

TIPS & 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 various funding programs.

Grant Assist www.grantassist.sa.gov.au

Grants Gov www.grants.gov

TOURISM RESEARCH

Find information and statistics including market research, tourism demand and trends, regional profiles, accommodation supply and the economic impact of the industry. 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 over 200 council areas in Australia. Profiles were only prepared for Local Government Areas with adequate International Visitor Survey (IVS) and National Visitor Survey (NVS) samples 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.

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 Regional Visitors Strategy](#)

[South Australia's Strategic Plan](#)

[South Australian Tourism Plan 2020](#)

[Premium Food and Wine From Our Clean](#)

[Environment, Tourism 2020 – Achieving Australia's Tourism Potential](#)

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
- ▶ Discuss the project with your Regional Tourism Manager
- ▶ Ensure that you clearly articulate the following as a result of your project:
 1. Tourism benefits to the region (e.g. increase in visitor numbers, length of stay, yield, profitability, employment)
 2. How the project will drive demand
 3. Potentially fill any current market gaps
 4. Financial capability statements

CONTACT US

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