



Department of  
**Primary Industries and  
Regional Development**

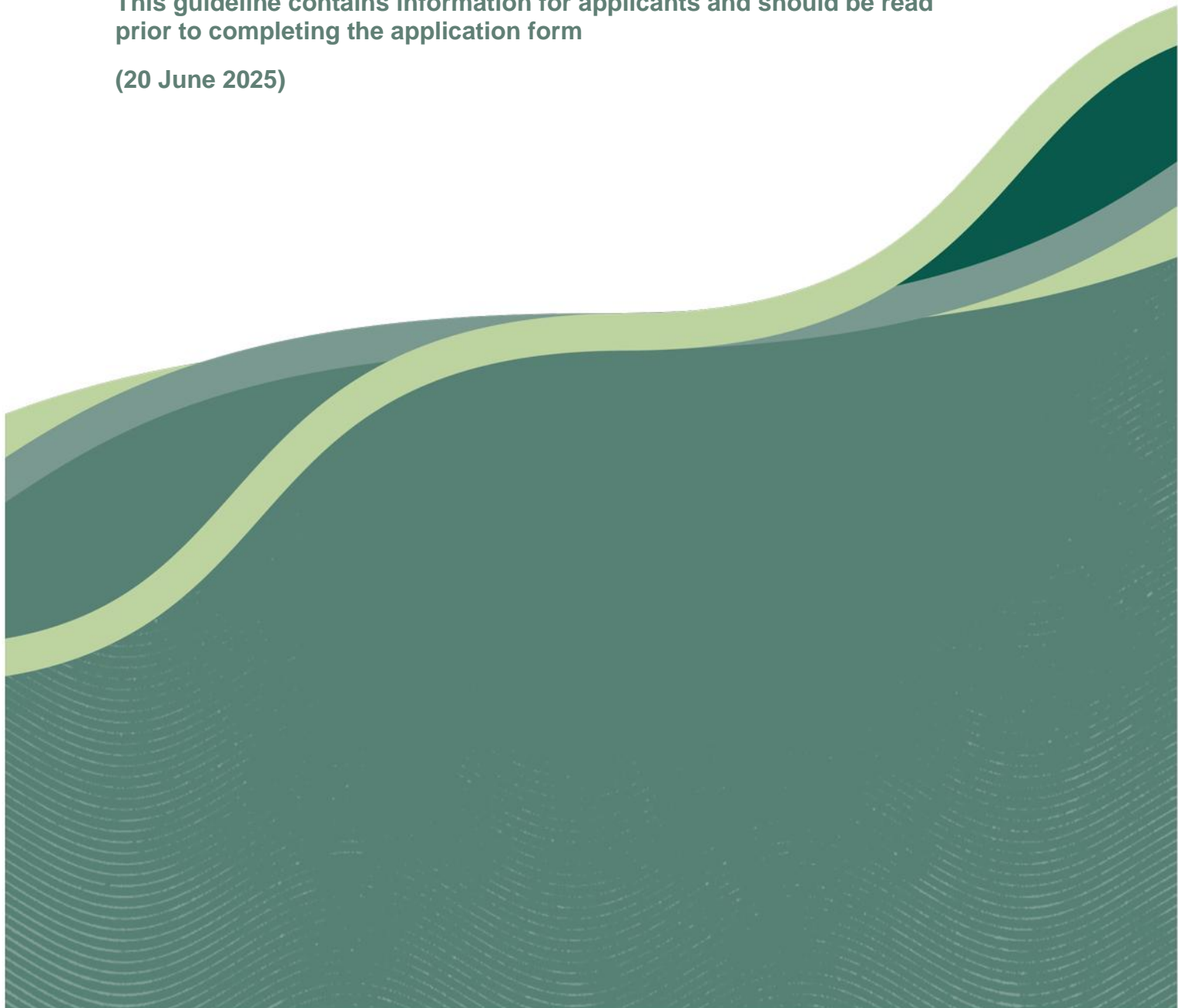
**Protect  
Grow  
Innovate**

# Farmers' Market Grant Scheme

## Scheme guidelines

This guideline contains information for applicants and should be read prior to completing the application form

(20 June 2025)



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## Scheme overview

Farmers' markets play a positive role in local communities, showcasing local produce and educating customers on local food systems. Producers have the opportunity to directly market their produce and diversify their business model, as well as providing a forum for communities interested in fresh food, its source, and ideas for new products.

In response to the operating pressures facing the sector, a one-off grant for farmers' markets has been developed to support the operational performance, business sustainability and growth of the sector. The grants would also help ensure consumers can access in-season local produce.

Financial assistance, in the form of grants of up to \$50,000 (excluding GST) will be available to farmers' markets operators to support business operations, build capability and ensure a sustainable business model for future success.

The program will operate over two stages. Stage 1 will require the successful completion of a training workshop, after which funding can be applied for via Stage 2.

Funds can be directed to regional and metropolitan economic development growth opportunities through either supporting the business sustainability of existing farmers' markets or encouraging the development of new farmers' markets.

Program objectives include but are not limited to assisting with the costs of infrastructure, planning and licencing requirements and the need to improve organisational performance to ensure markets are financially sustainable over the long term and remain compliant with regulations.

## Scheme opening and closing dates

Open on: 20 July 2025

Close on: 30 June 2027 (or all funds are expended, whichever occurs first)

## Scheme management

Title	Role in program/scheme
Executive Director, Agribusiness, Food and Trade	Program Decision-Maker: funding decisions
Manager, Food Industry Development	Scheme Owner: funding recommendations
Project Manager	Manage queries and complaints

## Scheme funding

The Scheme is funded by the Department of Primary Industries and Regional Development (DPIRD). The total amount of funds available for allocation under this program is \$2.0 million. The funds are available during the period 20 July 2025 and 30 June 2027 (over the financial years 2025-26 and 2026-27). **Funds made available under this program are one-off and limited.**

## Key information

Minimum and maximum grant size	One off grant of up to \$50,000, across one or multiple project items.
Total funds available	\$2.0 million
Maximum percentage of eligible project costs the grant can cover	100%, on successful completion of training workshop.
Maximum time to spend funds	Funds to be expended by no later than 12 months after funding approval.
Funding mechanism	Up to 25% paid on commencement, following a letter of offer, with the remainder paid as a reimbursement of documented project expenditure. Approved recipients will be required to provide evidence of delivery of goods or services for eligible project costs at project completion, upon which DPIRD will make a final reimbursement payment within 60 days of receipt.
Grant program publicly announced	11 January 2025
Scheme EOI open	20 July 2025
Scheme close	30 June 2027. Applications can be submitted until the available funding for this grant opportunity is fully subscribed, or by the closing date, whichever occurs first.
Outcome notifications and announcement of successful applicants	Successful projects will be announced, and all applicants will be notified of the outcome of their application within 8 weeks of their application being received.

## Who can apply for funding?

Stage 1 of the scheme is open to both existing markets and those under development that comply with, or would like to consider complying with the WAFMA guidelines below:

1. A **predominantly fresh food** market that **operates regularly** within a community at a focal public location that provides a suitable environment for **farmers and specialty food producers** to sell **farm-origin** and associated **value-added specialty foods** for human consumption directly to customers.
2. The farmers' market is run by a community-based, not-for-profit association, social enterprise, co-operative or company with the purpose of complying with point 1.
3. All produce must be sold by the farmer / producer, family member, or employee directly involved with the growing, rearing, catching or manufacturing of the product. Co-operative farming ventures may be included at the discretion of the individual farmers' market, but must be genuine business arrangements, not solely formed to create the ability to resell products or sell multiple products at one stall.

## Activities that can be funded

The program aims to support farmers' markets efforts to become financially sustainable by improving the following:

- infrastructure (e.g. signage, toilet/hygiene facilities, power, onsite storage/shelter, accessibility, point of sale upgrades).
- planning and compliance (e.g. business planning, risk management plans, work, health and safety compliance, food safety training and compliance, first aid, auditing, specialist training).
- marketing and communication activities, including community engagement (e.g. specialist incursions such as chefs or one-off events).
- market development support (e.g. fee reductions or waivers for stallholders adhering to WAFMA guidelines), managed by market operators with justification provisions.
- one-off projects that contribute to business operations and ongoing financial sustainability (including one-off costs for service providers and/or project staff salaries directly related to approved projects).
- up to 10% of project budget for administration and project management costs incurred by market operators managing an approved project, with documented evidence submitted with acquittal report.

Expenditure must be a direct cost of the projects nominated in the Application.

### Activities that **CANNOT** be funded

Grant funding **cannot** be used for:

- activities with no clear connections to farmers' markets, as defined by point 1, above.
- motor vehicle repair, maintenance, purchasing or leasing.
- purchase of equipment that is not related to the farmers' market business (e.g. equipment for domestic use or that is primarily for another type of activity at the Applicant's site).
- project costs incurred or paid prior to the execution of a formal notice of successful application.
- preparing an application for this or any other grant program, including any third-party consultant costs.
- involved in the preparation of materials in support of an application or any associated reports or audits used as the basis for an application.
- consultants, contractors or suppliers that are Associated Entities.
- protecting / patenting intellectual property.
- hospitality, entertainment, the provision of alcohol and gratuities.
- travel expenses

### Funding limits and timeframes

In this Scheme the maximum funding available to each applicant is up to \$50,000 across one or multiple project items, under a once off arrangement. The Scheme will cover projects or activities that are carried out over the 2025-26, 2026-27 and 2027-28 financial years.

Projects should be completed within 12 months of the grants being awarded.

### Applicant eligibility requirements

To be considered for funding through this Scheme, applicants need to complete and submit an application form via the [SmartyGrants portal](#). Completed applications must be submitted before 30 June 2027.

## Eligibility criteria

To be eligible to apply for the Stage 2 funding round, applicants must:

- have a current Australian Business Number (ABN).
- be registered for GST, if turnover is above \$75,000.
- have an account with an Australian financial institution.
- be a member of the Western Australian Farmers Market Association (WAFMA).
- Have undertaken a training workshop designed for market operators through the WAFMA.
- be operating in Western Australia with Western Australian produce
- have acquitted, as required, any previous Federal, State or Local Government grants.
- provide a project outline that demonstrates well-articulated benefits to the relevant farmers' market community and contributes towards the ongoing financial sustainability of the market.
- agree to participate in future program evaluation activity such as a survey or interview within 12 months of project completion.
- Evidence of compliance with all state and local government statutory requirements, such as LGA zoning, food safety and service.
- agree to retaining any equipment purchased with / supported by grant funding for a minimum of 24 months.

## Grant program stages

### Stage 1

After the initial application the applicant is required to successfully undertake a training workshop provided at no cost to applicants. The workshop is designed specifically for market operators, managers and committee members to improve operational performance, business administration and marketing / sales.

Acceptance into the stage 1 workshop does not guarantee acceptance into the stage 2 funding round but is a pre-requisite.

### Stage 2

Upon successful completion of the training workshop (evidence provided) market operators will be invited to submit an application including a summary outline of their proposal to be considered for the stage 2 funding round.

Mandatory requirements are outlined in the Eligibility Criteria section.

Applications will remain open until 30 June 2027 or until funds have been expended, whichever occurs first. Projects should be completed within 12 months of the grant being awarded.

## Quotes for expenditure

A detailed written quotation from the applicant's proposed service provider or equipment provider / supplier must be provided with the stage 2 application. For capital equipment, applicants must provide a minimum of two professional quotes from a reputable supplier for all grant-related project expenditure. Freight costs must be clearly identified. The Applicant's preferred provider should be nominated in the application form.

## Service providers

Applications for professional services will need to nominate a professional service provider to carry out the proposed services to be supported by the grant funding.

Applicants are encouraged to use locally based service or equipment providers where possible.

Providers nominated by the applicant to complete consultancy works or provide capital equipment may be publicly funded entities, not-for-profit enterprises, or privately owned businesses.

The applicant must provide evidence that the professional service provider has experience or expertise (or where applicable, certification) in service delivery or that the capital equipment is more efficient than their existing equipment or operations. This evidence may include but not be limited to: company brochures; customer testimonials and references; and samples of work for other clients (with redacted text if required).

Professional service providers may partner with other professional service providers to deliver the quoted work scope; however, such arrangements must be fully disclosed within the quotation attached to the application, clearly stating the experiences and responsibilities for each delivery partner.

**Applicants and professional service providers or suppliers must be entirely separate entities.** For example, they may not be owned by the same parent company, share governance, or have common directors. Applicants and professional service providers or suppliers must not be direct family members, either by birth or marital status.

## Applicants who are specifically NOT eligible

Applicants will not be eligible for funding if they are:

- an individual
- a Commonwealth, State or local government agency or body
- an unincorporated association
- businesses outside of Western Australia.

Where the eligibility of an applicant or application is ambiguous, DPIRD will make a determination as to its eligibility.

## Additional information required from applicant

Applicants must supply the following information:

- Bank account details.
- Physical and postal addresses.
- Contact details.
- If a group application (such as a co-operative or incorporated association) applicants are required to nominate a lead applicant authorised to receive and administer the grant on their behalf.
- If a trustee of a trust, a copy of the trust deed that outlines that the trustee has the authority to make application on behalf of the trust.

DPIRD may contact applicants to seek additional information.



## How to apply for funding

To be considered for funding through this Scheme, applicants must complete and submit an online application in [SmartyGrants](#). The stage 1 application consists of a short form, while stage 2 applications require a detailed outline of the proposal and quote(s) for proposed services or works. Projects detailed in stage 2 applications will be informed by the market project assessment completed during the stage 1 training workshop.

## Application process

Applicants will proceed through a two-stage demand driven process as outlined in the following table:

Stage	Process
Application	<p>Read the guidelines and determine if the market operator can meet the program requirements. Mandatory requirements are outlined in the Eligibility Criteria section.</p> <p>Complete stage 1 application via the online application form, available on the <a href="#">SmartyGrants website</a></p> <p>To manage the assessment process the department may at its discretion temporarily halt the receipt of new applications. Details will be provided on the department's website.</p>
Stage 1	<p>After the initial application the applicant is required to successfully undertake a training workshop designed specifically for market operators to improve operational performance, business administration and marketing / sales. Market project assessment conducted through stage 1 will inform the project outline in stage 2.</p> <p>Acceptance into stage 1 does not guarantee acceptance into the stage 2 funding round.</p>
Stage 2	<p>Upon successful completion of the training workshop, with evidence, market operators will be invited to submit an application into the stage 2 funding round, including a detailed outline of their project.</p> <p>Mandatory requirements are outlined in the Eligibility and Assessment Criteria sections.</p>
Assessment	<p>The department assesses applications. During assessment, clarifications will be requested where the eligibility of an applicant is unclear. If requested, the applicant must provide all clarifications within 5 business days. A late or incomplete response to a clarification request may cause the application to be considered ineligible.</p> <p>Application results announced. All applicants will be notified within 8 weeks of application of the outcome of the assessment of their application.</p>
Letter of Offer	<p>Successful applicants will be contacted in writing to finalise funding offer and arrangements.</p> <p>Project commences, with 25% of project costs paid on commencement of the project. The project must not commence until the letter of offer is received, unless otherwise approved by the department.</p>



Stage	Process
	Projects should be completed by no later than 12 months following the letter of offer.
Rebate	Claim remaining funds. Submit application acquittal form to claim funds. Payments will be made as rebates within 60 days of receipt of claim.

## Assessment – How will the applications be assessed

DPIRD will review the application against the eligibility criteria, taking into account the alignment with grant objectives, submission time and date. Grants will be awarded in order of valid applications received and where funding remains available to be allocated.

Preference will be given to projects that:

- demonstrate the sourcing of local goods, services and suppliers, and
- can be completed within 12 months of receipt of grant approval.

Longer-term projects that clearly demonstrate significant outcomes in line with the program objectives may be considered but need to be completed within the period of grant operations.

If the selection process identifies unintentional errors in the application, DPIRD may contact the Applicant to correct or clarify the errors, but the Applicant cannot make any material alteration or addition.

The amount of detail and supporting evidence requested and provided in the application should be relative to the size, complexity and grant amount requested.

## Assessment process

The assessment process will be carried out in the following manner:

1. Applications submitted to DPIRD via online form on the [SmartyGrants](#) web portal.
2. DPIRD will establish an assessment team, which will:
  - a. Declare any perceived conflicts of interest relating to the applications.
  - b. Review all applications for completeness and eligibility.
  - c. Undertake a due diligence assessment on each application.
3. The Scheme owner will:
  - a. Declare any perceived conflicts of interest for each application.
  - b. Individually review each application.
  - c. Confirm the eligibility status of applications / applicants.
  - d. Assess eligible applications against the guidelines / objectives / selection criteria / due diligence.
  - e. Reach a funding recommendation for each eligible application.
4. The Program Decision-Maker will:
  - a. Declare any perceived conflicts of interest for each application
  - b. Decide to accept or reject the Program Delegate's recommendation.
5. Once approved, funding recipients will receive a letter of offer and will be requested to enter into a legally binding funding agreement with DPIRD. Unsuccessful applicants will be notified by DPIRD in writing.

## Assessment criteria

Applicants must address the assessment criteria in the stage 2 funding round application.

When making an application, please ensure it addresses the following:

### Applicant information

- Applicant description (governance structure, land size, stall numbers, estimated footfall, length of operation, location of business, etc.).
- Organisational capacity and experience.
- Demonstrate financial solvency and financial capacity or include a detailed business plan if a start-up.
- Overview of project partners if relevant.

### Project summary

- Detailed project description (1-2 pages)
- Reasons for undertaking the project
- Location of the project
- The funding amount sought.
- Detailed project costs and timeframes.
- Quotes for services or expenditure as per eligibility requirements.
- Ongoing contribution to the organisational performance and financial sustainability of the farmers' market.
- Identifying key risks to delivering the project and proposed mitigation strategies.

### Project alignment

- Identify why the grant is necessary for the project to succeed.
- Brief outline of intended outcomes and benefits to the market operator, stallholders, community and other parties.
- Alignment to the fund objectives of achieving improved operational performance, financial sustainability and growth of the sector.

Prospective applicants are encouraged to contact the DPIRD representative to discuss their application prior to finalising a submission.

## Conflict of interest

Any staff involved in assessing or decision-making will complete a conflict of interested (COI) declaration before undertaking an assessment or making a decision. Staff will not participate in the assessment of applications where there is a perceived conflict of interest. The Program Decision-Maker will be responsible for making judgements regarding conflicts of interest.

## Decision

The Program Decision-Maker decides which grants to approve, taking into account the availability of grant funds.

The Program Decision-Maker's decision is final in all matters, including:

- the grant approval
- the grant funding to be awarded
- any conditions attached to the offer of grant funding

The Program Decision-Maker will only approve funding if there are sufficient program funds available for the project.

## Appeal process

There will not be an appeal process, and decisions are not reviewable.

## Notification of application outcomes

All applicants will be informed of the outcome of their application. Successful and unsuccessful notification will take place within 8 weeks of the application being made.

## Agreement arrangements

If an application is successful, DPIRD will provide a letter of offer outlining agreement arrangements. Successful applicants can accept their offer from DPIRD and can then commence activities. No retrospective payments will be made.

## Payment arrangements

The payment policy for the program is as follows:

- Up to 25% of the project budget will be paid on commencement, following a letter of offer, with the remainder paid as a reimbursement of project expenditure.
- Approved recipients will be required to **provide evidence of project completion, payment and delivery of goods or services** for eligible project costs, upon which DPIRD will make a final reimbursement payment within 60 days of receipt.

Payments will be made electronically to nominated bank accounts.

## Reporting and monitoring requirements

### Scheme evaluation

Upon completion of the work, applicants will be required to fill out a Service Completion Form via the SmartyGrants portal for Stage 2 funding. This form will enquire as to whether the applicant is satisfied that the work completed has met the scope of works and will also ask questions around the impact of the program.

Any project specific items to be reported on will be identified in the letter of offer.

Reports are to be submitted online via the SmartyGrants portal on or before due dates.

The following monitoring activities will be carried out:

- Evidence of payment and delivery of goods and services for eligible project costs.
- Project financial reporting.
- Project auditing.

## Tax information

Funding provided to recipients under the Grant is regarded as payment for a supply. GST-registered grant recipients will therefore be liable for GST in connection with the grant.

The grant will be increased by the amount of GST payable. Recipients must provide a tax invoice for the GST inclusive value of the grant.

Applicants are encouraged to seek tax advice on the potential implications of obtaining funding.

## Glossary of terms

**Applicant** – the entity that makes the application for funding

**Application** – an application (or relevant part of an application) made to the State of

**Associated entities** – linked through ownership, control or significant relationship (shared directors, related parties)

**AWST** – Australian Western Standard Time

**Department** – Department of Primary Industries and Regional Development

**DPIRD** – Department of Primary Industries and Regional Development

**Guidelines** – are the guidelines for the Scheme, this document

**Grant** – Farmers' Market Grant Scheme

**Group application** – co-operatives, partnerships (general, Ltd, LLP, ILP), incorporated associations

**Lead applicant** – nominated member on a group application authorised to receive and administer the grant on their behalf.

**Program Decision-Maker** – the DPIRD executive who is responsible for making final funding decisions

**Scheme Owner** – the senior DPIRD officer, who is responsible for making funding recommendations

**SmartyGrants** – is the online grant management software tool used by DPIRD

Western Australia for funding under the Fund

**WAFMA** – Western Australian Farmers' Markets Association

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