

SBF Program Showcase

City of Moreton Bay: Introduction to grant writing course



Showcase snapshot

- City of Moreton Bay is providing a short flexible online grant research and writing course until May 2025 to help local businesses and organisations maximise their time and effort. Approx. 40 participants have registered (at 10 Sept 2024) but the course is open to any/all small business across City of Moreton Bay (unlimited placements).
- Businesses also have access to a specialist consultant for expert advice on completing the course.
- The objective is to better prepare and assist businesses to secure grants in an ever more difficult environment for funding. Better prepared applications increase the likelihood of success.

Introduction

- Grants are becoming a new revenue stream for many astute business owners who put the time and resources into researching and applying for grants.
- Council has partnered with GrantGuru to deliver a free [grant research and writing course](#) until May 2025.
- The course is designed for anyone who wants to obtain an introductory understanding of how grants work and build skills and confidence in the process. It is also an ideal refresher to update knowledge about the current world of grants.
- The course outlines the grant economy into four easy modules:
 - Think right: understanding the Australian \$90 billion+ grants space.
 - Grant strategy: develop your strategy before you put pen to paper.
 - Grant writing: how to sell your project through words and numbers.
 - Reporting: seal the deal - contracts, compliance and legals.
- Participants can complete the flexible online course in about 1.5 hours and receive a certificate.

Outcomes

- Currently Approx. 40 participants have registered for the online course, representing the following sectors:
 - ICT, building and construction, media and entertainment, defence, healthcare and medical, food and beverage, finance and business services, tourism, automotive and marine, education, not for profit organisations and industry.

Insights

- We are proud to be the first in Australia to partner with GrantGuru and run such a support program.
- The uptake is slower than expected and could be improved with more social media exposure.
- People registered but needed a follow up to prioritise the program into their work day.
- We included a satisfaction survey at completion which was very valuable.
- Easy to replicate by other Councils.

Further information

The project was a collaboration with GrantGuru:

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To learn more about this showcase, please contact:

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For more information about the Small Business Friendly Program visit qsbc.qld.gov.au