



MURRAY DARLING BASIN - REGIONAL BUSINESS ACCELERATOR PROGRAM

Program objective

The objective of the **Murray Darling Basin (MDB) - Regional Business Accelerator Program** is to help enterprises in the NSW Murray Darling Basin region to increase their sales and create new jobs. The program recognises innovation in **marketing** and adoption of **new technology** as key enablers of regional business growth.

Businesses demonstrating growth potential beyond local markets may apply for assistance to undertake one or more of the following projects:

- **marketing**
- **technology upgrades**

Who can apply?

There is no automatic entry into the **MDB - Regional Business Accelerator Program**. Your eligibility will be assessed by the Department based on the following criteria:

- are based in the NSW Murray Darling Basin
- have an [ABN](#)
- are not solely reliant on local markets for sales
- at least **three years trading history**
- employ at least **three full time equivalent** people, including working owners if they are active in the daily operations of the business
- have a **strategy for growth**
- are willing to **employ more people**
- have **growth potential** beyond local markets
- project activities completed within 90 days of the date of offer.

Competitive neutrality

Businesses such as retailers, localised trade and professional services and accommodation providers are an integral part of every Regional NSW community. These important small businesses are supported through the NSW Government's [Business Connect](#) initiative that provides a range of small business advisory services.

Due to potential competitive neutrality issues from the provision of government financial assistance, businesses servicing only local markets are ineligible for the **MDB - Regional Business Accelerator Program**. Government assistance may distort already highly competitive local markets thereby advantaging some businesses at the expense of others.



Assistance

Up to a maximum of \$10,000 is available on a matched funding basis through the **MDB - Regional Business Accelerator Program** to undertake a range of approved business growth activities. These activities must be completed in an agreed period and funding is for new activities only. Requests to fund existing or recently completed activities will not be considered.

What activities can be funded?

Eligible marketing or technology upgrade project activities may include one or more of the following:

Marketing

- review of your website and digital strategy
- webpage construction, upgrades and targeted digital media campaigns
- promotional activities in new geographical markets or new channels/segments in existing markets including attendance at trade shows and targeted advertising campaigns in various forms of media
- development of new corporate branding, promotional material, product packaging and labelling.

Technology Upgrades

Improve your business competitiveness through adopting proven new technology. Activities that can demonstrate they materially improve product quality and production efficiencies will be considered for funding. This includes upgrades to existing plant or the purchase of new equipment.

Other funded activities may be eligible as approved by the Department that align and are consistent with the objective of the **MDB - Regional Business Accelerator Program**.

Workforce Training

Although not part of the **MDB - Regional Business Accelerator Program**, there are a wide range of subsidised courses and approved training providers available to support regional NSW businesses develop the skilled workforce of tomorrow. Funding for this is provided separately through the NSW Government's [Smart and Skilled](#) initiative.

The Department can also assist you to assess options for skilled migration to address acute skill shortages in specific skilled occupations.

New Jobs Assistance

Although not part of the **MDB Regional Business Accelerator Program**, the following NSW Government programs provide assistance to help offset the costs of employing new people:

- [NSW Jobs Action Plan](#)
- [NSW Small Business Grant](#)
- [Jobs For NSW](#)



Conditions of funding

Applicants must agree to adhere to strict conditions of financial assistance that includes providing information to allow ongoing monitoring of the results of the program. The Department also reserves the right to use businesses assisted in its publicity or as case studies to promote the program.

The Department may withhold payments or pursue legal action if any information provided is found to be incorrect or misleading. This includes undeclared personal or pecuniary interests with external third party suppliers selected for implementation activities.

Projects that request additional funding for the same outcomes as projects which have previously accessed other NSW Government funding are not eligible.

How to apply

The **Murray Darling Basin - Regional Business Accelerator Program** is delivered by the **Office of Regional Development (ORD)** within the NSW Department of Premier & Cabinet. Please contact your local ORD office to register your interest in the program. You will then be contacted by a Departmental client manager to arrange an initial assessment meeting to check the eligibility of your business and to discuss your proposed activities. All information provided to the Department is treated as being commercial in confidence.

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