



Tips and Hints for Grant Applications

The information contained below has been prepared to assist South Australian tourism operators with preparing an expression of interest or grant application towards the Department of Primary Industries and Regions SA's (PIRSA) [Regional Development Fund](#).

Tourism Research

Find information and statistics including market research, tourism demand, tourism trends, regional profiles, accommodation supply and the economic impact of the industry:

<http://www.tourism.sa.gov.au/research-reports.aspx>

Key publications include:

- Regional Tourism Profiles
- Accommodation data
- National and International Visitor numbers

Tourism Research Australia has recently introduced new Local Government Area profiles which highlight the economic impact of tourism for 200 council areas in Australia. Profiles were only prepared for Local Government Areas with adequate *International Visitor Survey (IVS)* and *National Visitor Survey (NVS)* sample to present robust results. Data are averaged over four years to December 2013, which minimises the impact of variability in estimates from year to year, and provides for more robust volume estimates: <http://tra.gov.au/statistics/Local-Government-Area-profiles.html>

Government Strategic Plans

You may wish to refer to these to highlight in your application how your project aligns to some or all of the following plans:

- South Australia's Strategic Plan
<http://saplan.org.au/>
- Primary Industries and Regions SA Corporate Plan
http://www.pir.sa.gov.au/_data/assets/pdf_file/0018/209403/PIRSA-Corporate-Plan.pdf
- South Australian Tourism Plan 2020
<http://www.tourism.sa.gov.au/about-satc/strategic-plans.aspx>
- Premium Food and Wine From Our Clean Environment
<http://www.foodwine.sa.gov.au/actions/plan/>
- Tourism 2020 – Achieving Australia's Tourism Potential
<http://www.tourism.australia.com/statistics/tourism-2020.aspx>

Tips

- For infrastructure projects ensure your project has received relevant council planning approvals prior to lodging an application.
- To demonstrate the total project value provide a detailed project expenditure breakdown and provide quotes as evidence.
- Have you discussed the project with your [Regional Tourism Manager](#)
- Ensure that you clearly articulate the following as a result of your project:
 - tourism benefits to the region (e.g. increase in the following as a result of the project: visitor numbers, length of stay, yield, profitability, employment)
 - how the project will drive demand
 - potentially fill any current market gaps
 - financial capability statements

- For accommodation projects (new builds and upgrades) some general comments:
 - Community hotel projects: may be looked upon more favourably due to their wider community benefit, economic impact and can demonstrate an increase in FTE's in the region.
 - New build projects: may be looked upon more favourably due to their economic impact and can demonstrate an increase in FTE's in the region.
 - Upgrade projects: should consider how they can demonstrate an increase in FTE's for the region and demonstrate their ability to work with community partners (to show wider community benefits) e.g. as a result of the project demonstrate their commitment to packaging accommodation with events, tours, cellar doors for instance to add value and encourage longer length of stay and/or repeat visitors.

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Government
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