HOW TO ATTAIN THE $ IN GRANT$

THE GRANTS GUY

Tourism Industry Development Fund

The Tourism Industry Development Fund is designed to **support** and **stimulate** private sector investment in **new** and **improved regional** accommodation, and the development of **quality** tourism product and experiences.

…encouraging regional operators to **improve** and **diversify** so they can **attract more visitors** and get a **higher return** on their offering.

Tourism Industry Development Fund

The Tourism Industry Development Fund aims to:

•Improve tourism infrastructure and experiences that appeal to 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 working collaboratively

•Implement sustainable business practices.

Tourism Industry Development Fund

AVAILABLE FUNDS

The South Australian Government has committed $20 million (excluding GST) over two financial years

Applicants can seek grants from a minimum of $20,000 up to a maximum of $500,000 (excluding GST)

Funding must be a **co-contribution** to the project with a maximum of up to 30% from the State Government of the total project cost. Either 30 % from the TIDF, or matching contribution from another State Government fund – up to a maximum of 30% to the overall project cost.

Tourism Industry Development Fund

WHO IS ELIGIBLE TO APPLY?

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.

Tourism Industry Development Fund

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 projects that require infrastructure build or upgrades to **better provide a tourism experience**, such as **new attractions**

Tourism Industry Development Fund

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.

Tourism Industry Development Fund

Projects will be assessed on their ability to:

• Improve tourism infrastructure and experiences that appeal 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.

Tourism Industry Development Fund

WHAT EVIDENCE DO I NEED TO PROVIDE?
Applicants must provide evidence that:

• demonstrates all planning has been completed

• provides confidence that the project will be delivered to an appropriate standard on time and within budget

• will deliver the benefits described in their application.

Tourism Industry Development Fund

Project Management

Provide a project management plan that will address the implementation of the project from commencement to completion. 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.

Tourism Industry Development Fund

Project Risk

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

Tourism Industry Development Fund

Maintaining project benefits

Outline the operational needs of the project in the future, a strategy to manage the project and how they will maintain the ongoing viability of the completed project.

Business 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 – Tourism Strategy
- ✓ Acquittal of Grant
- ✓ Business Plan
- ✓ Budget Contribution
- ✓ Application = Connection, Communication, Delivery

THE GRANTS GUY

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.

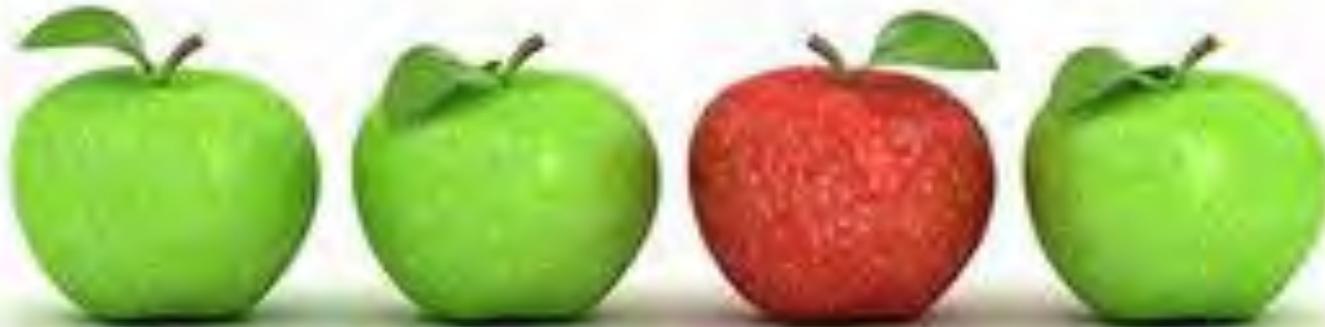- Evaluation procedure is inadequate.

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

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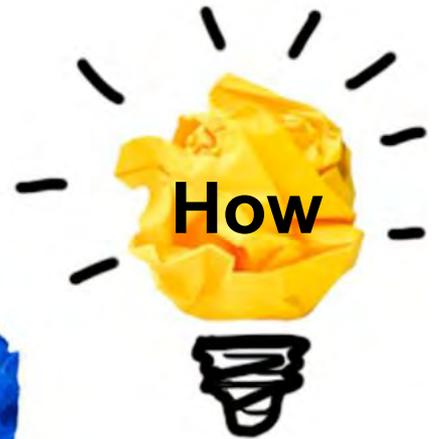
Who, what, where, when, why = How?

Who? What? Where? When? Why? **How**

THE GRANTS GUY

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; <u>efficient, effective</u>, ethical with built in risk management processes

2. Outcomes orientation – <u>maximise outcomes</u> from available funding

3. Proportionality – scale, nature, complexity and risks

4. Collaboration and partnership – <u>effective and constructive consultation</u> and cooperation for <u>effective, efficient</u> and equitable processes

Commonwealth Government grants administration

5. Governance and accountability – <u>clear roles and responsibilities</u>, defensible funding recipient selection and public accountability

6. Probity and transparency – internal controls, public sector values and duties

7. Achieving value with public money – <u>careful consideration of costs</u>, 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

APPROVED

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