

> Tourism Distribution > Grant Guidelines > 2022-23



Grant guidelines

The Northern Territory's Tourism Industry Strategy 2030 acknowledges the impact technology has had on customer booking behaviour and that it's integral for tourism businesses to be connected online to meet customer expectations and enable businesses to deliver quality products.

The Tourism Distribution Grant Programs for 2022-23 support the vision by helping businesses to enhance the visitor booking experience and encourage visitors to stay longer in the NT.

Tourism NT is providing \$150,000 (excluding GST) grant funding to support Northern Territory tourism businesses through three programs:

Program A: Book Now Grant Program

Program B: Domestic Distribution Grant Program

Program C: International Distribution Grant Program

Each program has an open non-competitive funding pool of \$50,000.

Program A: Book Now Grant Program

Tourism NT is providing \$50,000 (excluding GST) grant funding to support the implementation of booking systems for Northern Territory tourism businesses.

Applications can be submitted for matched funding up to a maximum value of \$2,500 (excluding GST) to establish an online booking system integrated on an existing business website; or establish a turnkey website that features a booking system.

For example, if the total project is \$4,000, a business can apply for funding of \$2,000 and they will be required to contribute \$2,000 (excluding GST).



Eligible projects and activities

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

- implementation of a recognised booking system approved by Tourism NT (booking systems such as Room Manager, Rezdy, Newbook, RMS)
- contribution towards initial setup costs and up to 12 months of booking system fees
- implementation of a turnkey website featuring a booking system and up to 12 months of turnkey website fees
- contribution towards training on the new booking system
- contribution towards data entry of existing bookings into the new system (only if in conjunction with new booking system).

This list is not exhaustive and all projects that meet the guidelines will be considered.

Applicants must have a tourism focused business and marketing strategy.

Applications under this program will not be accepted for additional marketing, advertising or product promotion activities.



Program B: Domestic Distribution Grant Program

Tourism NT is providing \$50,000 grant funding to support Northern Territory tourism businesses to increase their product offerings in domestic distribution.

Applications can be submitted for matched funding for new domestic marketing activity.

Funding is available to contract advice to price product, determine distribution potential, assist with planning, packaging, product alignment including rates and commission structures suited to domestic and online travel agents, or undertake domestic sales calls with travel trade.

A minimum Tourism NT contribution of \$1,000, up to a maximum of \$5,000 is available. Please note projects with a total value of less than \$2,000 will not be considered for funding.

Therefore, if the total project is \$7,000, a business can apply for funding of \$3,500 and they will be required to contribute \$3,500 (excluding GST).



Eligible projects and activities

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

- contracting expert advice to determine domestic marketing potential
- receiving advice to assist with planning domestic distribution including rates and commission structure, domestic target market, product alignment
- undertake travel from the NT for domestic sales calls with travel trade*
- other domestic activities discussed and approved by Tourism NT.

*Travel inclusions: travel for one representative interstate. This includes airfares (up to \$1,000 per trip), accommodation (up to \$250 per night), ground transport and costs of holding an event (excluding the purchase of alcohol). The application should identify how travel will support an approach to engage new domestic distribution partners.

Travel exclusions: hospitality related to a specific agent/event, alcohol, food and beverages for an individual during their travel, insurance and COVID or medical related expenses. Applicants may use their co-contribution to fund these components.

Travel cannot be used towards Tourism Australia, Australian Tourism Exchange Council (ATEC), Tourism NT or Regional Tourism Organisation (RTO) led structured events. Excluded events, for example, include but are not limited to NT Muster, NT Round Up, Asia Pacific Incentives and Meetings Events (AIME), Australian Tourism Exchange (ATE), ATEC Meeting Place, and Caravan and Camping Shows. If unsure please contact 08 8999 3921 during business hours prior to submitting an application.

*Applications under this program will not be accepted for intra-Territory travel.



Program C: International Distribution Grant Program

Tourism NT is providing \$50,000 grant funding to ensure Northern Territory tourism businesses are ready for the international tourism market.

Funding is available to contract advice to price product with suitable rates including commission, determine distribution potential, receive advice for international marketing plans, or to develop an export marketing plan including rates and commission structures suited to International Tourism Operators (ITOs) and Online Travel Agents (OTAs).

A minimum Tourism NT contribution of \$1,000, up to a maximum of \$5,000 is available. Please note projects with a total value of less than \$2,000 will not be considered for funding.

Therefore, if the total project is \$9,000, a business can apply for funding of \$4,500 and they will be required to contribute \$4,500 (excluding GST).



Eligible activities

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

- contracting expert advice to determine international marketing potential
- receiving advice to assist with planning international distribution including rates and commission structure, target inbound market, product alignment etc
- developing an export marketing plan
- outsourcing the creation of market specific content in language, such as social media tiles and promotional resources (excluding photography/videography), including translations.

Applications under this program will not be accepted for travel, associated travel costs or entertainment.

Terms and conditions



Funding available

The Northern Territory Government has assigned a budget allocation of \$50,000 for each grant program.

Applications under these programs will be considered with reference to other NT Government funding which you may have accessed or that you may qualify for.

Businesses can not apply for all three programs at the same time. They may be eligible to access funding from each program, subject to funds being available, however must complete each activity before being approved for the next. Tourism NT does not guarantee that funding will be available for a business to access funding from all three programs.



Guidelines

Applicants must confirm they meet the following guidelines. Applicants will be required to:

- provide an itemised project budget accompanied by quotes. Applications without accompanying budget and quotes will not be considered. Quotes / invoices from family owned or other registered businesses aligned to the application will not be accepted
- confirm that they are not dependent on other grant funding applications to enable the completion of the project
- contract the consultant, if applicable, within 30 days of being advised the application has been successful
- confirm they have funding available for the matched co-contribution
- confirm that if successful for Book Now (Program A) that a booking system will be implemented and functioning within 60 days of acceptance of application.





Eligible Applicants

These programs are designed to support tourism business enterprises. To be supported through this program, businesses must:

- have a significant tourism focus operating in and employing resident Territorians
- be legally constituted
- be Australian registered
- have a current Australian Tourism Data Warehouse (ATDW) listing
- have an online booking system if applying for Programs B and C
- must be project ready and have funds available to commence the project
- be a member of a peak industry body, e.g. Tourism Top End, Tourism Central Australia or Hospitality NT.

Agencies of Government and peak industry bodies, including Regional Tourism Organisations, are not eligible to apply.



Ineligible activities

Applications will not be accepted for:

- activities that have commenced before the grant has been approved
- wages or salaries for an applicant's employees
- miscellaneous administrative or running costs that are normally the responsibility of a business, for example but not limited to rent, insurance, auditing
- the purchase or lease of mobile/portable and attractive assets including, but not limited to, computers (e.g. desktops, iPads, projectors or laptops), whitegoods or other small appliances. Portable and attractive assets can be defined as items that are susceptible to theft or loss due to their size, utility and marketability.

Applications will not be accepted where an applicant has not fully acquitted or met funding agreement obligations from any previous funding through the Department of Industry, Tourism and Trade including Tourism NT.

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



Indicative dates

Applications open

1 July 2022

Closing date for applications

4:00pm, 30 April 2023*

Consideration of projects

1 July 2022 – 30 April 2023. Applications will be considered in the order in which they are received, until all funding has been allocated

Notification of successful recipients

Within 14 days of receipt of application between 1 July 2022 – 30 April 2023

First payment

On receipt of signed funding agreement

Final date for project to be completed by

60 days after signed funding agreement or by 31 May 2023, whichever is sooner

Second and final payment

On acquittal. Final date for projects to be completed is 31 May 2023.

These dates are indicative and may be changed if necessary (for example, if a larger than anticipated volume of potential projects is received).

Projects may be supported that have been identified through this or another process.

*These are open non-competitive grants and will be assessed as received. Dates are indicative only and programs may close earlier if funding is fully subscribed.



Nomination process

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

All applications will be accepted via the Grants NT portal only. Businesses can register online via grantsnt.nt.gov.au. Late applications will not be accepted and the business must allow time to ensure the application process is completed prior to closing date.

Businesses can apply for all three grant programs, however they must be separate applications and must apply and complete one project before applying for the next. Tourism NT does not guarantee that funding will be available for a business to access funding for all three programs.

To be eligible for Programs B and C, a business must have an online booking system in place.

Handwritten submissions will not be accepted.

An email confirmation will be sent within 14 working days of receipt of each application. In the event a confirmation is not received, applicants should phone 8999 3921 during business hours to check the progress of the nomination form.

Further discussions with applicants may be required to confirm details in the nomination form and/or supporting documents.



Assessment criteria

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

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, projects are to use labour available within the NT and source services, supplies and materials from within the NT.

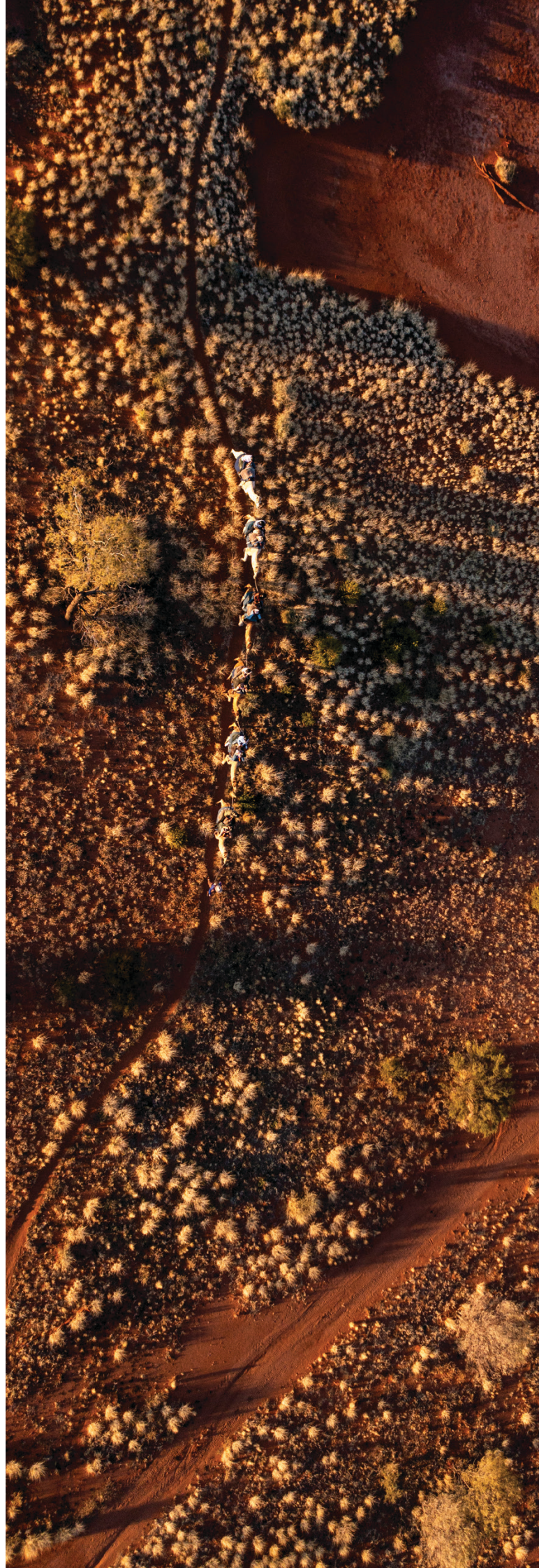
The NT Government may conduct credit checks and other due diligence processes, involving checks with other Government agencies including but not limited to Parks, Licensing and Health as part of the assessment process.



Funding agreement

A legally binding funding agreement will be entered into between the Northern Territory Government and successful applicants. 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
- half way progress report requirements
- 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
- professional indemnity insurance requirements.





Payment of funding

Successful recipients will receive their funding via two payments. The payments will be made as follows:

First payment

Successful recipients will have 14 days from notification to accept the funding offer. Half of the funding will be paid to the successful recipient on receipt of the signed funding agreement and confirmation by the applicant that the project is ready and will meet the guidelines of the grant program.

Second payment

The remaining funding will be paid on receipt of accepted acquittal documentation including a final report, copies of invoices, permits and insurances.

Businesses are required to pay for the project in full and acquit prior to Tourism NT releasing the second and final grant payment.

The selection panel may include special conditions such as evidence of financial contribution, permits in place or project support from third parties which may be imposed as a condition of releasing any funding payments.

Further information

For further information contact distribution.tourismnt@nt.gov.au or telephone 08 8999 3921.

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

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