Department of Primary Industries and Regional Development
GOVERNMENT OF WESTERN AUSTRALIA

PEEL Development Commission

REGIONAL ECONOMIC DEVELOPMENT (RED) GRANTS
Round Nine (9) – Peel region

FREQUENTLY ASKED QUESTIONS

1. What is the Regional Economic Development (RED) Grants Program?

The Regional Economic Development (RED) Grants program is a State Government initiative that invests in locally-driven projects to stimulate job creation and economic growth and development in regional Western Australia.

2. What can RED Grants funding be used for?

The RED Grants program will support projects that contribute to population and economic growth initiatives and importantly, projects driven by regionally-based organisations.

The Round 9 RED Grants Guidelines outline the eligibility and project assessment criteria for funding applications. Further clarification can be sought from the Peel Development Commission by contacting Simone at 9535 4140 or emailing grants@peel.wa.gov.au.

3. How do I apply?

Visit our website Regional Economic Development (RED) Grants Program - Peel Development Commission. Download the Round 9 RED Grants Guidelines - Peel and click on the link to the RED Grants Application Form.

Applicants **must** contact the Peel Development Commission for more information on project eligibility and advice relating to your application, prior to completing the application form – contact Simone on 9535 4140 or email grants@peel.wa.gov.au.

4. What is the closing date?

Applications for the RED Grants Program open Tuesday 27 October 2026 and must be submitted and received through the SmartyGrants system by 5pm Thursday 14 January 2027.

5. How much funding can I apply for?

Eligible applicants in the Peel region may apply for funding of up to $250,000 and can be accessed in the **2027-2028** financial year.

6. What if I am not registered for GST?

Applicants can still apply for grants if they are not registered for GST concessions. Unregistered grant applicants must provide the Peel Development Commission with a budget for the grant inclusive of all project costs including GST.

If you are not registered for GST concessions and need further clarification, please contact the Peel Development Commission prior to submitting your application.

7. Does my organisation have to be regionally based to apply?

The RED Grants Program is targeted at providing financial assistance to regionally based organisations.

Organisations outside the region may apply but will need to demonstrate significant, sustainable regional benefits and a commitment to local decision-making and planning.

8. How are applications assessed and how soon after applying will I know if I am successful or not?

The Commission undertakes a rigorous assessment process of all applications. Applicants should allow four to six months for the RED Grants approval process which should be considered by applicants during project planning.

The assessment criteria and decision-making process used to assess applications are provided in the Round 9 RED Grants Guidelines. Assessors are required to declare any potential conflicts of interest.

9. How many applications per region will be awarded a RED Grant?

There is no limit on the number of applications funded per round however, there are limited funds available in each region. Details of awarded grants in previous rounds can be found on the Peel Development Commission website https://www.peel.wa.gov.au.

10. Can I apply for funding in more than one region?

Where funding is sought for projects across multiple regions, applicants will be required to submit separate applications to each Regional Development Commission (RDC) as they will be assessed independently.

Applicants will need to seek advice on their project proposal with each relevant RDC where funding will be sought. Each region has differing regional priorities and assessment panels.

11. Where can I get assistance and advice on my project application?

Applicants **must** contact the Peel Development Commission for more information on project eligibility and advice relating to their application prior to completing the application form – contact Simone at 9535 4140 or email grants@peel.wa.gov.au.

A grant writing video series that provides guidance on each question in the application form is available on the Peel Development Commission website https://www.peel.wa.gov.au.

IPS Business Advisory provides free business advice to small businesses and start-ups in the Peel region. You can make an appointment with an advisor to walk through your application. Call 1300 275 477 or get in contact via their website: https://www.ipsbusinessadvisory.com.au/contact.html.

12. If I am unsuccessful in this round, can I apply when the next round opens?

Upon notification of being unsuccessful, applicants can contact the Peel Development Commission to discuss the outcome of the assessment and how the application/project might be amended for consideration in any future rounds.

13. When is the next round?

Future rounds for the RED Grants have not yet been announced.

Criteria Guidance

Criteria	Projects that demonstrate:	Guidance Notes
Meets at least one RED Grants program objective	• Sustainable jobs • Expanding or diversifying industry • Developing skills or capabilities • Attracting new investment in the region • Increasing productivity	You should present a clear case of how your project meets at least one of the objectives. If you meet more than one criterion include an assessment against each of the objectives. To be competitive your project should demonstrate how it contributes to an increase in economic activity in the region beyond your own business. You may wish to use the SMART methodology or a similar tool to outline how you meet each of the relevant program objectives. • **Specific** (be specific e.g. how exactly will your project meet the program objectives i.e. create or retain jobs, develop new skills? Provide examples of how your project is not 'business as usual') • **Measurable** (be meaningful – how does your project achieve this objective e.g. how will you measure new skills or an investment in the region i.e. number of people trained, number of people employed, perception surveys etc) • **Achievable** (Set out how your project will achieve the objectives) • **Relevant** (demonstrate how your project is realistic and resourced for the funding requested to meet the objectives). • **Time bound** (what are your timeframes for delivering the project?) It is recommended applicants choose relevant outcomes and measures for the relevant objectives from the attached Common Outcomes and Measures table at the end of this document. The Commission can assist with economic modelling to support your project. Any request for economic modelling assistance from the Commission must be submitted no later than two weeks prior to the closing date for this grants round.
Financial Commitment Collaboration and Partnerships	• Leverage funding • Own contribution • Partnerships and demonstrated collaboration • Co-investment and attracting new investment • Local Content outcomes	Business applicants are encouraged to secure a minimum own or other funding source leveraged cash contribution of at least 50% of the REDs project funding request. Projects with a higher leverage will be considered preferably. Not for profits and Aboriginal organisations may apply with lessor leverage funds. Projects that can demonstrate strong partnerships and collaborative working with other organisations, including the establishment of new partnerships or ways of working between the public, private and not-for-profit sectors, may be considered favourably. REDs is a regional grants program, and leveraging a high level of local content is important. Applicants are encouraged to consider local organisations, suppliers and contractors in the delivery of their projects. The Commission has a locally based Local Content Adviser that may assist with local content strategies in your application. Please call the Commission on 9535 4140 to reach the Local Content Adviser. Projects that can leverage regional investment, strong partnerships and local content will be considered favourably.

Criteria Guidance

Criteria	Projects that demonstrate:	Guidance Notes
Governance and organisational capability	• Sustainability and ability to meet ongoing maintenance • Good governance structure • Project Management experience and personnel experience • Risk identification and mitigation • Project readiness	The REDs program will support organisations and businesses that can demonstrate good governance practices and management and that have potential to be sustainable into the future. Projects should demonstrate relevant approvals either in place or outline the process to achieve those approvals. The applicant must demonstrate relevant management structures and project personnel with suitable experience to manage the delivery of the project. The applicant must demonstrate a good understanding of the risks and mitigation measures they will put in place for their project and their organisation. A well-prepared and consistent application that demonstrates alignment with the objectives, concisely answers all questions and includes relevant attachments will provide a sound reference for your organisation's governance and management practices.

RED Grant Common Outcomes & Measures

The below provides a suite of common outcomes and measures for each RED objective.

for applicant use in development of RED Grant Applications.

RED Grant Objectives and Metrics		
Outcome	**Metric**	**Description of Metric**
Sustainable Jobs	Number of short-term or temporary jobs created	Short-term or temporary jobs that will be created as a result of the project. E.g. project specific roles such as construction jobs, project manager, subject matter consultants.
Sustainable Jobs	Number of new full-time jobs created	Full-time jobs that will be created as a result of the project. A job is considered full-time when weekly hours are equal to or more than 35 hours on an ongoing basis.
Sustainable Jobs	Number of new part-time jobs created	Part-time jobs that will be created as a result of the project. A job is considered part-time when weekly hours are less than 35 hours on an ongoing basis.
Sustainable Jobs	Number of new casual jobs created	Casual jobs that will be created as a result of the project. A job is considered casual when employment is ongoing but the number of weekly work hours is not defined and can change.
Sustainable Jobs	Number of Aboriginal people employed	Number of Aboriginal people employed as a result of the project
Sustainable Jobs	Number of new apprenticeship or trainee jobs created	Number of people employed as an apprentice or trainee as a result of the project.
Expanding or Diversifying Industry	Increase in domestic sales per annum ($)	Increase in total dollar value of domestic sales compared to before the project.
Expanding or Diversifying Industry	Increase in export sales per annum ($)	Increase in total dollar value of export sales compared to before the project.
Expanding or Diversifying Industry	Increase in total revenue per annum ($)	Increase in total dollar value of revenue per annum compared to before the project.
Expanding or Diversifying Industry	Access to markets	Number of new markets accessed as a result of the project.
Expanding or Diversifying Industry	New customers	Number of new customers reached as a result of the project.
Expanding or Diversifying Industry	Increased visitation	Number of new visitors from start of the project due to increased reputation/recognition.

RED Grant Objectives and Metrics		
Outcome	**Metric**	**Description of Metric**
Expanding or Diversifying Industry	Number of new products or services being delivered	Number of new products or services being provided as a result of the project.
Expanding or Diversifying Industry	Investment in research and development activities ($)	Total dollar value of project expenditure on research and/ or development activities for this project.
Expanding or Diversifying Industry	Number of new business collaborations	New collaborations created with other businesses as a result of the project.
Expanding or Diversifying Industry	Project expenditure on local goods and services ($)	Total project funds expended on acquiring local goods and services for the delivery of the project.
Developing Skills or Capabilities	Number of employees who participated in formal training	Formal training is usually structured and follows a predetermined curriculum, often leading to certifications or degrees. It usually takes place in classrooms, workshops, or online courses, with clearly defined learning objectives and assessments.
Developing Skills or Capabilities	Number of employees who participated in informal training	Informal training is usually less structured than formal training and could occur through day-to-day activities, on-the-job learning, and interactions with colleagues. It doesn't have a set curriculum and often involves experiential learning, mentoring, or self-directed exploration. This could also include attended industry talks or networking events.
Developing Skills or Capabilities	Number of new volunteer or trainee positions	Number of positions available to trainees or volunteers as a result of this project.
Developing Skills or Capabilities	Number of new business certifications or accreditations	Number of new business accreditations or certifications achieved as a result of this project.
Increasing Productivity	Increase in net profit per annum ($)	Increase in net profit compared to before the project.
Increasing Productivity	Increase in total value of outputs per annum ($)	Increase in total dollar value of outputs per annum compared to before the project.
Increasing Productivity	Decrease in total value of inputs per annum ($)	Decrease in total dollar value of inputs per annum compared to before the project.
Increasing Productivity	Expenditure on new technology or systems ($)	Total project expenditure on new technology or systems that will lead to an increase in productivity.
Attracting New Investment to the Region	Direct leverage funding secured for the project ($)	Total value of all non-RED Grant cash funding for the project. E.g. applicant cash co-contribution and other third-party cash contributions.

RED Grant Objectives and Metrics		
Outcome	**Metric**	**Description of Metric**
Attracting New Investment to the Region	Number of ancillary businesses supported by the delivery of the project	Number of ancillary businesses that will be positively impacted by the project. E.g. An ancillary business was able to co-locate at your premise, an ancillary business is now supplying additional goods, an ancillary business diversified their products to meet the new needs of the applicant's business.
Attracting New Investment to the Region	Future investment secured as a result of the project ($)	Additional direct or third-party investment that is secured throughout or post project delivery for further business development, as a result of this project.