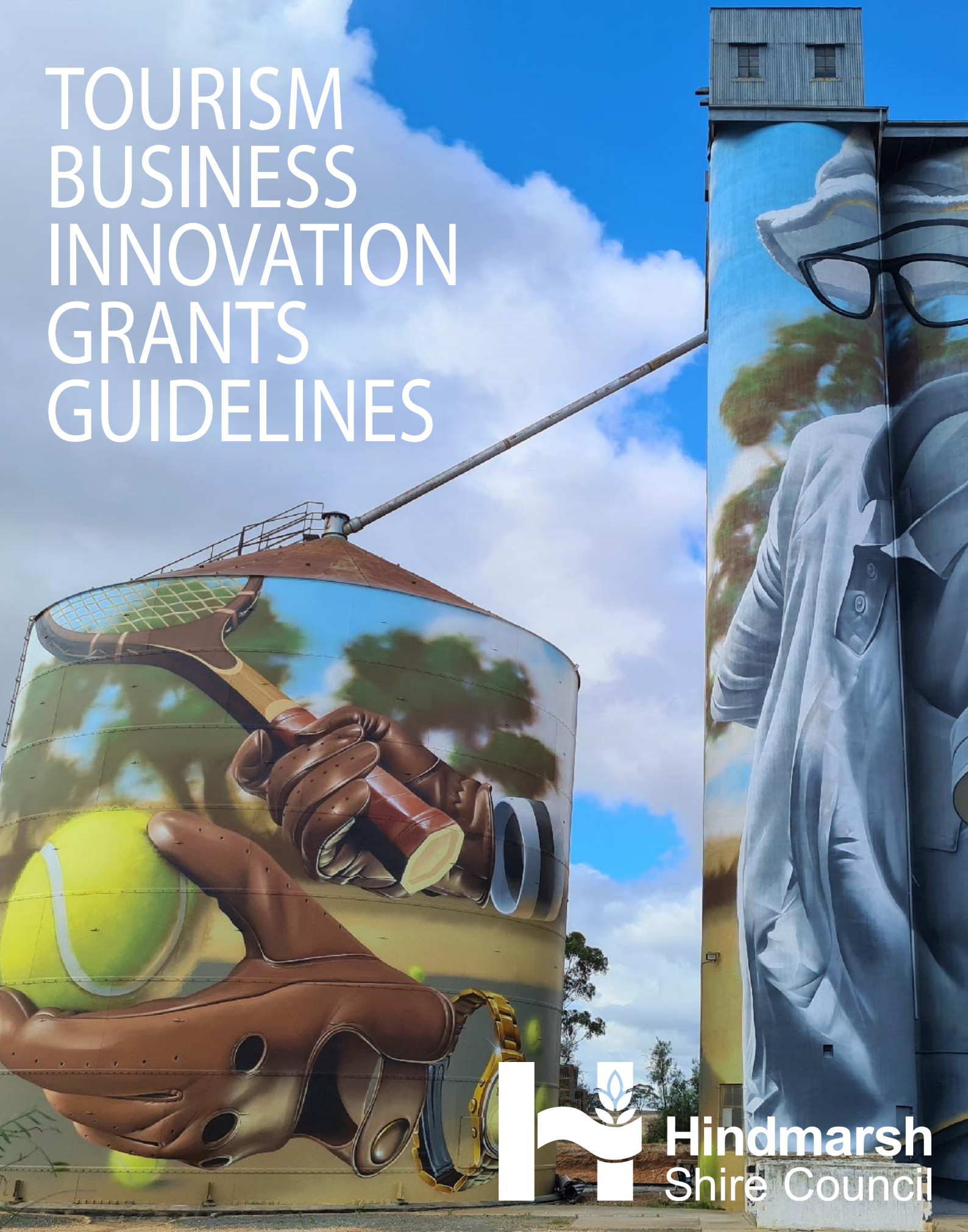


# TOURISM BUSINESS INNOVATION GRANTS GUIDELINES



**Hindmarsh**  
Shire Council

## ACKNOWLEDGEMENT

Hindmarsh Shire Council acknowledges the Wotjobaluk, Jaadwa, Jadawadjali, Wergaia and Jupagalk Nations as the traditional owners of parts of the land now known as Hindmarsh Shire. We pay our respects to Elders past, present and emerging, and value their ongoing contribution to our heritage and our community.

# INTRODUCTION

Hindmarsh Shire Council in partnership with the Department of Jobs, Precincts and Regions will this year be supporting new and innovative tourism business ideas in Hindmarsh.

The Tourism Business Innovation Grants fund aims to maximise benefits from increased tourism, through the provision of seed funding to new and innovative tourism business ideas in Hindmarsh Shire.

Businesses, individuals and organisations are invited to apply for funding up to \$10,000, from a total funding pool of \$60,000, to establish their new business, idea or venture within Hindmarsh Shire.

Council is seeking applications which:

- Will increase visitation to the region,
- Add value to existing tourism products and experiences within Hindmarsh Shire, and
- Bring new target markets to our community.

There are two rounds of funding available in 2022, subject to funds being available.



## CRITERIA

APPLICANTS MUST BE ABLE TO DEMONSTRATE HOW THEIR BUSINESS IDEA ALIGNS INCREASED VISITOR SERVICING, ATTRACTION AND VISITOR SPEND:

- Activities which will increase visitor expenditure by 2023-24 through:
  - Attracting new target markets to the region, in line with Council's tourism target markets, or
  - Extending overnight stay within the region through traditional target markets
- Activities must support the greater region's iconic tourism attraction, the Silo Art Trail:
  - Improved visitor servicing (improved and consistent offering, innovative offerings)
  - Adding value to the existing Silo Art Trail through innovative activation of current tourism product, or development of new tourism product, leveraging longer stays and greater visitor spend





## EXAMPLES OF TYPES OF PROJECTS WHICH MAY BE FUNDED

- Activities/ideas that are unique to Hindmarsh Shire,
- Innovative and new 'destination' accommodation offerings which showcase and celebrate the region,
- Tourism products offering unique visitor experiences.
- Traditional owner experiences, cultural partnerships to deliver educational experiences on Country and cultural arts trails,
- Experiences which encourage improved visitor dispersal throughout Hindmarsh townships, or partner with neighboring regions to develop trails such as culinary trails, arts trails and nature-based trails,
- Development of a new annual 'destination' tourism event which will attract significant numbers to the region and encourage repeat visitation,
- Activities which add value to the existing supply chain such as microbreweries or distilleries, or other experiences which develop new products and experiences derived from primary production in Hindmarsh Shire.



## INELIGIBILITY

THE FOLLOWING ACTIVITIES ARE NOT ELIGIBLE TO BE FUNDED UNDER THIS GRANT:

- Applicants who are seeking funds for activities taking place outside of the Hindmarsh Shire,
- Applicants with an outstanding debt to Council, or incomplete acquittal across other grant programs with Council,
- Applicants seeking retrospective funding, or reimbursements of funds already spent,
- Applicants who seek a grant through this program to fund a position of employment,
- Activities which directly contradict or contravene Council policies and strategies,
- Applications which do not meet eligibility criteria, guidelines and/or respond to application in full,
- Applicants who canvass or lobby Councillors or employees of Hindmarsh Shire Council in relation to their application during the application and assessment period,
- Applicants who are seeking funding to acquire land,
- For the payment of ongoing core business expenses (e.g., utilities, payment of staff).



## FUNDING TERMS

- Only one application per individual or organisation
- Applicants must submit a business plan with their application
- All funds must be expended in accordance with the funding agreement
- Applications will be accepted from community groups, if they are an Incorporated Association, or are under the auspices of a business or Incorporated Association
- Successful applicants will be required to submit a funding acquittal by the end of the funding period
- A full project budget must be submitted with the application which details all expenditure and income items
- All organisations must submit one of the following to receive payment:
  - Organisations with an Australian Business Number (ABN) registered for GST - A tax invoice, inclusive of GST stating the organisation's ABN
  - Organisations with an Australian Business Number (ABN) not registered for GST - An invoice stating the organisation's ABN
  - Organisations without an Australian Business Number (ABN) - An invoice for the Grant amount and a completed Statement by Supplier form.



## KEY DATES

ROUND ONE	
Applications open	Thursday 9 June, 2022
Applications close	2pm, Thursday 30 June, 2022
Successful applicant decided	Wednesday 27 July, 2022
Funding agreement executed	Prior to 31 August, 2022
ROUND TWO (subject to available funds)	
Applications open	Monday 3 October, 2022
Applications close	2pm, Friday 28 October, 2022
Successful applicant decided	Wednesday 23 November, 2022
Funding agreement executed	Prior to 23 December 2022



# ASSESSMENT

## APPLICATIONS WILL BE ASSESSED AGAINST THE BELOW CRITERIA:

- Application meets all eligibility requirements outlined in this document under 'Eligibility'
- Demonstrable strengthening of visitor attraction and experience,
- Demonstrable linkages to the Silo Art Trail visitor experience,
- Demonstrates ability to achieve increased visitor expenditure by 2023-24 through:
  - Attracting new target markets to the region, in line with Council's tourism target markets, OR
  - Extending the overnight stay in region

- Sustainability: ability to demonstrate a sustainable business model which will be successful beyond the funding period of 12 months,
- Originality and uniqueness of the idea in Hindmarsh Shire, and
- Ability to impact/benefit multiple towns within Hindmarsh Shire.

After the application closing date, Council Officers will collate all applications and present to an Assessment Panel. The Panel will score each application against the assessment criteria. Officers will then prepare a recommendation for Council to consider and ultimately decide the successful applicant/s at a Council meeting.

## THE ASSESSMENT PANEL WILL INCLUDE REPRESENTATIVES FROM:

- Department of Jobs, Precincts and Regions,
- Specialist Council Officers, and
- An independent tourism professional.







## HOW TO APPLY

- Complete an application form which can be found at <https://www.hindmarsh.vic.gov.au/community/Apply-for-Grants>
- Submit form and all required supporting documents outlined on Councils website to [info@hindmarsh.vic.gov.au](mailto:info@hindmarsh.vic.gov.au) no later than 2pm on application closing dates.

Please note that late applications will not be accepted. Incomplete applications will not progress to assessment.

### WHO TO CONTACT FOR MORE INFORMATION

Jeff Woodward,  
Tourism & Economic Development Officer  
Ph. 5391 4444  
[jwoodward@hindmarsh.vic.gov.au](mailto:jwoodward@hindmarsh.vic.gov.au)

