

# REGIONAL PLACE ACTIVATION PROGRAM



The Queensland Small Business Commissioner (QSBC) has partnered with Renew Australia to offer a 'DIY' space activation program tailored for towns across regional and remote Queensland.

**If your town has a retail vacancy problem, is lacking vibrancy AND you want to bolster local small business - this program is for you!**

## WHO CAN APPLY?

This program is open to Queensland Councils who:

- have a population of less than 50,000
- are members of the QSBC Small Business Friendly Program
- have the capacity and resources to run a 'DIY' self managed space activation project (with training and support from Renew Australia.)



## WHAT'S INCLUDED?

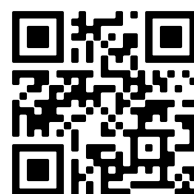
QSBC is funding the following services:

- A 12 month Renew Australia Micro Affiliate Membership
- Project kickstart training sessions
- Access to Renew Australia's License Agreement and Participation Agreements
- Access to Renew Australia's insurances
  - Public liability & broken glass insurance
  - Project insurance
- Renew Australia project tools
- Monthly program support sessions with Renew Australia (for the first 6 months)



## HOW TO APPLY?

It's easy! EoI's open on July 1st 2024.  
Put in an online Expression of Interest here or  
visit [renewaustralia.org/qsbc](https://renewaustralia.org/qsbc)





# HOW A 'DIY' ACTIVATION PROGRAM WORKS

**A DIY Renew Micro Affiliate Program revitalises main streets and town centres by filling vacant properties with local small businesses and creative enterprises.**

- Council representatives are trained to use the proven Renew Model and have access to templates, tools and support
- Engaging with property agents and owners, Council representatives negotiate a rent-free 30 day rolling licence that differs from the usual tenancy agreements
- Councils and Renew Australia run an Expression of Interest for creative and small businesses to participate in the program
- Participants are curated for the space with priority given to those who will activate by drawing people in with events, classes and workshops
- While the small business occupies the vacant space, the property remains on the market and a 'For Lease' sign stays in the window, allowing agents to show the space to potential tenants
- Public liability and broken glass insurance annexes the property through the program, and all utilities and connection fees are paid for by the participant
- Council representatives manage the participants during their time in the program including setting up and exiting
- Monthly check-ins with the Renew Australia team to provide support
- Both Council and participants are required to report monthly via online forms.

## **Who can apply for a space in your DIY activation project?**

Participants in the Regional Place Activation Program can be small businesses or solo operators who are:

- creatives
- social enterprises or community groups.

Renew classifies a 'creative' as anyone who makes or creates their own wares or IP. This incorporates fine arts, and also makers, designers, architects, growers, educators, performers, game designers and more.



Program resourcing	Councils	Renew Australia	QSBC
Fund 12 month Renew Affiliate Membership and 6 month training and support package			✓
Staff the Council activation project with a dedicated project lead	✓		
Provide training and facilitate monthly online support sessions		✓	
Attend online project training	✓	✓	
Attend monthly online cohort check-in sessions	✓	✓	
Broker use of vacant space with property owners or agents	✓		
Provide Renew License Agreement template		✓	
Provide 'About Renew' program brochure for use		✓	
Run an Expression of Interest for local small businesses.	✓	✓	
Provide official Participation Agreement template		✓	
Provide Participation Handbook for use		✓	
Report monthly via online surveys	✓		
Collect monthly online surveys from participants	✓		
Manage creative and small business participants whilst in program	✓		
Provide Regional Place Activation Program branding and guide		✓	
Promote the program, Council DIY project/s and participants	✓	✓	✓
Cover supplementary Council DIY project costs (printing, marketing, legal)	✓		

**Key dates cohort one:**





# FAQs

## **When does it all start?**

Expressions of Interest applications for eligible Queensland Councils, opens on 1 July 2024 and closes at COB Friday 12 July 2024. The Program will roll out in two cohorts. Cohort 1 DIY projects estimated start date is 1 August 2024. Cohort 2 DIY projects estimated start date is 14 November 2024.

## **How much time is needed to run a Renew Activation Program?**

The hours required will vary depending on the scale of the project area, available resources, and volunteer power. Projects typically demand more attention during the inception period. During this stage, we will schedule two half-day training sessions over two weeks. Monthly commitments include completing online surveys and attending online check-in sessions. Additionally, time must be dedicated to community and stakeholder engagement, managing participants, and promoting the program.

## **What is a license agreement template?**

It is an agreement that allows the use of a property instead of a traditional lease. In this program, Councils will facilitate the agreement and sign it with the property owner.

## **What is a participant agreement template?**

A formal agreement between Councils and small businesses that will utilise the property made available to the project.

## **What is a Renew Australia Micro Affiliate Membership?**

This is a 12 month membership to run a 'DIY' activation project using the Renew Australia model with access to our insurances, tools and templates. The Micro Memberships allows you to activate from 1 to 6 properties.

## **What insurances are included?**

Project insurance is included as part of the Renew Micro Affiliate Package. Renew derisks property activation by offering access to our national public liability and broken glass insurance. Each creative small business participant contributes \$25 per week (payable to Renew Australia) to access the insurance.

## **Why a 'DIY' activation program?**

At Renew, we believe that the most successful projects are driven by passionate individuals with strong local connections and a love for their town. Using Renew's proven methodology and with the support of national activation specialists, our 'DIY' activation projects allow communities to create grassroots change... and have fun whilst doing it!

**Still got questions? We're happy to have a chat.**

**Email [qsbcr@renewaustralia.org](mailto:qsbcr@renewaustralia.org)**