



## ***Agreement between Rural City of Wangaratta and The Trading Ground Participant***

### **Eligibility**

The competition is open to all Australian residents who are 18 years of age or older at the time of submitting an Expression of Interest to The Trading Ground project. The participants may be a sole proprietorship, company and cooperative and not for profit. However, no franchises, restaurants, cafés or individuals looking to purchase/take-over an existing business will be considered. The Panel will have sole and absolute discretion in determining whether or not a participant is eligible for this competition and such determinations shall be final.

For Participants to be considered eligible they must be;

- Able to commit to signing a minimum one-year lease with the Co-Store Management which will be available for lease at the end of the competition.
- Have submitted an Expression of Interest into the competition by the deadline date as described on Council's website.
- Able to attend mandatory business workshops in preparation for the selection process.

The Panel will select up to 10 participants to partake in the competition.

### **Official Procedure**

The aim of this project is not only to offer Small Business Owners a chance to grow and develop their ideas but to ensure the Wangaratta CBD has a variety of retail offerings. You must have a solid business idea you are willing to commit to for a minimum one year.

By submitting an application and entering the competition you will be agreeing to the following rules:

- Each person agrees to the decisions made by the Panel.
- Each Participant advancing to the final phase of the competition may be asked to agree to have a background/reference check if required.
- The Rural City of Wangaratta reserves the right to use all participants' names, pictures and written or oral statements, for advertising and promotional purposes.

- All participants must identify any potential conflicts of interest with Council when submitting their application. By discussing a potential conflict, Council can clarify with the applicant whether it could be an issue.
- In-kind prizes are not transferable and may not be redeemed for cash.
- The Panel will review all completed submissions and other supporting documents entered by the Participants. All decisions, judgments, and selections of the Panel are at the sole and absolute discretion of the Panel.
- The lease agreement and term will be agreed upon by the landlord/property agent and the Winner and will not involve Wangaratta Council or its sponsors.
- If the Winner closes the business prior to the first year, all remaining prizes will be returned back to the Rural City and its sponsors.

The Trading Ground Rules and Regulations are subject to change and update without prior notice.

### **Application and Selection Process**

10 participants will be chosen to undertake a range of business workshops through Councils Small Business Development Program. Once completed a 'Shark Tank' inspired event to be held 12 May 2018, will see each business pitch their idea to a panel of experts to win a retail location at The Co-Store, Wangaratta. The Top 10 applicants must submit their EOI with business ideas and supporting documents to Council by the stated deadline (see the Appendix A for The Trading Ground timeline and important dates).

- If necessary, participants may be asked to attend an initial interview to better present their business ideas.
- Once selected the chosen 10 applicants will be required complete a series of six core and two elective Small business Development Program workshops.
- Unsuccessful applicants will be informed of their exclusion from the competition.

### **The final event:**

- The Top 10 businesses will be required to present their respective ideas to the Panel and be asked to demonstrate via a presentation on how the business will be implemented, marketed, etc.
- During this appearance, the finalists must be prepared to answer questions from the Panel and demonstrate product and business acumen.
- The Winner will be announced at this event.
- The winning participant will be awarded the grand prize or one year rent free in the Co-Store Shopping establishment.
- In the event the Winner cannot make suitable leasing arrangements to set up their business within the timeline provided in Appendix A, the prize may be awarded to an alternate winner as selected by the panel to fulfil the role of the Winner.
- Information regarding the Winner will be posted on Councils website and will be released to the public through media alerts and other written, printed, digital and oral venues.

**Winner's Requirements**

The Winner will be obligated to;

- Execute a minimum one-year lease for a retail/service/office in the Wangaratta Co-Store
- Be open to the general public no later than the date as described in Appendix A.
- Operate during all normal/customary business hours as set out by Co-Store Management for the term of the lease (Please note: Trading days will be 7 days a week).
- Be responsible for the financial costs associated with the lay out of the shop including shelving, benches and decorative materials as required.

I, \_\_\_\_\_, (Participant of The Trading Ground project) have read the above, and confirm that I meet the eligibility requirements of The Trading Ground project and will abide by the Rules and Regulations and winner's obligations as mentioned in this document.

\_\_\_\_\_  
Contestant Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Witness

\_\_\_\_\_  
Date

## **Appendix A: 2017-2018 The Trading Ground Important Dates, Timeline & Location**

December 8, 2017 (Friday, 9:00am): Media Release - EOI out for participants

January 25, 2018 (Thursday 5:00pm): EOI Closes

January 30, 2018 (Tuesday): Top 10 Selection (By Panel)

Wednesday 31, 2018 (Wednesday 12pm): Top 10 Finalists Notified

February 9, 2018 (Friday, 5.00PM-6:30PM): Introduction and receipt of workshop times and dates

February: Business After Hours Networking meeting – Date TBC

February, March, April 2018: Small Business Development Program

March, 2018 (TBC): Tour of Businesses - CBD

May 12, 2018 (Saturday, 10:00AM – 5:00PM): Finale Event (Winner Announcement) at The PAC

May 14, 2018 (Monday): The Winner receives a key from the Mayor – Media

May 19 – June 8, 2018: Lease to be signed between Winner and Co-store

June 18, 2018: Winner Business Open to the Public

# The Trading Ground – Selection Criteria

## Panel Selection

Name of Business: \_\_\_\_\_

Criteria	Description	1	2	3	4	Total
<b>Viability of the Business</b>	Presented a realistic business idea					
	Presented a clearly defined market need					
	Presented understanding of the market demographics					
	Does this idea offer a differential business for the Wangaratta CBD?					
<b>Enthusiasm for Business idea</b>	Demonstrated enthusiasm/passion for the business idea, product or service					
	Demonstrated enthusiasm to succeed on a personal and professional level					
	<b>Final Score</b>					

Notes:

Name of Judge: \_\_\_\_\_