

# » Guidelines for the » Tourism Town Asset » Program Round Four » 2024–25





## Program overview

The Tourism Town Asset Program is back for a fourth round. The NT Government is providing \$300,000 of grant funding to assist NT local government councils (councils) to undertake projects that will improve the on-ground visitor experience in the NT.

The focus of this program is to enhance and improve main streets and/or town centres for the benefit of visitors.

During the development of regional Destination Management Plans, feedback highlighted common issues and concerns for visitors by key stakeholders in the regions. All stakeholders agreed local government councils should be encouraged to prioritise and upgrade thoroughfares and central public facilities towards creating 'welcoming public spaces' for visitors across the region. The Minimum Tourism Amenity Standards document provides guidance on elements for consideration.

**One off funding of up to \$100,000 (excluding GST) is available per council.**

Councils will be expected to provide a cash co-contribution. A combination of cash and in-kind contributions will also be considered.

### Successful projects must:

- be strategic in nature by delivering benefits to the region and aligned to the relevant Destination Management Plan, NT Drive Tourism Strategy, NT Aboriginal Tourism Strategy 2020 - 2030 or NT's Tourism Industry Strategy 2030
- demonstrate how the proposal will enhance the visitor experience, with a particular focus on public amenities, including cleanliness, visual appeal, signage and waste disposal that will increase favourable first impressions and visitor reviews leading to increased visitor numbers
- provide an itemised project budget accompanied by quotes. Applications without accompanying budget and quotes will not be considered. Quotes and invoices from family or other registered businesses aligned to councils will not be accepted
- multiple projects will be considered; all components must meet the criteria outlined and the total funding will not exceed \$100,000
- be able to be completed by the date listed in the guidelines
- include the minimum matching cash and in-kind co-contribution of 25% project value. The Northern Territory Government will contribute 75% of the total project value up to \$100,000. Projects with a higher Return on Investment (ROI) than 3:1 will be well regarded by the panel.

Example:

Grant funding requested	Applicant contribution	Project total
\$15,000	\$5,000	\$20,000
\$60,000	\$20,000	\$80,000
\$100,000	\$33,333	\$133,333

**We encourage all councils to ensure the guidelines are met and that your project/s clearly demonstrates the benefits to visitors to the Northern Territory.**





## Funding available

**The Tourism Town Asset Program has a budget allocation of \$300,000.**

Priority will be given to:

- applications who have clearly demonstrated alignment with the relevant Destination Management Plan, NT Drive Tourism Strategy, NT Aboriginal Tourism Strategy 2020 - 2030 or NT's Tourism Industry Strategy 2030
- projects which demonstrate the greatest need for visitor enhancement as supported by evidence
- projects that have a ROI greater than 3:1
- projects that have a particular focus on accessibility improvements (in-kind contributions – no cash) will be considered for this particular project.

Applications under this program will be considered with reference to other NT Government funding which you may have accessed or be qualified for.

Any previous Tourism Town Asset Program grants must be acquitted prior to further funding being awarded.

Applicants must provide evidence that local NT suppliers and local content will be used to deliver the project.



## Eligible applicants

This program is designed to support local government councils. To be supported through this program, councils must:

- be legally constituted
- be Australian registered
- have an API link (for event information website feeds) to Australian Tourism Data Warehouse ([click here to find out more information](#))
- be a member of the Local Government Association of the Northern Territory (LGANT)
- operate in the NT and employ resident Territorians.

The East Arnhem Land region includes two Special Purpose Mining Towns in the Northern Territory; these are Nhulunbuy on the Gove Peninsula and Alyangula on Groote Eylandt.

These towns were established and are now maintained as a condition of nearby mining leases. In the absence of Local Government Association of the Northern Territory (LGANT) management, proposals from Rio Tinto's subsidiary Nhulunbuy Corporation Limited will be considered by Tourism NT for the region's service hub Nhulunbuy, and from GEMCO in relation to Alyangula. Proposed projects will be considered upon application should activities meet all other criteria of the program.



## Eligible projects and activities

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

1. Infrastructure upgrades to address shortcomings in the existing tourism visitor experience e.g. welcome to town signage (new or improved) with a particular focus on recognition of local clans, streetscape improvements or new or improved recreational vehicle dump points.
2. Implementation of new technology to improve the on-ground tourism visitor experience in the NT such electric vehicle charging stations (with a focus on ultra-rapid charging).
3. Applications that can demonstrate improved disability access i.e. access ramps, accessible bathrooms, streamlined pathways to visitor information centres and attractions or services located in main thoroughfares.
4. New or improved access to public toilets.
5. Visitor safety messages (could include improvements to existing measures in place such as lighting).



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## 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 visitor benefit
- marketing, advertising and product promotion activities (excludes signage)
- regular repairs and maintenance
- 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 fees and charges
- wages or salaries for an applicant's employees or consultants
- training costs for implementation of new technology
- projects that have previously been supported under this grant

- the purchase or lease of mobile/portable and attractive assets including, but not limited to, computers (e.g. desktops, iPads, projectors or laptops), appliances (coffee machines, till systems, white and electrical goods), motor vehicles (e.g. cars, buses or motorcycles), and boats. Portable and attractive assets can be defined as items that are susceptible to theft or loss due to their size, utility and marketability
- purchase or lease of non-fixed items including but not limited to seating and shade
- purchase or lease of real estate of any type.

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

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



## Indicative dates

## Nomination period opens

1 August 2024

### Closing date for nominations

Subject to available funding pool and applicants ability to finalise and acquit the project by 30 April 2025

## Consideration of projects

Assessment of projects is by a panel, based on written project proposals. Nominations accepted via Grants NT portal only, on a first come first served basis. Limited funding available.

### Notification of successful recipients

### Within one month of receipt of application

### First payment

### On receipt of signed funding agreement

### Second and final payment

### On approved acquittal

### Final date for projects to be completed and acquitted

30 April 2025

## Nomination process

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

All nominations will be accepted via the Grants NT portal only. Councils can register online via [grantsnt.nt.gov.au](https://grantsnt.nt.gov.au).

Handwritten submissions will not be accepted.

An email confirmation will be sent within two working days of receipt of each application. In the event a confirmation is not received, councils should phone **8951 8584** to check 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

Eligibility of projects will be assessed based on alignment with the criteria detailed at section 1 on page 2.

Councils must be able to demonstrate how the nominated project will enhance the tourism visitor experience in their region.

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 must use labour available within the NT and source services, supplies and materials from within the NT.

All applications must include a copy of current Public Liability Insurance.

All applicants must be registered and be able to develop an API link (for event information website feeds) to Australian Tourism Data Warehouse.

All applicants must be a member of LGANT.

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 councils. 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, the council 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. Councils should note details of successful funding recipients will be advised publicly and recorded in the Department’s annual report
- public liability 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 council on receipt of the signed funding agreement and a signed statutory declaration to confirm the council is project 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 (with photos and images of the project/s), copies of invoices, proof of payment, permits and insurances.

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



## Requests for variations

**Once a funding agreement has been signed, successful councils may find that their project needs to alter. Any variations to approved funding projects must be requested in writing.**

The panel may consider minor variations to successful projects such as:

- minor variation to the project completion date
- minor variation to the materials used
- minor total budget variations.

Requests for a major variation to successful projects will not be considered. For example, if a project is approved to install signage, the project cannot be varied to build an ablution block. Projects must be completed within the 2024–25 financial year.

Requests for a major variation to successful projects budgets may be considered. For example, if a project is approved to install new signage and the recipient is granted \$50,000 based on a total project spend of \$200,000. If the project is revised to only be a total spend of \$100,000 the panel reserves the right to review the funding offered.



## Further information

To speak with our Regional Planning Team to discuss your project concept contact:

Tourism.Development@nt.gov.au

08 8951 8584.

A copy of these guidelines is available at <https://www.tourismnt.com.au/industry-toolkit/grants-funding>

Tourism NT's corporate website [tourismnt.com.au](https://www.tourismnt.com.au) is a valuable resource for accessing information to support applications including tourism research and strategies.

