

Grow Your Business Tier 2: Growth

Supporting Northern Territory Businesses to build capability, resilience and sustainable growth

Guidelines

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1. Program purpose and objectives

The Grow Your Business (GYB) program supports Northern Territory (NT) businesses to strengthen capability, improve resilience and pursue sustainable growth through access to professional advisory and specialist business services.

The program provides co-contribution funding to help businesses identify and address capability gaps, respond to growth opportunities, improve business performance and prepare for future challenges. The program is designed to recognise the diverse operating environments of NT businesses, including regional and remote businesses, project-based industries and businesses operating in seasonal markets. GYB provides three funding streams (tiers) designed to support business at different stages of their growth and development:

- a. **Business Capability (Tier 1)** – supports businesses to strengthen their capability through planning, analysis and other activities that build long term capability.
- b. **Business Growth (Tier 2)** - supports businesses to implement strategic improvements that strengthen performance, increase capacity and position the business for growth.
- c. **Business Transformation (Tier 3)** – supports businesses to deliver significant projects that improve productivity, competitiveness and sustainable business growth.

These Guidelines focus on Tier 2 – Business Growth.

1.1 Objectives

All funded activities must demonstrate a clear business need and contribute to one or more of the following objectives:

- a. **Strengthen business capability** - Support businesses to improve planning, decision-making, governance, leadership, systems and operational effectiveness.
- b. **Support business growth** - Enable businesses to prepare for expansion, access new markets, develop new opportunities and increase competitiveness.
- c. **Improve business resilience** - Help businesses identify and manage risks, strengthen financial sustainability and adapt to changing operating conditions.
- d. **Encourage innovation and future readiness** - Support businesses to adopt new approaches, improve productivity and position themselves for long-term success in evolving markets.
- e. **Increase business confidence and investment** - Encourage businesses to invest in professional expertise and capability-building activities that deliver lasting benefits.

2. Program Governance

DTBAR [General Terms and Conditions – Grants and Subsidies](#) apply to this Program and form part of these Program Guidelines, unless expressly varied or replaced by provisions contained within these Program Guidelines.

In the event of any inconsistency between the General Grant Terms and Conditions and these Program Guidelines, the provisions of these Program Guidelines will prevail to the extent of the inconsistency.

DTBAR reserves the right to amend or update the General Grant Terms and Conditions from time to time, as required.

3. Program conditions

- a. Round opening and closing dates for the GYB program will be advertised on GrantsNT.
- b. When a round has closed, no further applications will be accepted.
- c. Applications under Tier 2: Growth will be assessed on comparative merit against other eligible applications received in the same round.
- d. Meeting the eligibility and assessment criteria under Tier 2 does not guarantee funding.
- e. Each round will have an allocated funding budget which may mean not all eligible applications received can receive funding.
- f. DTBAR is not required to allocate all funding available in a round where the applicants' eligibility or project proposal are not eligible or do not align with the intent of the GYB program.
- g. The maximum funding available, per entity under Tier 2 is \$20,000.
- h. Funding is provided on a 50:50 co-contribution basis between the Northern Territory Government and the business.
- i. Applicants are responsible for all costs associated with the project that exceed the approved grant amount, including any unforeseen or additional project costs.
- j. If successful under Tier 2, businesses must complete all the proposed activities, reporting, and compliance obligations within 6 months of the grant funding agreement being issued.
- k. Applicants may apply for Tier 2 funding once per round and in future rounds, provided they do not exceed the Tier 2 funding cap.
- l. Businesses may apply for funding under all three GYB tiers, including at the same time. Each application must be for a separate project and is subject to the funding cap for that tier. Funding from different tiers cannot be combined to fund the same project or meet its co-contribution requirement.

4. Eligible applicants - Applicants

To be eligible, applicants must:

- a. Be a Territory Enterprise.
- b. Hold a valid Australian Business Number (ABN).
- c. Be a legal entity (for-profit or not-for profit).
- d. Operate an established business that undertakes ongoing commercial activities and derives a substantial proportion of its income from the sale of goods or services, rather than primarily from grants, donations or fundraising activities.
- e. Be seeking to improve, strengthen, scale or future-proof an existing business, rather than establish and grow a new business.

4.1 Excluded Entities

Applicants are ineligible if they:

- a. Are a government agency, statutory corporation, government-owned entity or local government authority.
- b. Are a private or public educational institution.

- c. Are a Publicly listed company.

5. Eligible Projects

The proposed activities should result in an enduring improvement to the business's capability, knowledge, systems or capacity, rather than simply funding a one-off commercial activity or operating expense.

Applicants must demonstrate that their activity aligns with at least one business improvement area.

Business Improvement Area <i>Identifies the aspect of the business the proposed activity is intended to strengthen, improve or develop.</i>	Funded activities may include but are not limited to the following examples:
Planning and Growing Your Business: <i>Strengthen business direction, prepare for future opportunities and make informed decisions about growth.</i>	• Strategic business planning • Growth and expansion planning • Business continuity planning • Diversification strategies • Risk assessment and scenario planning
Building your Team and Leadership: <i>Develop the leadership, workforce capability and organisational foundations needed to support business success.</i>	• Workforce planning • Leadership development • Succession planning • Cultural capability planning • Organisational capability reviews
Growing Your Customers and Markets <i>Improve customer understanding, strengthen market positioning and identify new market opportunities.</i>	• Market research • Customer analysis • Market expansion strategies • Branding and positioning strategies • Marketing planning
Strengthening Financial Performance <i>Improve financial management, profitability and business sustainability.</i>	• Financial analysis. • Business performance reviews • Cash flow forecasting. • Pricing and profitability analysis • Investment readiness planning
Improving Business Operations <i>Increase efficiency, productivity and effectiveness across business operations.</i>	• Business process improvement • Supply chain planning • Operational efficiency assessments
Using Technology to Support Growth <i>Use technology strategically to improve business performance and future readiness.</i>	• Digital strategy development • Information management reviews • Technology roadmaps • Digital workflow assessments • Technology capability reviews
Building Business Skills and Confidence <i>Develop the knowledge, skills and capability required to operate and grow a successful business.</i>	Mentoring and coaching may be funded where they directly support the implementation of an approved capability building activity, including: • Business mentoring • Executive coaching • Specialist advisory support

Business Improvement Area <i>Identifies the aspect of the business the proposed activity is intended to strengthen, improve or develop.</i>	Funded activities may include but are not limited to the following examples:
Protecting Your Business and Managing Risk <i>Strengthen governance, compliance and risk management to support long-term business success.</i>	• Governance reviews. • Risk management systems • WHS reviews

5.1 Funding exclusions

The program supports activities that build the long-term capability of your business. It does not fund routine business operating expenses, capital investments, or activities that provide temporary commercial benefit rather than a lasting business capability, including:

- Website development, redesign or refresh, including new or redeveloped websites.
- Routine business expenses, including rent, utilities, insurance, contractor costs, wages, salaries, and other day-to-day expenses.
- Capital expenditure (equipment, vehicles or infrastructure).
- Ongoing software subscriptions, software licences or other recurring IT costs.
- Advertising campaigns, promotional materials or other one-off marketing activities that promote the business rather than build enduring business capability.
- Routine legal, accounting or bookkeeping services, including taxation, financial statements, BAS, payroll, compliance or similar ongoing services.
- Accreditation, membership or registration fees that form part of normal business operations.
- Training courses, workshops or qualifications not directly linked to an approved business capability improvement activity.
- Activities commenced before funding approval.
- Activities already funded through another government program.
- Services provided by a non-Territory Enterprise, unless the applicant can reasonably justify why a Territory Enterprise cannot be used.

6. Application process

6.1 Before you apply

- Read this document.
- Read the [General Terms and Conditions – Grants and Subsidies](https://business.nt.gov.au/help-for-business/applying-for-business-funding-and-grants)¹.
- Complete the free [Business Health Check](https://business.nt.gov.au/help-for-business/business-health-checklists)² to identify areas of focus for your business.
- Applicants are encouraged to contact the [Business and Industry Development team](#) for general advice regarding the program. Any information provided does not constitute endorsement of a project and does not influence assessment outcomes.

¹ <https://business.nt.gov.au/help-for-business/applying-for-business-funding-and-grants>

² <https://business.nt.gov.au/help-for-business/business-health-checklists>

- e. Applicants are responsible for undertaking appropriate due diligence before engaging a service provider. The Northern Territory Government does not approve, endorse or accredit providers under this program.
- f. Review the application form on GrantsNT for any documentation or responses you may need to prepare to make your submission.

6.2 How to submit

You must apply on the [GrantsNT website](#)³. Further information about the Application Process is in the General Terms and Conditions – Grants and Subsidies.

6.3 Supporting Documentation

Applications may require documentation such as:

- a. **Business information** – Information demonstrating the business is an eligible Territory business.
- b. **Service provider(s) quote(s)** – details of the proposed services, deliverables and costs.
- c. **Project scope or activity plan** – An overview of the proposed activity, including key deliverables and expected timeframes.
- d. **Budget information** – Details of project costs, funding requested and any applicant co-contribution.
- e. **Supporting evidence** – Documentation that supports the business need, proposed outcomes or value of the activity.
- f. **Additional information** – The Department may request further information where required to clarify or verify information already provided. Applicants will not be given an opportunity to provide information that materially improves or changes their application after the round has closed.
- g. Applicants will not be given an opportunity to provide information that materially improves or changes their application after the round has closed.

7. Assessment process

Applications will be assessed through a competitive assessment process. Incomplete applications will not be considered for assessment.

7.1 Criteria and weightings

Applications will be assessed against the following criteria:

Factor	Weighting	What assessors are looking for
Business Need and Opportunity	25%	Assessors will consider: • The business challenge or opportunity being addressed. • The significance of the issue for the business. • Whether the activity is timely and relevant. • Evidence that the activity supports business growth, capability or resilience.

³ <https://grantsnt.nt.gov.au/>

Value and Expected Outcomes	30%	Assessors will consider: • Expected business benefits. • Alignment with business goals. • Practical and measurable outcomes. • Likelihood of delivering lasting value.
Appropriateness of the Proposed Service	25%	Assessors will consider: • Suitability of the proposed service. • Alignment between the identified need and the proposed activity. • Provider capability and experience. • Feasibility of completing the activity within program requirements.
Value for Money and Co-contribution	20%	Assessors will consider: • Reasonableness of costs. • Value of expected outcomes relative to funding requested. • Level of business investment and commitment. • Efficient use of public funds.
Total	100%	

8. Funding Decisions

The funding decision is made by a DTBAR delegate. The delegate may:

- Approve funding.
- Approve funding, subject to conditions.
- Decline funding.

8.1 Notification of outcome

All applicants will be notified in writing of the outcome of their application. Where an application is not awarded funding, feedback may be limited to the eligibility or assessment requirements that were not met.

Grant funding decisions are final and there is no appeals process.

9. Funding agreement

Successful applicants will be required to enter into a legally binding funding agreement with the Northern Territory Government. The purpose of the funding agreement is to establish the obligations of the parties, including, but not limited to the mandatory reporting requirements, including required evidence, due dates and other relevant conditions, as set out in the funding agreement.

Applicants who receive a funding offer will need to accept or request changes to the offer **within 5 business days from notification**. DTBAR reserves the right to decide to continue funding or accept changes for an applicant who has let the time limit lapse.

10. Payments

Payments for Tier 2 projects will be linked to the achievement of agreed milestones and requirements outlined in the Funding Agreement.

Payment schedules will be determined based on the value, duration, complexity and risk of the approved project, and may include:

- a. an initial payment upon execution of the Funding Agreement, usually 50% of funding.
- b. milestone payments linked to the completion of key project activities or deliverables.
- c. a final payment upon submission and acceptance of required reporting and acquittal documentation.

The Department may vary payment arrangements to reflect the nature of the project and associated risk.

11. Reporting

Mandatory reporting requirements, including required evidence, due dates and other relevant conditions, will be set out in the funding agreements. Submissions are to be made via GrantsNT.

By signing the funding agreement, successful applicants agree to comply with these requirements, including any conditions relating to incomplete or unsatisfactory reporting and acquittal.

Funding recipients will generally be required to provide:

- milestone or progress reporting.
- evidence of expenditure.
- a final report outlining completed activities and outcomes achieved.

The Department may request additional information or supporting evidence at any time to verify project progress, expenditure or outcomes.

12. Acquitting the Funds

Following completion of the project, recipients must submit an acquittal to confirm that:

- a. the project has been completed in accordance with the approved activities.
- b. funding has been used for its intended purpose.
- c. agreed project outcomes have been delivered.

The acquittal must include evidence of project outcomes and/or expenditure, as specified in the Funding Agreement.

13. Project Variations

Funding recipients must seek written approval from the Department before making significant changes to the approved project, including changes to project scope, milestones or budget.

14. Contacts

For application support and program information, please contact the Territory Business Advisors at P: [1800 193 111](tel:1800193111), E: businessinfo@nt.gov.au

For GrantsNT support, please contact the administration team at business.programs@nt.gov.au.