

New Visitor Experience Program Guidelines



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From 2 March 2020, applications will open for a new grant program for NT based tourism operators to deliver new visitor experiences.

The Northern Territory Government will open this grant program for local tourism operators as part of the \$2 million Immediate Tourism Resilience Plan. The plan aims to maintain the momentum with attracting more visitors to the NT and minimise the impact to NT operators and the visitor economy resulting from the Australian Bushfires and the Coronavirus outbreak.

One-off funding of up to \$50 000 (excluding GST) is available per business.

This grant round is in addition to the scheduled Round 4 Visitor Experience Enhancement Program (VEEP) that is set to open on 1 July 2020 which provides grant funding for the tourism industry to improve its customer experience and requires an equivalent co-contribution.

Successful projects must:

1. Be strategic in nature by delivering benefits to an individual business, multiple businesses or to a region;
2. Be an additional new visitor experience;
3. Demonstrate how the proposal will enhance the Northern Territory tourism visitor experience and increase visitor numbers;
4. Be able to be completed by 30 December 2020; and
5. Include a matching cash co-contribution (in-kind contributions are not considered towards matching funds). This means if you are requesting a \$15,000 grant then you need to provide a further \$15,000 in cash towards the nominated project.

These grants will complement the business focussed grants offered and administered by the NT Department of Trade, Business and Innovation.

The VEEP grant funding program was over subscribed in the previous three rounds, therefore we encourage all applicants to ensure the guidelines are met and that your project clearly demonstrates the benefits to tourists visiting the Northern Territory.

Available

A total pool of \$500 000 (GST exclusive) has been allocated.

Priority will be given to projects which demonstrate the greatest need for a new tourism visitor experience as supported by evidence.

Applications under this program will be considered with reference to other NT Government funding which you may have been accessed or qualified for. Applicants should provide evidence that local NT suppliers and local content will be used to deliver the project.

Eligible Applicants

This program is designed to support tourism business enterprises. To be supported through this program, businesses must:

- have a significant tourism focus;
- be legally constituted;
- be Australian registered; and
- currently operate in the NT and employ resident Territorians.

For profit and not for profit organisations are eligible to apply.

Agencies of Government, Local Government and Regional Tourism Organisations are not eligible to apply.

Eligible Projects and Activities

As a guide only, examples of projects may include (but are not limited to):

- Development of new visitor experiences that diversify the tourism offering in the region.
- New or enhanced infrastructure upgrades to facilitate a new visitor experience.
- Implementation of new technology to create a new visitor experience in the NT.

Previous successful applicants are eligible to apply.

Ineligible Activities

Applications will not be accepted for:

- Activities that have commenced before the grant has been approved;
- Upgrading or developing facilities predominantly for local community use or where there is no clearly defined tourism visitor benefit;
- Marketing, advertising, product promotion activities, regular repairs and maintenance or travel;
- Administrative or running costs that are normally the responsibility of a business (e.g. rent, insurances, auditing and finance costs etc.), state or territory administration or local council;
- Wages or salaries for an applicant's employees;
- The purchase or lease of mobile/portable assets including, but not limited to, computers (e.g. desktops or laptops), motor vehicles (e.g. cars, buses or motorcycles), and boats; and
- Purchase or lease of real estate of any type.

Applications will not be accepted where an applicant is in breach of any previous funding from Tourism NT or any other Northern Territory Grant funding program.

Please take care to ensure ineligible activities are not included in any application as this will preclude further consideration.

Indicative Dates

Nomination period opens

2 March 2020

Closing date for project nominations¹

31 March 2020

Consideration of projects

April 2020

Notification of successful recipients

May 2020

Funding Agreements finalised

May 2020

These dates are indicative and may be changed if necessary (for example, if a larger than anticipated volume of potential projects are received). Projects may be supported that have been identified through this or another process.

All projects must be completed before 30 December 2020.

Nomination Process

The program will operate via a merit based nomination process. Assessment of projects is by a panel based on written project proposals submitted.

An email confirmation will be sent within two working days of receipt of each application. In the event confirmation is not received, applicants should phone 08 8999 3808 to check progress of the application.

Further discussions with applicants may be required to confirm details in the nomination form and/or supporting documents. The NT Government may conduct credit checks and other due diligence processes as part of the assessment process.

All applications will be accepted via the Grants NT portal only. Businesses can register online via: grantsnt.nt.gov.au

¹ Applications will be accepted up to midnight (ACST) on the closing date.

Assessment Criteria

Eligibility of projects will be assessed based on alignment with the criteria detailed on page 1.

Applicants must be able to demonstrate how the nominated project will enhance the tourism visitor experience and increase tourism visitor numbers.

In accordance with its Buy Local policy, the NT Government is committed to the development of business and industry in the NT and supporting Territory enterprises. Except where it is impractical for technical reasons, projects should use labour available within the NT and source services, supplies and materials from within the NT.

A detailed budget must be provided as part of the application with a total project spend as the panel may elect to part fund a project.

Tourism operators who operate on Aboriginal freehold land are required to provide details of the relevant S19 lease documentation as appropriate.

Tourism operators who operate on or within NT Parks, Kakadu National Park or Uluru-Kata Tjuta National Park will be required to provide permit documentation as appropriate.

Successful applicants are required to provide evidence that the project will meet compliance with all regulatory authorities. This includes insurances and permits, building approvals, CASA requirements and NTG licencing requirements.

Funding Agreement

A legally binding funding agreement will be entered into between the Northern Territory Government and successful applicants.

Successful recipients will receive 50% of the successful project funding on signing of the funding agreement and 50% on completion of the project and submission of completed acquittal documentation.

Any requests for variations to successful projects must be submitted in writing for the panel to consider. In the event of a variation to a project not yet approved, the panel may reduce the total funding of the project.

The terms and conditions of the agreement will be determined based on the nature of the activity proposed. The agreement will set out:

- The rights and obligations of the Northern Territory Government and the funding recipient;
- Requirements with respect to “Buy Local” provisions and cash co-contribution, noting if these conditions (where applicable) are not met during project acquittal, applicants will be required to repay grant funding to the Department;
- Agreed project plan and budget as per application;
- Reporting and funding acquittal requirements;
- Requirements for recognising NT Government support and promotional obligations arising from receipt of funding. Applicants should note details of successful funding recipients will be advised publicly and recorded in the Department’s annual report; and
- Professional indemnity insurance requirements.

Further Information

For further information contact strategy.tourism@nt.gov.au or telephone 08 8999 3808.

A copy of these Guidelines is available at: www.tourismnt.com.au/en/industry-resources/grants-and-funding

Tourism NT’s corporate website www.tourismnt.com.au is a valuable resource for accessing information to support applications including tourism research and strategies.