



TOURISM PROMOTION PLAN

MARKET READY REGIONAL EXPERIENCE DEVELOPMENT PROGRAM

Product and Experience Fund

Guide for Applicants
July 2007

TABLE OF CONTENTS

1	Product and Experience Development Fund.....	3
2	Tourism Promotion Plan Guidelines.....	3
3	Assessment Criteria.....	4
4	Eligibility.....	6
5	Timeframe.....	7
6	Funding Arrangements.....	7
7	Lodgement of Applications.....	8
8	Applications.....	8
9	Assessment.....	9
10	Successful Applications.....	9

1. Product and Experience Development Fund

1.1 Fund Background

This initiative is a subprogram of program seven of the Tourism Promotion Plan, Market Ready Regional Experience Program.

The Product and Experience Development Fund has been allocated \$2.075 million over two years, \$1.265 million has already been allocated. This grant program has been established to allow organisations such as, industry associations, individual operators, local tourism associations and local councils to apply for funding.

Grants of between \$100,000 and \$200,000, but not limited to this, will be provided for implementation of existing initiatives that will directly enhance regional visitation, and projects that assist regional development and strengthen our brand.

1.2 Purpose

This initiative allows the industry to apply for funding to assist in implementation of developed projects that align with the brand and will support the existing industry and community. The projects must align with the aim of a 'Market Ready' concept to accelerate the development of regional products and experiences.

1.2 Applications

This fund is designed to deliver significant regional outcomes and priority will be given to projects in an indicative range of \$100,000 to \$200,000. Access to the fund is by application only. Assessment is competitive and merit based. Assessment of applications will be against the overall guidelines of the Tourism Promotion Plan and specific assessment criteria outlined in section 3.

2. Tourism Promotion Plan Guidelines

2.1 Goals

The goal of the Tourism Promotion Plan is to create significant long-term benefits for the Tasmanian tourism industry, and the broader Tasmanian community.

2.2 Objectives

The four objectives of the Tourism Promotion Plan are:

1. Accelerate preference for Tasmania, and intention to visit Tasmania, in the State's core markets using innovative programs.
2. Continue the momentum in south east Queensland and New South Wales achieved through *Spirit of Tasmania III*.
3. Optimise the performance of *Spirit of Tasmania I* and *II*.
4. Encourage broad regional visitation, including a focus on travelling in Tasmania by Tasmanians.

Through these objectives the Tourism Promotion Plan aims to create better alignment and more effective leveraging of tourism funds.

2.3 Intent

An alignment and leverage philosophy underpins the development of this program and all its suggested programs by:

- leveraging existing spend by Tourism Tasmania, TT-Line and Tasmanian tourism operators.
- encouraging alignment of the work of all parties in the tourism industry including Tourism Tasmania, TT-Line, Regional Tourism Authorities, associations and Tasmanian tourism operators.

To maximise the Tourism Promotion Plan funds new projects will need to:

- build the awareness of Tasmania as a holiday destination;
- drive visitor purchase decisions; and
- support the delivery of Tasmanian experiences that meet visitor expectations.

3. Assessment Criteria

3.1 Aligned to Program Goals, Objectives and Intent

- The proposal must demonstrate that it is aligned to the goals, objectives and intent of the Tourism Promotion Plan.
- The proposal must clearly demonstrate alignment to broader state and regional brand and tourism strategies.
- As part of the alignment and leverage principles of the Tourism Promotion Plan, collaboration with partners and other stakeholders must also be demonstrated.

3.2 Visitor Behaviour

The proposal must demonstrate how it will increase one or more of the following in a region, area or locale:

- Visitation;
- Length of stay; and /or
- Visitor expenditure.

3.3 Value for Money

The proposal must demonstrate how it represents value for money for both the applicant and the State Government.

Areas for assessment under this criterion are (but not limited to):

- Ratio of project management and administration costs to outcomes (these costs should be minimised); and
- Any support provided as in-kind, ie not a direct cash contribution to the project, must be clearly set out and explained how it is integrated into the project. **Please note** that in-kind support is not considered as money leveraged in the project.
- Money leveraged is the additional direct cash contributions to the project other than the funds requested.

3.4 Sound Business/Project Planning Practices

The proposal must provide a detailed business case / project plan identifying the following (but not limited to):

- Vision and Mission statements
- Goals and objectives
- Strategies for success ie sustainability
- Market analysis
- Identifiable regional benefits
- Current level of business (length of stay, visitation, expenditures) and the expected outcomes, improvements to the levels of business etc
- Risk assessment
- Leveraged funds applicable to the project (what other partners are contributing in cash)
- In-kind support to the project
- Project budget both as a whole and by components (if applicable)
 - Include projected profit and loss statements
 - Identify project income and expenditure
- Project management plan and implementation schedule including the following:
 - Timeline
 - Project/Funding milestones
 - Project components
 - Resources required to implement milestones (including human, financial and any other required for the project)
- Measurement tools ie KPIs against the TPP and/or proposed project objectives etc
- Other stakeholder comments as applicable

PLEASE NOTE - in some cases part funding may be considered, therefore each component of the proposed project must be distinguishable in both content and cost.

3.5 Capacity to Deliver Project

The proposal must clearly demonstrate that the project can be delivered on time and within budget and can achieve its identified outcomes. Areas for assessment under this criterion are (but not limited to):

- Ability and capacity of the applicant to manage and implement the project.
- Information about the applicant's core business.
- The skills and experience the applicant brings to the project.
- Details of any other funding that the applicant has received in the last five years from the Commonwealth or State Governments.
- Details of any planning and research that has been undertaken or broader marketing strategies that underpin this project.

4. Eligibility

4.1 Eligible Organisation and Projects

Organisations

- Applicants must be either a sole trader, a partnership or Incorporated and provide their Australian Company Number (ACN); and
- Be registered for GST and provide their Australian Business Number (ABN)

Examples of eligible organisation are:

- Industry Sector Organisations
- Individual or groups of operators
- Local Tourism Associations

Projects and Activities

Projects and activities will only be eligible if they address the above guidelines and assessment criteria, meet all the requirements of the program and do not contain any projects or activities identified below in 4.2.

Capital Funding Requests

- Any proposed infrastructure must be linked to the delivery of core product or experience of the business and any requests for equipment must clearly demonstrate that it is critical to the development of the product or experience.
- **IMPORTANT** – all applicants seeking funding for capital works **SHOULD** seek clarity on eligibility from your regional Industry Development Consultant.
- **NOTE** – please take note of identified ineligible activities in section 4.2

Joint Projects

Joint projects must select one eligible organisation or individual as the lead applicant. The lead applicant will submit the application and, if successful in obtaining funding, is the entity that will enter into the funding agreement with the State Government. The lead applicant must demonstrate they meet the eligibility requirements and will be responsible for ensuring all aspects of the project are completed in accordance with the funding agreement.

4.2 Ineligible Organisations and Projects

Organisations

State and Australian Government organisations, departments, agencies, and Government Business Enterprises.

Projects and activities such as

- feasibility studies or other similar business planning
- marketing, advertising or product promotion
- website development or redevelopment
- purchasing of capital equipment such as vehicles, boats, computers, machinery or other equipment

- buying or leasing real estate of any type
- concept designs, or development or planning approval documents, activities or processes
- engagement or payment of permanent employees
- payment for work undertaken on the project before an offer of funding is made
- allowances for project 'contingencies' in the budget
- administrative or running costs that are normally the applicant's responsibility, for example, insurance, rent, standard office equipment, telephone costs and consumables
- payment for business audit costs
- raising capital funds, providing fund investment or fund venture capital activities
- projects or activities that duplicate or overlap any other Commonwealth, State, or local government program
- attendance at conferences or seminars or funding overseas travel.

Please note - other cash or in-kind contributions can be used for any ineligible items or activities that are an integral part of a project.

5. Timeframe

5.1 Indicative Timeline

<i>Activity</i>	<i>Timing</i>
Open Product and Experience Fund	30 July 2007
Close Product and Experience Fund	19 October 2007
Notification	December 2007

6. Funding Arrangements

6.1 Funding agreements

- These will be in accordance with State Government procurement guidelines.
- Successful applicants must enter into a State Government agreement (see attached) and accept the general terms and conditions of that agreement.
- Flexible milestone payment plans will be developed with each successful applicant.
- A final payment will be held and will be paid on a satisfactory project completion report, which includes a financial audit of all grant funds.
- All funding agreements will be with the State Government, through Tourism Tasmania.

7. Lodgement of Applications

All applications must be lodged by 5.00pm Friday 19 October 2007 and clearly marked with the following.

Please address your application to:

Attention
Program Manager
Cooperative Marketing Fund
Tourism Promotion Plan
Tourism Tasmania
Level 2
22 Elizabeth Street
HOBART 7001

OR

Electronically to

Program Manager - Product and Experience Fund
Tourism Promotion Plan

developmentapp@tourismtasmania.com.au

Late submissions may not be accepted.

Electronic submissions are preferred.

8. Applications

8.1 Assistance

For assistance in developing your application please contact your local Regional Tourism Authorities Industry Development Consultant.

Totally South Tourism – (03) 6230 8301
Northern Tasmanian Development – (03) 6391 0303
Cradle Coast Authority – (03) 6431 6285

8.2 Requirements for Applications

- Applications must comply with the format requested (template provided).
- THREE (3) applications (one original and two copies) must be submitted – ONLY IF SUBMITTING HARD COPY.
- Applications must be signed by a duly authorised person who will also sign the funding agreement if successful.
- Applications must acknowledge and accept the terms and conditions in the State Government agreement (provided).

9. Assessment

Assessment will be on a competitive merit basis, against the assessment criteria.

Proposals will be ranked on merit against all other proposals by an assessment panel and recommendations will be made to the Minister for Tourism, Arts and the Environment.

Applications will be treated as 'commercial-in-confidence'. However, the Department may also disclose information with your consent. The Department may disclose any information to State agencies for law enforcement or audit purposes.

10. Successful Applications

Will be required to:

- commence as indicated in the application
- provide the necessary evidence of the required insurance coverage, business and GST registration required for the agreement
- negotiate a milestone payment schedule
- negotiate a regular project progress reporting schedule based on the agreed milestones and KPIs
- At the completion of the project, provide a financial acquittal of all funds granted.