

TOURISM INDUSTRY DEVELOPMENT FUND FREQUENTLY ASKED QUESTIONS

WHAT IS THE TOURISM INDUSTRY DEVELOPMENT FUND?

The purpose of the \$20 million Tourism Industry Development Fund (TIDF) is to stimulate private sector investment in new and improved regional accommodation, and the development of quality tourism products and experiences across regional South Australia.

The TIDF provides opportunities to leverage government and private funding to deliver critical economic benefits across the South Australian visitor economy. Valuable projects will include those committed to employing local people, sourcing products and services from local suppliers, and fostering collaboration. Projects that seek to leverage funds from non-State Government sources will also be looked on favourably.

The TIDF will provide funding for the development of new or improved private sector tourism infrastructure, accommodation, products and experiences. The funding program will assist in addressing critical gaps in these areas.

1. HOW DO I OBTAIN A COPY OF THE PROGRAM GUIDELINES & THE APPLICATION FORM?

The South Australian Tourism Commission's (SATC) [corporate website](#) contains a range of tools and resources that will assist in applying for the TIDF, along with a copy of the Program Guidelines and online application form. All applications must be submitted via the online form. No applications will be accepted via email or mail.

Visit tourism.sa.gov.au

FUNDING DETAILS

2. WHAT FUNDING IS AVAILABLE?

Up to \$20 million (excluding GST) over two financial years.

Applicants can seek grants from \$20,000 to \$500,000 (excluding GST) with a maximum of 30 per cent State Government funding committed to the total project value. Federal Government funding does not count towards the 30 per cent ratio of State Government funding.

For example: A \$100,000 project is eligible for up to \$30,000 State Government funding (including TIDF and other State Government grants). The applicant may still be eligible to receive additional funding from the Federal or Local Government.

There are two streams in the TIDF as outlined below:

Stream 1: Regional Infrastructure Projects

- To develop or enhance tourism infrastructure, facilitate new private sector investment in building new accommodation or refurbish existing properties within regional South Australia.
- To support private sector projects that require infrastructure build or upgrades to better provide a tourism experience such as new attractions.

Stream 2: Regional Product and Experience Development Projects

- To develop new products and/or enhance existing products and experiences within regional South Australia.
- To support products and experiences that align with SATC's marketing focus, such as food and wine, nature and wildlife, cultural, coastal and outback, and soft adventure.

3. WHEN WILL THE FUNDING PROGRAM OPEN & CLOSE?

The funding program will open 14 September 2020 and will close 31 March 2022 or until all funds have been awarded to successful proponents through the panel assessment process.



ELIGIBILITY CRITERIA

4. WHO IS ELIGIBLE TO APPLY FOR THE TIDF?

Project applications to the Tourism Industry Development Fund are limited to private sector businesses, including:

- ✓ Sole traders
- ✓ Partnerships
- ✓ Companies
- ✓ Trusts
- ✓ Business clusters*

Applicants must be financially viable, registered for GST and have been operating a business with an Australian Business Number (ABN) for a minimum of 12 months.

5. WHO IS NOT ELIGIBLE TO APPLY FOR THE TIDF?

Project applications that **will not** be eligible are those that are lodged under the following:

- ✗ Local Government and Councils
- ✗ Local Government Association
- ✗ Regional Development Australia
- ✗ Regional Tourism Organisations (one of the eleven recognised regional tourism authorities)
- ✗ Industry Associations
- ✗ Not-for-profit organisations
- ✗ Other State or Federal Government Agencies and / or Department

6. WHAT ARE THE ELIGIBILITY REQUIREMENTS?

Eligible businesses must:

- ✓ Be legal entities, (i.e. with which the Government of South Australia) can enter into a legally binding funding agreement.
- ✓ Have an Australian Business Number (ABN) and be registered for GST.
- ✓ Have been in operation for a minimum of 12 months.
- ✓ Demonstrate the capability and capacity to complete the project.

7. WHAT IS AN ELIGIBLE PROJECT?

Funding will be provided for projects that deliver tangible benefits to regional South Australia.

Only new projects are eligible for funding and must not have commenced prior to lodging an application.

Eligible expenditure considered for funding must be:

- ✓ Incurred by the applicant within the project period (between the project start and end date). Expenditure incurred prior to project commencement will not be eligible.
- ✓ A direct cost of the project.

Note: Indirect project costs are not eligible e.g. the cost of a pop-up venue while the primary site is closed for renovations.

Examples of eligible projects include:

- ✓ New accommodation or expansion builds
- ✓ Refurbishment or renovations of existing accommodation
- ✓ Furniture and fixed infrastructure
- ✓ Transportation including, but not limited to vehicles, bikes and boats
- ✓ Infrastructure to enhance visitor engagement, including provedores, cellar doors and interactive displays
- ✓ Infrastructure required to develop a new tour offering with existing products and experiences

Project examples:

Stream 1

- Update of existing rooms with fresh paint new carpet and furniture and update ensuite bathrooms.
- Development of a new building for a visitor experience, such as an interactive display, provedore or cellar door to conduct an experience.

Stream 2

- Purchase of boat, vehicle or other transportation for the sole purpose of transporting visitors as part of a tourism experience or tour.
- Build of a landing structure or visitor engagement area to enable a new tour or experience offering.

*Business clusters are a group of two or more privately owned businesses that are willing to share financial commitment to a project. They may be a joint venture, consortia, partnership or other model – collaborating for the purpose of this project. It is up to the applicant to determine the right clustering model for their project. If no formal arrangement has been made to bring the non-associated organisations together, a lead partner must be identified who will accept responsibility for contractual obligations.

8. WHAT IS AN INELIGIBLE PROJECT?

The TIDF will not fund projects outside of the 11 tourism regions. Projects located in metropolitan Adelaide and surrounds are not eligible for the TIDF.

Please see the [map](#) on the SATC corporate website to see which locations are in eligible areas.

Examples of ineligible projects/or expenses:

- ✗ Projects from Local Government or Councils and / or Regional Development Australia (RDA)
- ✗ Salaries and wages
- ✗ Feasibility studies, project masterplans and business cases
- ✗ Training courses and mentoring programs
- ✗ Internal roads, driveways and access points (as a standalone project)
- ✗ Gateway signage, entrance signs or other outdoor advertising signage (as a standalone project)
- ✗ Marketing activities such as websites, traditional and digital marketing, subscriptions or contract fees to third party marketing distributors and channel management providers
- ✗ General business administration or operating costs
- ✗ Retail outlets (except those that form part of a larger project). For example, part of an attraction, winery, wildlife park or farm.

Additionally, the program will not fund projects where construction has begun or where construction contracts are in place at the time of submitting the application.

APPLICATION PROCESS

9. WHAT IS THE APPLICATION PROCESS?

Applicants complete the application form online via [SATC's corporate website](#). This application is submitted to SATC with the required supporting documents. Take the time to read the example application form to ensure you have all relevant documentation before starting your application.

10. DO I NEED TO PROVIDE DETAILED FINANCIAL STATEMENTS AND OTHER BUSINESS DOCUMENTATION WITH MY APPLICATION?

Yes. You will be required to supply supporting documentation with your application. Please refer to the example [application form](#) and [program guidelines](#) for full details.

11. WHEN WILL I FIND OUT IF MY APPLICATION HAS BEEN SUCCESSFUL?

Applications will be processed on an ongoing basis and will move through the assessment process as soon as the application is submitted.

Note: The number of applications and their levels of complexity may result in a longer assessment period. If you have questions relating to your application please email TIDF@sa.gov.au and include your application number.

12. HOW LONG DOES THE APPLICATION PROCESS TAKE?

Applications will be assessed on an ongoing basis. There are eligibility and financial reviews before the application is assessed by the assessment panel. During this review process you may be asked for further information at any stage.

13. IF I AM SUCCESSFUL, WHAT HAPPENS NEXT?

You will be contacted by SATC via email with details of your successful application.

The South Australian Government Financing Authority (SAFA) will be responsible for preparing your funding deed and issuing the grant funding. You will be required to enter into the funding deed prior to receiving any funding.

14. IF I AM UNSUCCESSFUL IN MY INITIAL APPLICATION, CAN I REAPPLY WHEN I HAVE MORE INFORMATION FOR THE SAME PROJECT?

Prior to submitting the application, it is recommended you read all program guidelines carefully and prepare all required documentation. Once you register to apply and start your application, you can 'save' as you go along and then submit once you are satisfied with providing all required information.

If you have applied and the application has gone to the Assessment Panel and is unsuccessful, then you cannot resubmit for the same project.

If you require guidance prior to submitting your application, please contact a SATC Business Support Manager via TIDF@sa.gov.au.

15. CAN I PURCHASE LAND, PROPERTY OR A BUSINESS WITH THE TIDF?

No. The cost of purchasing a property, land or business for a development is not considered as part of the overall cost of a project in the assessment process – nor can it be claimed as matching funding. The TIDF is a development fund and therefore all projects must include the development of new visitor infrastructure or a tourism experience.

16. I OPERATE MY BUSINESS ON COUNCIL/ STATE/FEDERAL GOVERNMENT OWNED LAND, AM I ELIGIBLE FOR FUNDING?

Local councils, state and federal government agencies and departments are not eligible to apply for the TIDF, therefore the fund will not support investment into government owned assets; however a private business or cluster could apply for funds to support the development of a new experience located on the government owned land.

17. I AM PART OF A BUSINESS CLUSTER THAT HAS A NOT-FOR-PROFIT OR INDUSTRY ASSOCIATION AS A MEMBER. IS OUR CONSORTIUM ELIGIBLE TO APPLY?

No. Industry associations and not-for-profit organisations are ineligible for funding and therefore a cluster involving either of these business types would not be eligible. However, a private business/cluster could apply for funding, with part of their 70% private investment coming from an industry association or not-for-profit that does not form part of the applying consortium.

18. CAN I SUBMIT VIDEOS AND IMAGES AS SUPPORTING ATTACHMENTS?

Yes, you can submit images and videos as part of your submission. If they are too large to upload via the online form, you can send them via email to tidf@sa.gov.au.

19. HOW DO I DESCRIBE MY CORPORATE & GOVERNANCE STRUCTURE?

Whether you're conducting business as a sole trader, in a partnership, or as a company or trust, each structure has its own ownership/legal status, governance, and accounting and taxation requirements.

For the purposes of your application:

'Corporate Structure' refers to how your business is set-up:

- Who owns the business?
- Who are the partners or shareholders?
- Who owns the assets of the business?
- Who are the related entities and what do they do?
- If operating under a trust, what type of trust is it?
- Who is the appointed trustee?

'Governance' refers to your key management personnel for day to day running of the business and decision making:

- Who are the people involved?
- What is their role?

The image below provides examples of the detail and evidence that might be used when describing corporate and governance structure. However, you can choose how best to present this information.

Note: if your application involves a cluster arrangement, a corporate/governance structure is sought only for the lead/contracting party.

ELIGIBLE PROJECTS

20. IS A PROJECT BASED IN ADELAIDE ELIGIBLE?

Projects located in metropolitan Adelaide are not eligible for the TIDF.

Within South Australia, there are 11 tourism regions that are recognised by the State Government and SATC. To be eligible for funding your project must be located in at least one of the following regions:

- Adelaide Hills
- Barossa
- Clare Valley
- Eyre Peninsula
- Fleurieu Peninsula
- Flinders Ranges and Outback
- Kangaroo Island
- Limestone Coast
- Murray River, Lakes and Coorong
- Riverland
- Yorke Peninsula

21. WHERE CAN I FIND DETAILS ABOUT THE REGIONAL TOURISM ORGANISATIONS?

Details on each of the 11 tourism regions can be found on SATC's corporate website at tourism.sa.gov.au/regions

22. I AM NOT A TOURISM BUSINESS BUT WOULD LIKE TO ADD A TOURISM OFFERING TO MY BUSINESS, CAN I APPLY?

Yes. Any business that has been operating with a registered ABN for at least 12 months is eligible, so long as the project meets the criteria of being a tourism infrastructure, accommodation, product and/or experience.

23. CAN I HAVE MORE THAN ONE APPLICATION FOR ONE PROJECT?

Your application may include a number of activities, which together will deliver sustainable economic benefits to a region or regions and does not require ongoing State Government funding. If multiple projects are in the same location, you are only eligible for a maximum of up to 30 per cent of the overall value of the combined projects.

24. I RECEIVED STATE GOVERNMENT FUNDING FOR A PROJECT IN THE PAST. CAN I APPLY FOR FUNDING TO DELIVER A NEW STAGE OF THE PROJECT?

Yes. So long as the funding you received did not contribute to this new stage of your project and this new project will deliver a new or enhanced tourism product or experience.

25. CAN I APPLY FOR MORE THAN ONE PROJECT, NOT STRATEGICALLY LINKED?

If you have two projects in different locations, for example an accommodation property in Eyre Peninsula and a provedore in the Barossa, you can submit two separate applications for a maximum of 30 per cent of each project.

26. IF I HAVE APPLIED FOR A STATE GOVERNMENT FUND PREVIOUSLY AND I WAS UNSUCCESSFUL, CAN I APPLY FOR THE TIDF AND DOES MY APPLICATION AUTOMATICALLY TRANSFER FROM THE PREVIOUS FUND?

There is no transfer of applications from other grant funds. The funds have different criteria and application processes; however, some themes of the application may align. You will need to submit a new application to the TIDF and meet the criteria of the TIDF.

27. CAN I APPLY FOR A PROJECT INDIVIDUALLY AND ALSO FOR A PROJECT THAT IS PART OF A BUSINESS CLUSTER?

Yes, you can have an individual project application providing that the project is different to the one that is being submitted as part of a business cluster.

28. CAN I BE AN APPLICANT IN MORE THAN ONE BUSINESS CLUSTER APPLICATION?

Yes, if the projects are not linked and are in different locations.

29. CAN I APPLY FOR BOTH STREAMS OF FUNDING FOR THE SAME PROJECT?

Your overall project may include a number of linked activities that are eligible for Stream 1 or Stream 2 or both. If they are part of the one project and in the same location you are only eligible for a maximum of up to 30 per cent of the overall value of the combined projects.

30. IS THERE A LIMIT ON HOW MANY APPLICATIONS I CAN MAKE FOR DIFFERENT PROJECTS?

A business is only allowed to apply for one project per site location/address. There is no limit on applications for projects that are not within the same site location. Each project must be lodged as a separate application and each project must meet all the necessary obligations listed in the criteria.

31. CAN A PROJECT BE LOCATED IN MULTIPLE LOCATIONS?

Your project may include multiple site locations, so long as you can demonstrate that the project will deliver economic benefits to a region or regions that is beyond the metropolitan Adelaide region.

32. DO I HAVE TO BE OPEN 50 WEEKS PER YEAR?

The property, product or experience must be available in South Australia for visitors at least 50 weeks per year (open for business or available for bookings or information).

PROJECT DETAILS

33. CAN I APPLY TO REFURBISH MY VEHICLE?

Yes, this type of refurbishment would be eligible to apply for the TIDF.

34. MY PROJECT INVOLVES THE DEVELOPMENT OF ONLINE PACKAGES THROUGH A DIGITAL PLATFORM OR WEBSITE AND/OR PROMOTES EXISTING TOURISM PRODUCTS & EXPERIENCES, CAN I APPLY?

This funding program is not intended for digital development and these activities are not eligible, including, but not limited to:

- Mobile app development
- Website development
- Marketing activities, including packaging or clustering of products under a single umbrella model
- Channel management and other digital tools
- Online booking systems

35. CAN I INCLUDE THE COST OF WRITING MY APPLICATION IN THE OVERALL PROJECT COST?

No, you can not include the cost of writing your grant application in the overall cost.

36. CAN I INCLUDE DEVELOPMENT APPROVAL FEES AND ANY OTHER FEES ASSOCIATED IN THE PLANNING PROCESS AS PART OF THE OVERALL PROJECT COST?

No, this is ineligible expenditure. Furthermore, eligible expenditure must be incurred by the applicant within the project period (between the project start and end date). Expenditure incurred prior to project commencement will not be eligible.

37. CAN I APPLY IF I HAVE NOT YET SECURED OTHER FUNDING REQUIRED FROM MY BANK OR FINANCIAL INSTITUTION, OR OTHER PENDING FUNDING APPLICATIONS WITH LOCAL OR COMMONWEALTH GOVERNMENT?

To apply for the TIDF you will need to supply documentation supporting your borrowings or grant approvals from the third party. You need to demonstrate that you have the capacity to complete the project, with preference given to applications able to demonstrate they will commence within three months from being notified that the application for funding has been successful and conclude within 18 months of commencement.

If any project costs are met by borrowing additional funds, please provide a copy of the letter of offer from your financial institution or funding provider.

38. WHAT IS MEANT BY AN INVESTMENT (OR 'SHOVEL') READY PROJECT?

These are projects that have co-funding and all required regulatory and/or development approvals identified, and can demonstrate robust planning, budgeting and final project costing in order to enable commencement of works following execution of a grant agreement.

39. I DON'T HAVE FINAL ARCHITECTURAL DRAWINGS OR DEVELOPMENT APPROVAL YET. CAN I STILL APPLY?

In your application you should supply the latest version of the architect or engineering plans for the project, with the final costings. You will be required to supply documentation with your application, please refer to the [example application form](#) for full details.

40. HOW LONG DO I HAVE TO COMMENCE & COMPLETE THE PROJECT IF I AM SUCCESSFUL?

You must commence your project within three months from being notified that the application for funding has been successful and conclude within 18 months of commencement.

ASSESSMENT

41. HOW WILL MY APPLICATION BE ASSESSED?

Applications will be assessed by an Assessment Panel on a merit basis against the TIDF's criteria. The assessment panel will be made up of a team from the South Australian Government.

Applications will undergo a comprehensive review to determine the applicant's eligibility, prior to being submitted to the Assessment Panel. This process will be conducted by SATC and the South Australian Government Financing Authority (SAFA).

42. WHAT CRITERIA WILL APPLICATIONS BE ASSESSED AGAINST?

To support the South Australian tourism sector to reach its full economic potential, project proposals will need to align with the *South Australian Visitor Economy Sector Plan 2030* and the *South Australian Regional Visitor Strategy*. Please refer to the [program guidelines](#) for full details.

Projects will be assessed on their ability to:

- Improve tourism infrastructure and experiences that appeals to SATC's target markets
- Grow economic benefit via increased visitor expenditure
- Create new jobs and develop skills
- Encourage further development by the private sector in infrastructure and visitor facilities
- Encourage businesses to work collaboratively
- Implement sustainable business practices

FUNDING

43. CAN I BE CONSIDERED FOR FUNDING IF I HAVE RECEIVED FUNDING FROM ANOTHER GOVERNMENT SOURCE?

Yes, we encourage leveraging funds from other sources, including local, state and commonwealth government departments.

Note: projects are only eligible for up to 30 per cent State Government funding toward the overall project value (excluding GST).

See below for two examples based on a project value of \$100,000 (excluding GST):

State Government funding example

- You can apply for up to \$30,000 in State Government funding. If you have already been awarded \$10,000 via another State Government fund, you can apply for \$20,000 from the TIDF: \$20,000 + \$10,000 = \$30,000 (30 per cent of total project value).

Commonwealth Government funding example

- You can apply for up to \$30,000 in State Government funding. If you have already been awarded \$10,000 via a Commonwealth Government fund, you can still apply for the maximum of \$30,000 from the TIDF.

44. IS GRANT FUNDING SUBJECT TO TAX?

Yes. Before applying for the TIDF, applicants should seek advice on tax implications from their tax advisers or the Australian Tax Office.

45. CAN I INCLUDE IN-KIND CONTRIBUTIONS INTO MY FINANCIAL CONTRIBUTION?

In-kind contributions are not included in calculating the financial contribution to the project, but can be noted in the application. There is no limit on the value of in-kind contributions and can include land or equipment already owned and existing staff salaries.

46. WHO CAN ASSIST ME WITH MY APPLICATION?

Regional Tourism Managers

Each of the eleven tourism regions have a Regional Tourism Manager. It is recommended that you consult with the representative located in your region to discuss the project.

For full contact details, please refer to tourism.sa.gov.au/regions

SATC Business Support Manager

You are encouraged to seek the assistance of a SATC Business Support Manager to provide advice on your project and application documentation. Please email tidf@sa.gov.au for further information.

SATC Corporate Website

SATC's corporate website contains a range of industry tools and resources which may assist with your application. Please refer to tourism.sa.gov.au/support/industry-resources-and-tools

FUNDING ADMINISTRATION

47. HOW WILL THE FUNDING BE ADMINISTERED?

The South Australian Government Financing Authority (SAFA) will issue a funding deed to successful applicants. The schedule of the deed will contain project specific details that you should review and confirm prior to accepting the funding conditions.

48. IS THERE A LEGAL CONTRACT FOR THE FUNDING?

Yes. Successful applicants will be required to enter into a funding deed with the Government of South Australia in order to receive grant assistance.

49. WHAT DOES THE FUNDING DEED COMMIT US TO?

The following conditions will be expected of any recipient of financial assistance, including but not limited to the following:

- Complete the project as stated in the application
- Meet all key milestones and obligations (including any conditions precedent) as defined in the funding deed
- Seek prior consideration and written approval from SATC before making any changes to the project.
- The contribution of the South Australian Government must be acknowledged on any promotional material, and opportunities must be provided for SATC or a representative to take part in any formal project milestones, events and project launches.

50. WHEN DO I RECEIVE THE FUNDING?

Grant payments are generally made on a reimbursement basis, upon presentation of paid invoices for the approved project expenditure, including evidence of the project co-contributions outlined in the application.

Grants must be subject to GST and income tax. Successful applicants should seek advice on these matters and other tax implications from their tax advisers or the Australian Tax Office.

TECHNICAL ISSUES & SUPPORT

51. IF I MAKE AN ERROR ON OR WITHIN MY APPLICATION, CAN I AMEND IT ONCE IT HAS BEEN SUBMITTED?

To amend a submitted application, you will need to contact the SATC via email TIDF@sa.gov.au, referencing your application number.

52. CAN I ADD EXTRA INFORMATION TO MY APPLICATION AFTER I HAVE SUBMITTED?

Once the application has been submitted, further information can be submitted by email. However, you must reference the application number that is allocated to you when you lodge an application.

You may also be asked for clarification throughout the application process and requests for further information will be sent to the email address supplied in the application form.

53. WHAT IF I AM HAVING TECHNICAL ISSUES WITH THE ONLINE FORM? WHO CAN HELP ME?

If you are experiencing technical difficulties when trying to submit your application, it is important for you to seek assistance from SATC. For initial assistance, please contact SATC's Destination Development team on 8463 4598 or tidf@sa.gov.au.

ALL ENQUIRIES

South Australian Tourism Commission

Attention: TIDF Project Team

T: 08 8463 4598

E: TIDF@sa.gov.au

CORPORATE & GOVERNANCE STRUCTURE

TRUSTS

If your ultimate parent company; parent company; and/or trading entity is a trust, please provide:

- Trustee/s
- Trustee/s ACN/ABN
- Copy of trust deed

ULTIMATE PARENT COMPANY

Please provide the following information for your ultimate parent company:

- Registered business name
- ACN/ABN and
- Shareholders



PARENT COMPANY

Please provide the following information for your parent company:

- Registered business name
- ACN/ABN and
- Shareholders



TRADING ENTITY

Please provide the following information for your trading entity:

- Registered business name
- ACN/ABN and
- Shareholders

OTHER RELATED ENTITIES

E.g. Asset Owning Company
Please provide the following information for other related entities:

- Registered business name
- ACN/ABN and
- Shareholders



TRADING NAME

SOLE TRADERS/ PARTNERSHIPS

Owners / Partners



KEY MANAGEMENT PERSONNEL



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