

HOW TO ATTAIN THE \$ IN GRANTS\$



Nature Based Tourism Co-Investment Fund



National Parks and Wildlife Service South Australia



Nature Based Tourism Co-Investment Fund

The \$5 million Nature-Based Tourism Co-investment Fund is part of our \$22 million [Parks 2025](#) strategy and will provide the stimulus and support that businesses need to activate or build on existing ecologically sensitive tourism offerings in the state's national parks, reserves, botanic gardens, and Crown land.

The fund is now open and will be available until June 2022 (or until the fund is exhausted). Applicants can seek grants from \$20,000 to \$1 million and are ***expected to contribute at least half of the total financial costs of their project.***



Fund Objectives

Conservation

Deliver positive benefits for the conservation of South Australia's nature, parks and places.



Fund Objectives

Community

Deliver sustainable tourism services that benefit and are supported by local community and visitors



Fund Objectives

Economy

Deliver a clear economic benefit for SA by creating new sustainable jobs and economic growth.



Guiding Principles in developing nature based tourism experiences

- **Compatibility with the natural and cultural values**
- **Sustainable design and operation of facilities**
- **Stakeholders and community benefit**
- **Education and advocacy**
- **Conservation dividend**



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- **Guiding Principles**
- **Case Studies**
- **FAQ'S**
- **Support Service**
- **Workshops**



Nature Based Tourism Co-Investment Fund

Who is eligible to apply?

To apply for a NBT Co-investment Fund grant, applicants must fit into one of these categories:

- a private sector business
- a business cluster
- a local government body
- an Aboriginal corporation
- an incorporated association

Applicants must be financially viable, registered for GST and have an Australian Business Number (ABN).



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- South Australian national parks and reserves
- Crown land areas under the care and control of the Minister for Environment and Water
- Crown land areas under the care and control of local councils
- South Australian Botanic Gardens
- National, state and local Heritage-listed places under the Heritage Places Act 1993 (SA) • historic shipwrecks within South Australian state waters
- Aboriginal owned or controlled lands under Native Title
- Forest reserves proclaimed under the Forestry Act 1950
- SA Water Reservoirs



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What type of projects are eligible?

What expenditure is eligible for funding?

What is the assessment criteria? – VFM



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Value for money (20%)

What level of co-investment will be applied to the proposed project?

- **evidence of the need for funding (i.e. the project will not proceed without the grant, or would not proceed to the same standard or in the proposed timeframe)**
- **evidence of how it will be funded and how it meets funding guidelines.**
- **Is the proposal priced relative to comparable projects?**
- **How does the proposal share the costs and risks between the applicant and the SA Government?**
- **What are the benefits of the proposal to South Australians?**

In-kind Contribution is not counted towards the co-contribution of this project



Providing Evidence

Project Management. Applicants must address the implementation of the project from commencement to completion. They should define **how, when and by** who the project activities will be completed to demonstrate that the project will be delivered **on time, on budget** and to the **required standards**.

Applicants should include:

- **confirmation that the required development, environmental and any other regulatory approvals are in place or are being sought**
 - **details of how goods and services will be procured**
 - **details of how they will ensure that the project is delivered on time, on budget and to the required standard (e.g. who will manage the project and what governance arrangements are in place).**



Providing Evidence

Project risk.

Applicants must provide details on the key risks to their project and the mitigation or management strategies in place across the life of the project.

Applicants must provide at least three risks.



Providing Evidence

Maintaining project benefits.

Applicants should outline the operational needs of the project into the future, a strategy to manage the project and how they will maintain the ongoing viability of the completed project.



Co-Contribution Query

- The Grant Support service has received enquiries about the use of other grant funds for the co-contribution. This is acceptable as long as the outcomes funded for each fund are clear detailed.



Business Plan



Project Plan



Capital Expenditure



Time and Capacity



Writing a Grant Application

- **You must state your case – clear, concise, compelling**
- **Short, Succinct & to the point**



Research



Relationship



Reporting



What's required from the applicant?

- ✓ Capacity Building
- ✓ Sustainability
- ✓ Creating Profile for your Business
- ✓ Planning your Grant Application - Templates
- ✓ Proactive, not Reactive – Grants Calendar
- ✓ Acquittal of Grant
- ✓ Project Plan
- ✓ Business Plan
- ✓ Capital Expenditure
- ✓ Application = Connection, Communication, Delivery



What are funders looking for

- Who are you?
- What do you want the money for?
- How does this ask link to your strategic plan?
- How will it impact in your business sector?
- Strategy & Storytelling
- Total Project Value
- People give to people, not projects



What are funders looking for

- Not just buying an output, buying an outcome
- Evidence of the Demand
- Proof of Outcome
- For applicants to stop talking about activities and projects and talk about impacts.



Your Grants Checklist



- Are there grants for us?
- Are we eligible?
- Know what Grants are available
- Making the submission
- Doing the work
- Reporting / Acquittal



What makes for a Successful Proposal?

- ✓ A program/project that is within the scope of the funder's area of giving.
- ✓ Sufficient documentation supported with facts.



Why are Projects Declined?

- Problem hasn't been documented properly.
- Problem does not strike reviewer as significant (It failed to “grab” the reader).
- Prospective client groups have not been involved in planning and determining project goals.
- Proposal is poorly written, hard to understand.
- Proposal objectives do not match objectives of the funding source.
- Proposal budget is not within the range of funding available through the funding agency.



Why are Projects Declined?

- Proposal program has not been coordinated with other individuals and organizations working in the same area.
- Funding source does not know the capabilities of those submitting the proposal.
- Project objectives are too ambitious in scope.
- Writer did not follow guidelines provided by the funding agency.
- Insufficient evidence that the project can sustain itself beyond the life of the grant.
- Evaluation procedure is inadequate.



Statement of Need Exercise

The statement of need must be able to answer the following questions at a minimum:

- How will the business sector be impacted or different when the project is completed?
- What documented proof/evidence is available to support the need for your project?
- Who will your project serve and to what value?



Statement of Need Exercise

- Are there any special circumstances to consider about your service sector?
- Brainstorm and write down three needs and two solutions for each need.
- How did you identify with the needs and develop the solutions?



Measuring Outcomes

- Goal Statement
- Objective Statement
- Activities and Tasks that are Necessary to Accomplish the Objective
- Benefits and/or Results of Each Objective that Leads to Measuring Outcomes;
- Performance Indicators of Success



Conditions of a Grant

- A report is provided to the funding body at the end of the funded project or works, including an audit on the expenditure of the funds
- Your organisation is properly insured to cover staff, contractors and other relevant factors
- You have legal permission to carry out any proposed works.



Return on Investment



Key Performance Indicators



Unique Selling Point



Point of Difference



Your Unique Point of Difference

Suitability

Grant Writers should:

- apply for grants that suit particular identified needs,
- taking into account the time to deliver on the grant if successful,
- available grantors for the type and purpose,
- the grantor's requirements,
- when the funds are needed
- organisation's policies.



How does your mission align with the Funder's Core Priorities?



How do you collaborate with others?



Grants Checklist

- Need for funding = commercial potential
- VFM Principles
- Market Opportunity
- Management Capability
- Local, State or National Benefits



Grants Checklist

- ✓ Know the program rules
- ✓ Plan application
- ✓ Be creative but honest
- ✓ Research Successful Grants
- ✓ Provide Information required
- ✓ Answer the question you are asked, not what you think you are asked.
- ✓ No superfluous information



Social Media and Grants

- Twitter
- Facebook
- You Tube
- Blog
- LinkedIn
- Podcast
- Vimeo
- Instagram



Grants Checklist

- Grants = telling a story / Painting a picture with words
- Plan – 4.55pm application – ‘Send’
- Proactive, rather than reactive
- People can only help you, if they know you exist
- Cultivating a relationship with Funding Body



Who, what, where, when, why = How?

Who?



What?



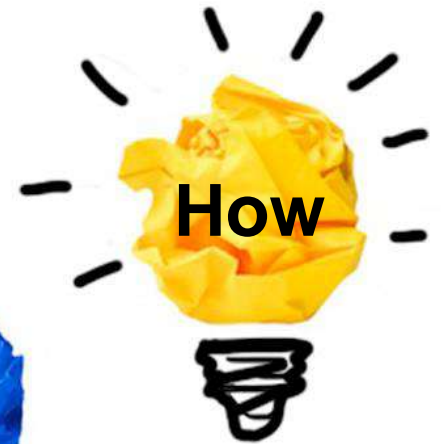
Where?



When?



Why?



Tips for Success

- **Use language describing an ‘investment’, rather than a ‘gift’.** Be explicit on the benefits for the grant provider.
- **Avoid dwelling on problems. Focus on opportunities** that result from the challenges your organisation faces and the problems that the project, through adequate funding, will address.
- **Provide a realistic assessment of the urgency** that drives your project submission. Your proposed timeline must reflect both the need for urgent action and the realities of funding cycles.



The Project

Project Title

Provide a short title (less than 10 words) that describes the project activity for which funding is being sought.

Project Summary

Project Summary
(up to 100 words)



The Project

Please provide a full project description
(up to 1000 words)

- The aim of your project
- Description of project location
- Why the project came about
- If it is part of larger project, a description of the larger project
- What the funding will be used for
- The timeline and activities which will be involved
- Who will be involved in developing and delivering the project
- The strategic value of the project



Commonwealth Government grants administration

The seven key principles

1. Robust planning and design; efficient, effective, ethical with built in risk management processes
2. Outcomes orientation – maximise outcomes from available funding
3. Proportionality – scale, nature, complexity and risks
4. Collaboration and partnership – effective and constructive consultation and cooperation for effective, efficient and equitable processes



Commonwealth Government grants administration

5. Governance and accountability – clear roles and responsibilities, defensible funding recipient selection and public accountability
6. Probity and transparency – internal controls, public sector values and duties
7. Achieving value with public money – careful consideration of costs, benefits, options and risks



Grant Writing Top Ten

1. Make it about your reader (your prospective client)
2. Answer the question
3. Try not to waffle
4. Make it clear what's in it for them
5. Be direct
6. Avoid sweeping statements
7. Give great examples
8. Remember – looks can kill
9. Jog their memory
10. Make it word perfect





THE GRANTS GUY



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