



Government of South Australia
Department for Environment
and Water



Nature-Based Tourism & Heritage Tourism Small Grants Program

Information Session



Photo credit: Anthology Travel

DEW Tourism Grants

Information Session – 2 November 2021



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The grants program in a flash:

- Nature-based Tourism small grants:
 - \$300k program, for grants from \$2,000 to \$15,000 (no co-contribution/matched funding requirement)
- Heritage Tourism Grants:
 - \$250k program, for grants from \$1,000 to \$50,000 (matched funding requirement)
- Applications close @ 2pm on 3 December 2021
- Focus - innovative activation of nature and heritage



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Nature-based Tourism Grants



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About the Nature-based Tourism (NBT) Small Grants.

- What is Nature-based tourism?
 - special experiences in natural places that nurture and broaden a visitor's environmental and cultural understanding and appreciation for conservation.
 - aims to preserve and enhance the local environment and heritage while encouraging people to look after the natural and cultural values that attract them to a region.
- The NBT small grants program
 - is aligned with the larger \$5m NBT Co-investment Fund, which provides grants of \$20,000 to \$1m.
 - responds to demand for a smaller grant program to support businesses quickly implement and trial new nature-based tourism experiences.

What can NBT grant funding be used for?

Grants from \$2,000 - \$15,000.

Delivery of new or enhanced experiences in nature, including (but not limited to):

- Seasonal or pop-up tourism experiences
- Events that encourage visitation
- Commercial and/or cultural tours
- Interpretative, educational or interactive programs
- Temporary or portable visitor facilities.



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Where must projects be located?

- South Australian National Parks and Reserves
- Crown Land areas under the care and control of the Minister for Environment
- Crown Land areas under the care and control of a local Council
- Land under the care and control of SA Water
- Land under the care and control of ForestrySA
- Botanic Gardens of South Australia
- Historic shipwrecks within South Australian State waters
- Aboriginal owned or controlled lands and where First Nations peoples have shared access rights under Native Title

Note: Funding does not constitute automatic authority to undertake activities in South Australia's nature, parks and places.



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Who can apply?

Applicants must be a legal entity with a valid and active ABN (Australian Business Number) and have an account with an Australian financial institution.

Commonwealth, State and Territory Government entities are not eligible.



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What can funding be used for?

Expenditure must be a direct cost of the project, including but not limited to:

- operational expenditure
- marketing and advertising
- engagement of short-term personnel
- purchase or lease of equipment, and
- transportation such as vehicles, trailers, bikes, boats and kayaks.



How are applications assessed?

- Competitive process
- Applications assessed by a panel.

Applicants will need to demonstrate how the project:

- aligns with DEW's Parks 2025 initiative and/or Nature-based Tourism Strategy, 'Nature like Nowhere Else'
- demonstrates innovation in nature-based tourism and/or meets visitor demand currently not serviced
- delivers positive benefits for one or more of the following:
 - conservation of our nature, parks and places
 - the local community and visitors
 - First Nation peoples
 - SA economy (direct and indirect).
- applicant capability and capacity to deliver the project
- value for money



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NBT Small Grant example 1

J&J run an eco-accommodation property on the Murray River, mainly attracting couples and small groups of friends from Adelaide, Melbourne and Sydney.

Guests often comment on the spectacular night skies and J&J have identified any opportunity to develop a stargazing experience for their guests.

They plan to offer guided night-time bushwalk to a picnic spot in the conservation park next door, and have applied for a grant to purchase a good quality, portable telescope to enhance the stargazing experience.



NBT Small Grant example 2

Oarsome Adventures is an established kayak tour and hire company.

They would like to trial kayak hire and tours on the recently opened Bundaleer Reservoir and have applied for a grant to support a 'come and try' weekend.

Funding will be used for a small generator to power a coffee van, employ two local people to help run the weekend and provide local information for the tours, and a collaborative marketing campaign with nearby accommodation providers to Adelaide-based target markets.



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NBT Small Grant example 3

Helen runs an Aboriginal Cultural Tour which previously focussed on tours for international visitors.

Helen is interested in the opportunity presented by the new Adelaide Hills Wellness Festival to attract a new market, and would like to develop a sunrise cultural experience including a yoga class in a number of national parks and gardens.

She has applied for funding to engage a yoga teacher to provide 6 specialty yoga classes, to purchase yoga mats, and a portable gas stove, tea infusers, quality cups and saucers to provide a native plants inspired breakfast and cultural talk.



Heritage Tourism Grants



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About the Heritage Tourism Grants.

Key initiative of *Growing Our Heritage Future* (heritage tourism strategy).

\$250,000 program to accelerate the development of heritage tourism experiences and stimulate investment into heritage places.

Extension of the South Australian Heritage Grants program, which funds conservation work on state heritage places.

Activation of heritage places for tourism contributes to the conservation of both physical and intangible heritage.



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What can grant funding be used for?

Grants of \$1,000 - \$50,000 (matched).

For projects which contribute to the development of heritage tourism experiences by activating heritage places for tourism purposes, such as:

- Construction of facilities and/or significant enhancements to existing buildings or structures
- Adaptive projects to buildings or structures
- New or enhanced visitor experience products supported by professional documentation

Funding can not be used for conservation only projects. *Heritage Conservation Grants Program* for State Heritage Places is currently open.

Where must projects be located?

- State Heritage Place
- Local Heritage Place
- State Heritage Area – 17 SHA in SA
(<https://www.environment.sa.gov.au/topics/heritage/state-heritage-areas>)

To find out if a place is heritage listed visit: SA Heritage Places Database:
<http://maps.sa.gov.au/heritagesearch/HeritageSearchLocation.aspx>

Or contact your local council.

Allocation of funding is not approval to undertake physical works to heritage places. You will still need to seek Development Approval via your council.



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Who can apply?

- Owners or lessees of State or Local Heritage Places
- Owners or lessees of businesses or properties operating or seeking to operate in a State Heritage Area
- Licensees/lessees of State Government Owned Heritage Places
- Applicants must be a legal entity with an ABN (sole trader, partnership, company or trust)



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How are applications assessed?

Applicants will need to demonstrate how the project will:

- provide a unique experience that drives tourism to South Australia and diversifies tourism offerings
- activate a heritage place, especially underutilised places in high profile locations (such as empty buildings on main streets).
- benefit future conservation of the heritage place
- meets visitor demand that is currently not serviced or improves visitor access and awareness of heritage places and their stories
- aligns to
 - the goals of Growing Our Heritage Future and
 - the priorities of the South Australian Visitor Economy Sector Plan 2030 and, if relevant
 - the priorities of the South Australian Regional Visitor Strategy 2025
- create new jobs, develop skills, increase visitation and grow local economies
- provide good value for money



Heritage Tourism Grant example 1

Sam owns a local heritage listed former jam factory located in a small town 3 hours from Adelaide.

The SA Regional Visitor Strategy has identified the development of 6-star boutique accommodation as a priority for the region.

Sam has been working with an architect to turn the former-jam factory into a small hotel that delivers a contemporary experience while highlighting the building's heritage character.

Sam has applied for a grant to go towards the first stage of the project building 8 ensuite rooms across two levels inside the former factory space.



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Heritage Tourism Grant example 2

Martha's Vineyard winery, located in a high profile wine region, would like to turn an unused state heritage listed 1860s cottage into their new cellar door.

The cottage is in good condition and can be adapted relatively easily but the project has stalled because access toilets cannot be provided due to the inability to make the required internal changes.

Martha's Vineyard has applied for funding to build a new toilet block that includes access toilets to the rear of the cottage.



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Heritage Tourism Grant example 3

Walk & Talk Tours conducts guided, daytime walking tours in Adelaide.

They would like to add a night-time experience to their product and have developed a theatrical tour of the Port Adelaide State Heritage Area that uses professionally trained actors to bring the stories of key buildings to life.

Walk & Talk Tours has applied for funding to work with a professional film company to further develop tour components and create social media content that will be used to promote the tour to their key visitor markets.



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TiCSA Capabilities Program



Photo credit: South Australian Tourism Commission

30-minute appointments
Between 12:30pm - 4pm

Monday, 8 November
Wednesday, 10 November

Road test
your tourism
concept



Photo credit: South Australian Tourism Commission



Book your appointment at
ticsa.com.au to book between
22nd – 30th November

Ask the expert –
grant
application
review



Photo credit: South Australian Tourism Commission



In case you're wondering...

Can you apply for both grants?

Yes, if your project meets the eligibility for both grants you can apply for both.

Do you need to be an existing tourism business?

No, but you do need an ABN and you must be willing to register on the Australian Tourism Data Warehouse (ATDW).



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Next steps

- Complete your application: www.parks.sa.gov.au/park-management/improving-sa-national-parks/nbt-co-investment-fund/small-grants
- Take advantage of the TICSA capability program: [NBT Capability Program - Tourism Industry Council South Australia \(ticsa.com.au\)](http://NBT%20Capability%20Program%20-%20Tourism%20Industry%20Council%20South%20Australia%20(ticsa.com.au))

Dec - Jan

- Applications close: 2pm on 3 December 2021
- Applications assessed by panel
- Funding recommendations to Minister for Environment and Water

Feb 2022

- Applicants advised of outcome
- Grant agreements issued

March/April
2022

- Projects commence – 12 months to complete and acquit funding



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Further information required?

Call 08 8124 4943
(between 9am and 5pm on weekdays)

or send an email:
DEWTourism@sa.gov.au



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