

Budget 2020

\$5 million – Territory Small Business CX Grant

The CX Grant provides a one-off grant to small businesses who are looking to enhance their customer experience in the Territory for locals and visitors alike.

This program will specifically target businesses offering products and services directly to the public (B2C) in order to enhance the overall customer experience and are able to demonstrate how their project will achieve this.

Customer experience enhancements should address front-of-house improvements for consumers. The grant will be offered through a competitive process, with grants of up to \$20,000 available on a 50:50 co-contribution basis.

To be eligible:

- Open to all Territory small businesses defined as an actively trading business with an annual turnover of less than \$10 million.
- Applicants can apply for customer enhancement projects that deliver front-of-house improvements.
- Applicants must submit a business case that includes:
 - clear evidence of the customer experience challenge and how it might be improved
 - how the funding will resolve the challenge identified.
- Applications will be assessed on a competitive basis.
- Maximum funding available is \$20,000 per applicant on a 50:50 co-contribution basis.
- Vouchers will be issued to successful applicants that are redeemable by their service providers upon satisfactory completion of works.

Timeframes:

Further details will be provided before the end of November and applications will open in January 2021.

Date	Activity
Late November 2020	Publication of the terms and conditions
15 January 2021	Applications open
28 February 2021	Applications close
End of March 2021	Assessment of applications
From mid-April 2021	Outcomes communicated to applicants and vouchers issued

Find out more: Information will be made available at businessrecovery.nt.gov.au

For more information, visit businessrecovery.nt.gov.au