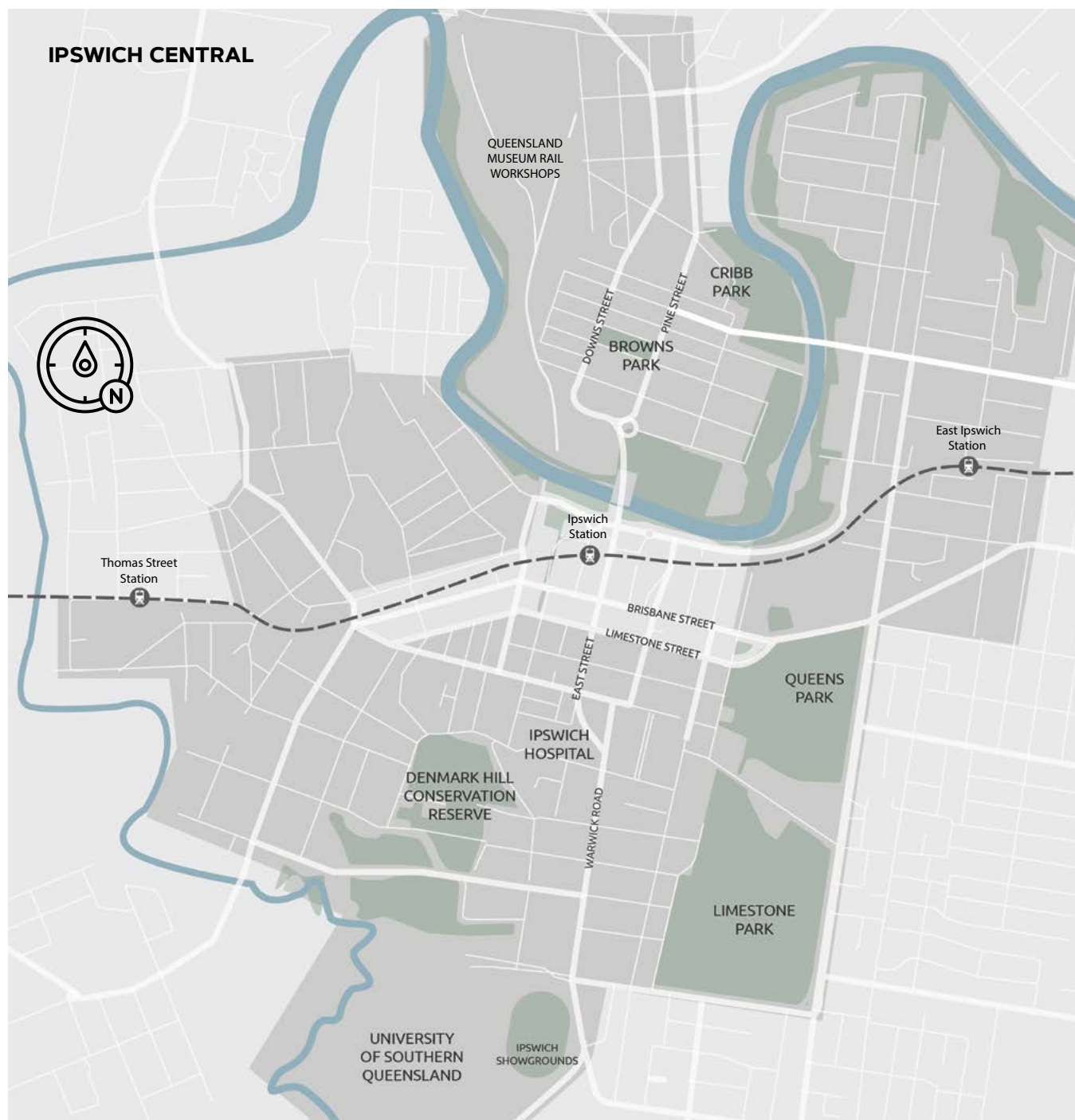
- Subscription or merchant fees
- Advertising or social media marketing
- Website set up
- Professional services fees
e.g. accountant or HR setup costs
- Soft Furnishings e.g. rugs, lamps.

TERMS AND CONDITIONS

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

1. Submission of the Application does not guarantee participation in the Program.
2. Applicants agree to take part in a consideration process to assist Council's consideration of their application.
3. Council will assess Application(s) in terms of the material provided by Applicants, Assessment Questions/Criteria posted on Smarty Grants, 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.
4. 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.
5. 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 financial contribution prior to Council paying their financial contribution, if requested by Council.
6. Council takes no responsibility for any financial loss, damages, personal injury or damage to property caused by the Applicant's, or third party's, participation in the Program.
7. 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.
8. 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.
9. 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.

APPENDIX 1



Maps are indicative only
and are subject to change.



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