

Gold Cross Products and Services Digital Grant

These guidelines contain essential information on the purpose of the grant including eligibility, how to apply and your obligations as an applicant. You should read these guidelines before completing an application.

About the program

The Pharmacy Guild of Australia, through Gold Cross Products and Services, provides support to member pharmacies through a wide range of programs. The purpose of this grant is to contribute financial support for smaller member pharmacies to improve their digital capabilities, work smarter and take advantage of online business opportunities. The grant aims to see members:

- access the latest digital technologies to increase their confidence, productivity and competitiveness
- to expand market reach and ongoing customer engagement opportunities
- upskill and train business owners and staff and benefit from new technologies
- to work smarter, be more innovative and work fewer hours
- create an environment that makes it easier to do business

What is the grant?

- Gold Cross will provide a 50% funding contribution up to \$1550 ex GST, for the cost of a website set up with Guild Digital. No other provider or initiative will be accepted as part of the grant. The program will only be open to Guild member pharmacies in all Australian states and territories
- It is a competitive grant application process involving a series of questions submitted online, judged by a judging panel
- All applicants must check their banner group's Member Services Agreement to see whether they can publish an individual website for their pharmacy
- Applicants must describe in detail how they will actively enhance their digital capabilities using the website as part of their digital transformation plan

Eligibility criteria for the grant

- Current Guild Member
- Have a turnover of \$2 million or less in the last financial year
- Have an Australian Business Number and be registered for GST
- Not be insolvent or have owners/directors that are an undischarged bankrupt
- Must be in a position to pay upfront for the website
- Have had a owner or manager in the business enrol in digital coaching with Guild Digital or digital training (e.g. Google Digital Garage Australia)
- Successful applicants cannot reapply for funding under this grant program in future rounds
- Successful applicants must publish their website within two months of approval
- Unsuccessful applicants will be notified and provided with feedback and can reapply in future rounds

When must the website be produced?

Grant recipients will need to pay for the website upfront (\$3100 + GST) and when they publish the website within two (2) months from the sign on day - will be refunded \$1550.

How will applications be assessed?

In addition to meeting the eligibility criteria, applications will be prioritised on:

- Strong community involvement
- A clear and unique selling proposition
- A clear vision for the positive impact the website will have on the business and the community
- A clear understanding of how the website will enhance the digital capabilities of the business to make the business more competitive
- A clear definition of challenge/threats being experienced by the pharmacy
- A clear description of the current state and vision of a future for the pharmacy using digital technologies



The Pharmacy
Guild of Australia

What is the process?

Submit your application - www.guilddigital.com.au/digitalgrants	October 1 to 18
Eligibility check and application assessment by judging panel	October 21 to 28
Submission of recommendations to grant delegate (CEO Gold Cross)	October 28
Recipient notification (Approval Date) by approval letter from grant delegate	October 29
Application feedback to all participants	October 29
Recipients published in pharmacy media	October 30
Recipients accept terms, pay fee and are engaged in strategic website consultation, website authoring, review and publishing with Guild Digital	October 30 onwards
If published within two months, the grant delegate will be notified and 50% of fee will be refunded	Deadline December 31

Disclosure, publication and obligations

By submitting an application, the applicant:

1. acknowledges that submitting an application does not guarantee that the applicant will be eligible to receive a grant. Selection of the applicant for a grant shall be at the delegate's sole and absolute discretion.
2. acknowledges that in the event that the application is approved, the applicant has read, and agrees to be bound by the funding agreement throughout the term of the funding agreement.
3. authorises the use and/or publication of the applicant's name and details of the project, in relation to any promotional or advertising purposes in conjunction with the Gold Cross Products and Services Digital Grants Program.
4. authorises the use and disclosure by the program organisers, contact details and details of the project (including grant amount), for any promotional, advertising or accountability reporting purpose in relation to the Gold Cross Products and Service's Digital Grants Program. Disclosure may include to Members of Parliament.
5. the applicant will have and maintain appropriate insurances in relation to the business and upon reasonable request, provide evidence of currency to the Delegate.
6. except for any liability that cannot be excluded by law, Gold Cross Products and Services, The Pharmacy Guild of Australia and Guild Digital (including its officers, employees and agents) is excluded from all liability (including negligence) for any loss or damage (including loss of opportunity or personal injury) whether direct, indirect, special or, arising in any way out of the application or the funding agreement.
7. the applicant agrees to participate in a survey after the completion of the project following up on outcomes
8. the applicant may only lodge 1 application at a time. Successful applicants may not re-apply.
9. either party may terminate the funding agreement by written notice with immediate effect if the other party:
 - a. breaches a material term of the funding agreement which is not capable of being remedied; or
 - b. breaches a material term of the funding agreement which is capable of being remedied and fails to remedy that breach within 30 days after receiving notice requiring it to do so.
10. a party may notify the other party in writing of the occurrence of a dispute (Dispute Notice) and the parties will try to resolve the dispute through negotiation.
11. in the event of a dispute, if the parties are unable to resolve a dispute within 15 business days from the receipt of the Dispute Notice, the dispute is to be referred to the parties' authorised officers for resolution. Each party will continue to perform its obligations in accordance with the funding agreement.
12. each party must not disclose the other party's Confidential Information to a third party without the other party's prior written consent, except:
 - a. to its representatives who are bound to keep the information confidential and to whom it is necessary to disclose the information;
 - b. to its professional advisers who are obliged to keep the information confidential;
 - c. as required or permitted by law;
13. All costs associated with the preparation of applications and any associated costs will be the sole responsibility of the applicant.