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Tourism Business Survival Grant Program Guidelines

Tourism
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Contents

1. Overview	3
2. Introduction	3
3. Objectives	4
4. Eligibility Criteria	5
5. Application Details, Disclosures and Assessment Criteria	6
6. Assessment and Decision Making Process	9
7. How To Apply	10
8. Personal Information and Disclosure of Information in Application	10
9. Enquiries and Feedback	11
10. Application Conditions and Obligations that Apply to Successful Applicants	11
11. General Terms and Conditions	12

1. Overview

The Tourism Business Survival Grant Program is a Western Australian Government initiative that seeks to support tourism businesses dealing with exceptionally challenging circumstances due to the impacts of the COVID-19 pandemic, including those in regions of the State where travel restrictions applied and whose business model (due to the product experience) relies on a high volume of inbound visitors.

Eligible Applicants can apply for grants of between \$25,000 and \$100,000 (plus GST) to enable businesses to successfully hibernate their tourism businesses, and to adapt and mobilise operations through the recovery period.

The Western Australian Government, through Tourism Western Australia (Tourism WA), is committing \$4 million to this Program. The Program is competitive, therefore the number of grants allocated and the size of each grant will depend on the number and quality of submissions and the value of the grants requested within the overall pool of available funding. In addition, successful Applicants may receive grants of lesser amounts than requested.

2. Introduction

Tourism is one of the industries hardest hit by the COVID-19 pandemic, resulting in the closure of many businesses due to travel restrictions. Tourism in Western Australia (WA) is further impacted by seasonality issues and travel restrictions, which have had a detrimental impact on a significant number of tourism operations. To recover from the impacts of the pandemic, businesses that typically appeal to an inbound visitor market must adapt to align with a domestic-focused market as the recovery of the international sector is delayed.

The recovery of WA's tourism sector is critical for the State's overall economic and employment recovery. As such, the Tourism Business Survival Grant Program has been developed to support those tourism businesses that can demonstrate extreme hardship as a result of the COVID-19 pandemic.

These Guidelines contain important information for Applicants on the Tourism Business Survival Grant Program (the Program).

**Applications close:
4.00pm (AWST) Monday 6 July 2020**

3. Objectives

The Program's aim is to ensure a viable tourism industry in WA, enabling the survival of businesses that attract visitors to the State and offer a range of exceptional experiences to visitors when here. Funding will be available to tourism businesses dealing with exceptionally challenging circumstances brought about by the COVID-19 travel restrictions, who have or are still hibernating their businesses and need to mobilise and adapt to different markets and different market conditions upon recovery.

Examples of the types of eligible expenditure that the funding could be used for includes (but not limited to):

- **Fixed costs and overheads, such as storage, insurance, maintenance, utilities and rent;**
- **Equipment deployment/activation for recovery;**
- **Staff recruitment and training;**
- **Reinstating supply-chain requirements and licences; and**
- **Marketing activities, particularly targeted at the domestic market.**

Funding **cannot** be used for capital expenditure: for the purchase of new assets, equipment, machinery, vehicles or hard infrastructure, debt financing, financing costs including interest, costs of purchasing, leasing, depreciation of, or development of land, and costs relating to preparing the grant application or preparing any grant acquittal reports.

This list is not exhaustive and applies only to the expenditure of the grant funds. Other costs may be ineligible where Tourism WA decides it does not directly support or that are contrary to the objective of the Program.

Tourism WA may impose limitations or exclude expenditure, or further include some ineligible expenditure listed in these guidelines or in a grant agreement or otherwise by notice to the Applicant.

Tourism WA will not be liable, and should not be held as being liable, for any activities undertaken before the grant agreement is executed.

4. Eligibility Criteria

Applications that do not satisfy all eligibility criteria will not be considered.

Who is eligible?

To be eligible for funding an Applicant **must**:

- be an Australian business with a tourism product or experience delivered in WA, and must be requesting funding for its Western Australian operations where assets and/or employees are located in WA;
- be a legal entity capable of entering into a legally binding and enforceable agreement (Grant Agreement) with Tourism WA;
- have a valid and active Australian Business Number (ABN).

Who is not eligible?

Applicants are **not** eligible to apply if they are:

- a State, Federal or Local Government Authority;
- a Government Trading Enterprise (GTE); or
- operating a privately-owned residence used for short-stay accommodation (such as holiday homes and apartments).

5. Application Details, Disclosures and Assessment Criteria

Applicants are required to complete an online Application that clearly demonstrates the extent of hardship experienced due to COVID-19 impacts, the business' contribution to the local and regional tourism industry, and how the grant funding will be used. Applicants will be asked a series of questions addressing the criteria below. Potential Applicants are encouraged to read through this information carefully before going to the online Application, as it specifies the information required to complete and submit an Application.

Applicant's Details and Disclosures

Applicants are required to provide:

- business details such as business name, legal trading entity details, ABN and business contact details;
- a copy of the business' previous financial year (2018-19) audited accounts, or accounts certified by a qualified accounting practitioner.

Conflicts of Interest

If the Applicant or any owner, officer or staff member of the Applicant has any sort of familial, business or personal association or relationship with any officer or staff member of the Department of Jobs, Tourism, Science and Innovation (JTSI), or any member of any panel which considers Applications, the Applicant must apprise Tourism WA accordingly, providing the latter with all relevant details, in writing.

Criminal Convictions

Applicants must confirm that neither the Applicant nor any directors or business owners have in the last three years been convicted of a criminal offence that is punishable by imprisonment or detention.

Assessment Criteria

Applicants must address all assessment criteria in their Application.

Assessment will include evaluation of an Applicant's response against each of the criteria below. The Assessment Criteria are not weighted equally. Refer to the percentage weighting applicable to each criterion listed below, identifying the level of importance allocated to each criterion for the overall assessment of applications.

Part A - Hardship and Survival (35% weighting)

Applicants must provide the following detailed information, including appropriate evidence if requested, to demonstrate the impacts of the COVID-19 pandemic on their business survival and recovery:

1. detailed impacts of seasonality and the COVID-19 pandemic on business survival and recovery.
2. booking decline since the COVID-19 pandemic for 2020 and 2021 compared to 2018 and 2019.
3. booking cancellations, including those that have required refunds and those that are being held for future use.
4. loss of revenue and detailed costs incurred as a result of having to close during the COVID-19 period, including but not limited to storage, insurance, maintenance, staff reduction or retention costs, licences etc.
5. details of any other financial assistance sought and successfully obtained from:
 - a. the Commonwealth, State or Local Government including but not limited to: JobKeeper, JobSeeker, GST credits, payroll tax relief, waiving of licences and fees and any other funding support; and
 - b. banking institutions such as loan relief or superannuation providers for early access to superannuation funds.

Part B - Role in Local Supply Chain (15% weighting)

Applicants must provide the following information, including appropriate evidence, to demonstrate how their business contributes to the local supply chain and tourism industry:

6. details of staffing prior to COVID-19, when operating at peak capacity.
7. details of local suppliers for their business, specifying the type of supplier, name and location. Examples include laundry service, fresh produce suppliers, beverage suppliers, commercial cleaning contractors, suppliers of cleaning materials and maintenance service providers.
8. details of the local tourism businesses they work with, either through formal or informal arrangements, detailing each tourism business and how they work together.
9. membership of, or engagement with, tourism and business associations in relation to activities including, but not limited to, marketing, accreditation or business support. This may include participation in, or achievement of, awards, conferences, training and mentoring programs.

Part C - Tourism Marketing and Distribution (30% weighting)

Applicants must provide the following information:

10. the tourism region/s the business operates in.
11. the core visitor source markets and market segments for the business prior to onset of the COVID-19 pandemic.
12. identification of two recent examples (within the last three years) of tourism marketing and/or distribution channels or programs the business was involved, distributed or featured in. This could include partnerships with organisations such as Tourism Australia, Tourism WA, regional tourism organisations or third parties such as wholesalers or online travel agents.
13. commentary on how the business will fit into one (or more) of the pillars Tourism WA has recently launched as part of the *Our Story: Spirit of Adventure* narrative for tourism in WA, as follows:
 - *Western Australia is ancient tracks, new journeys**
 - *Western Australia is barefoot luxury*
 - *Western Australia is otherworldly phenomena*
 - *Western Australia is majestic landscapes and big skies*
 - *Western Australia is full of characters*

Part D - Use of Funds and Recovery Plan (20% weighting)

Applicants must provide:

14. the amount of grant funding being requested. The minimum grant is \$25,000 up to a maximum of \$100,000 (excluding GST).
15. the grant budget, detailing survival and recovery expenses and the outcomes expected from that spending. Applicants will need to provide evidence of the amounts being requested, and also to prioritise the list of grant funding requests.
16. a recovery plan outlining how the business' tourism product/experience will be adapted to align to the domestic market in the first instance, how the business will transition to the international market when appropriate, and ensure that initiatives/projects align with the funding request being made under this grant program.

6. Assessment and Decision Making Process

Tourism WA first reviews each application to ensure that it is complete. Incomplete applications will not be formally assessed.

The assessment process for Applications will be undertaken as follows:

- Initial technical assessment will be undertaken by teams from Tourism WA, with applications scored against the criteria stated in section 5, and scores and recommendations provided to the Assessment Panel.
- An assessment panel consisting of employees from JTSI, the Department of Biodiversity, Conservation and Attractions and the Department of Primary Industries and Regional Development will individually assess all Tourism WA's scores and recommendations with reference to each application. A probity consultant will then oversee a consensus evaluation process, to reach a recommendation on grants to be approved.
- The assessment panel will consider an Application on its merits in a competitive environment, based on how well it meets the criteria stated in section 5.
- Grant funding recommendations will be presented to the Tourism WA Board of Commissioners for approval.
- All Applicants will be advised in writing of the outcome of the assessment process.
- Successful Applicants will be advised of any specific conditions attached to the grant and must enter into a legally binding grant agreement with Tourism WA.
- Unsuccessful Applicants will be provided an opportunity to be debriefed on their Application with Tourism WA.

Applicants should note that:

- It is anticipated the assessment, approval and grant agreement process could take six to eight weeks from closing date (**4.00pm, 6 July 2020**), and Tourism WA will make best endeavours to process grant payments to successful Applicants in September 2020.
- As this is a competitive process, not all Applicants may receive a grant. For successful Applicants, the value of the approved grant may be less than that applied for.
- Tourism WA reserves the right to request more information to clarify aspects of the Application and/or to confirm the accuracy of details provided in the Application with relevant third parties if it is deemed necessary to assist in assessing the Application.
- In assessing the Application, Tourism WA may take into account any information regarding the Applicant that Tourism WA has in its possession or receives from any source, including information about the past or current performance of the business under any other contract, arrangement or dealing between the Applicant and Tourism WA.

7. How To Apply

Submitting an online Application

Applications must be submitted online using the SmartyGrants application form via the link available on tourism.wa.gov.au

Once an Application form has been started in SmartyGrants, it can be saved and worked on over a period of time before submission. Applicants are encouraged to read through Section 5 of these Guidelines and the Frequently Asked Questions carefully, as they indicate the level and type of information that will be expected to provide.

To be considered for funding, completed Applications must be submitted by **4.00pm, 6 July 2020**. Please note the SmartyGrants system will close automatically at the specified time on the closing date and Applicants will not be able to lodge a late Application.

An Application which is not submitted before the Closing Time or is incomplete at the Closing Time will be excluded from consideration.

All Applicants will receive an automated email notification to acknowledge receipt of their Application.

Applicants are responsible for making sure their Application is complete and accurate. Giving false or misleading information is a serious offence under the *Criminal Code Act 1995 (Cth)*. If Tourism WA considers that an Applicant has provided false or misleading information it may not progress their Application. If an Applicant finds an error in their Application after submitting it, contact Tourism WA immediately.

If Tourism WA finds an error, Tourism WA may ask for clarification or additional information from an Applicant that will not change the nature of the Application. However, Tourism WA can refuse to accept any additional information from an Applicant that would change the submission after the Application Closing Time.

8. Personal Information and Disclosure of Information in Application

Applicants should be aware that Tourism WA is subject to the *Freedom of Information Act 1992 (WA)*, which provides the public with a right to seek access to documents and records held by government agencies.

Applicants are advised that information pertaining to the receipt of State Government financial assistance will be tabled in the Western Australian Parliament. This information could include the name of the grant recipient and the funding amount.

9. Enquiries and Feedback

For further information on the Program or to provide feedback, please contact Tourism WA by phone on **(08) 9262 1700** or by email **recovery.program@westernaustralia.com**

Tourism WA may publish on its website answers to Applicant questions as Frequently Asked Questions and or any amendments to the Program Guidelines. Applicants are responsible for ensuring they have access to the latest version.

10. Application Conditions and Obligations that Apply to Successful Applicants

Successful Applicants must enter into a legally binding grant agreement with Tourism WA. The grant agreement will outline the general terms and conditions of the funding that cannot be changed. The grant agreement is to be executed before Tourism WA can make any payments. Execute means both the Applicant and Tourism WA have signed the agreement.

The approval of a grant may have specific conditions determined by the assessment process or other considerations made by Tourism WA and these will be identified in the letter of offer. Successful Applicants will have thirty (30) days from the date of a written letter of offer to execute the grant agreement.

The grant agreement will state the maximum grant amount Tourism WA will pay and the proportion of eligible expenditure covered by the grant (grant percentage). Tourism WA will not exceed the maximum grant award under any circumstances and if an Applicant incurs extra costs, these must be met by the Applicant.

Payments will be made according to an agreed schedule set out in the grant agreement.

As a condition of funding, all grant recipients will be required to provide a detailed final acquittal report to Tourism WA by 30 September 2021. The final report must be certified by a qualified accounting practitioner and include:

- Evidence as to the performance of the obligations under the grant agreement;
- Identify the total eligible expenditure incurred;
- A declaration that the grant funding was spent in accordance with the grant agreement and to report on any underspend of the grant funds;
- Include a copy of the business' audited accounts for the financial year 2020-21; and
- Be submitted by the report due date.

1. Cancellation and Variation

Tourism WA reserves the right, at any time and from time to time, to (in whole or in part) cancel, vary, supplement, supersede or replace this Program.

If Tourism WA cancels, varies, supplements, supersedes or replaces this Program, then:

- a) Tourism WA will advise each Applicant that the Program has been cancelled, varied, supplemented, superseded or replaced; and
- b) The Applicant shall not have any recourse against Tourism WA whatsoever including claims for any costs or expenses incurred by the Applicant in applying for funding through this Program.

2. Tourism WA's Rights

Tourism WA is under no obligation to accept any Application and may reject any Application at Tourism WA's absolute discretion, including:

- a) If an Application fails to comply with the requirements of this Program;
- b) If an Application is incomplete or contains information or representations that are false or misleading;
- c) If Tourism WA decides to cancel the Program, or exercise any other right referred to in clause 1 above, due to changes of policy or for commercial reasons.

After an Application is received, Tourism WA may:

- a) Request additional information from the Applicant in relation to the content of their Application form for the sole purpose of clarifying the Application. The Applicant must comply with such a request.
- b) In assessing the Application, Tourism WA may take into account any information regarding the Applicant

and/or business that Tourism WA has in its possession or receives from any source, including information about past or current performance of the Applicant under any other contract, arrangement or dealing between the Applicant and Tourism WA or another public authority.

After a grant payment is made to an Applicant, Tourism WA may, at its absolute discretion:

- a) Conduct random or specific audits of any or all of the information provided by the Applicant;
- b) Request additional information from the Applicant if Tourism WA reasonably believes that any of the information provided by the Applicant may be incomplete, false or misleading; and
- c) If Tourism WA decides that an Applicant no longer satisfies, or never did satisfy, the eligibility criteria for the Program, Tourism WA may seek recovery of some or all of the grant paid to the Applicant. The obligation for an Applicant to repay Tourism WA any funding represents a debt due and payable by the Applicant to Tourism WA.

Each Applicant, in submitting an Application, warrants and represents that all information and representations (in whatever form) given to Tourism WA under, as part of or in connection with the Program or the Application, is true and correct, complete, and up-to-date, and in no way misleading or deceptive.

Despite anything expressed or implied to the contrary in these Application Conditions, the Program Guidelines, or any other documentation associated with the Program, no Applicant shall have or assert any legal (including equitable) rights under, in connection with, on account of, or associated with any of the aforesaid documents or the Program.

3. Submission Process

The Applicant must submit the Application electronically through the website link

tourismwa.smartygrants.com.au, noting the following conditions:

- a) Receipt of the Application will be determined by the date and time shown on the 'in-box' that the Application was received;
- b) Lodgement of electronic files may take time and the Applicant must make their own assessment of the time required for full transmission of their Application;
- c) If the electronic copy of the Application contains a computer virus then, notwithstanding any disclaimer made by the Applicant in respect of computer viruses, the Applicant must pay to Tourism WA all costs incurred by Tourism WA arising from, or in connection with, the computer virus;
- d) Tourism WA will not be responsible or liable (in negligence or howsoever) in any way for any loss, damage or corruption of the electronic copy of the Application;
- e) If the electronic copy of the Application becomes corrupted, illegible or incomplete as a result of transmission, storage, encryption or decryption, then Tourism WA may request the Applicant to provide another copy of the Application either electronically or in hard copy or both;
- f) If Tourism WA requests the provision of another copy of the Application, then the Applicant must:
 - (i) Provide the copy in the form or forms requested within the period specified by Tourism WA; and
 - (ii) Provide a statutory declaration that the copy is a true copy of the

Application which was electronically submitted by the Applicant and that no changes to the Application have been made after the initial attempted electronic submission.

4. Selection Process

Applications must be received before the stipulated closing date and time.

An Application which is not submitted before the Closing Time or is incomplete at the Closing Time will be excluded from consideration.

An assessment of each Application will be undertaken against the criteria identified in section 5 Assessment Criteria to confirm that the information submitted is complete, correct and accurate, prior to any offer of funding.

5. Withdrawal of Application

The Applicant may withdraw their Application at any time prior to execution of the grant agreement, by notifying Tourism WA in writing.

6. Disclosure of Applicant Information

The Applicant agrees and acknowledges in regard to their Application that:

Information is subject to the *Freedom of Information Act 1992 (WA)* and may also be disclosed by Tourism WA, or the State of Western Australia under a court order or upon request by Parliament or any committee of Parliament or if otherwise required by law.

By submitting an Application, the Applicant releases Tourism WA and the State of Western Australia from all liability (in negligence or howsoever) whatsoever for any loss, injury, damage, liability, costs or expense resulting from the disclosure of the Application or information pertaining to the Applicant or the Application under

this clause 6 by Tourism WA or the State of Western Australia.

The Applicant agrees and acknowledges that the powers and responsibilities of the Auditor General for the State of Western Australia under the *Financial Management Act 2006* and the *Auditor General Act 2006* are not affected in any way by the Application.

Subject to this clause and to the provisions of the *Financial Management Act 2006* and the *Auditor General Act 2006*, Tourism WA will not make public any part of the Application or any Application information that the Applicant expressly and reasonably nominates in their Application as confidential. However, Tourism WA may require the Applicant to withdraw any claim to confidentiality in respect of any part of the Application information as a condition of acceptance of the Application.

7. Conflict of Interest

In making an Application each Applicant warrants, and continues to warrant, that neither it nor any owner, officer or staff member of it will, in relation to its Application, the Program or any resultant funding, have any actual or perceived conflict of interest

The Applicant must, prior to any offer of funding by Tourism WA, disclose to Tourism WA any information that is or might be relevant to determining whether an actual, potential or perceived conflict of interest exists or might exist in relation to its Application, the Program or grant funding (if successful) by the Applicant.

Tourism WA may, in its discretion, accept or reject the Applicant's Application if Tourism WA considers that the Applicant has, or could reasonably be considered to have, an actual, potential

or perceived conflict of interest in relation to the Program or the grant funding (if successful) by the Applicant.

8. No bribe, Inducement or Offer of Employment

The Applicant must not, without the prior written consent of the Tourism WA, directly or indirectly approach or communicate with any officer or employee of JTSI having any connection or involvement with the Program, with respect to:

- (a) an offer of employment; or
- (b) availability of employment with the Applicant or any related entity.

The Applicant must not directly or indirectly offer a bribe, gift or inducement to any officer or employee of JTSI in connection with the Program.

9. Repayment if No Entitlement

If an Applicant receives funding under the Program from Tourism WA and the Applicant is not entitled, or it transpires that the Applicant was not entitled, to all or any of that funding, the Applicant must immediately repay to Tourism WA all or any part/s of that funding (as the case may be) which the Applicant is not entitled to.

10. General

To the fullest extent permitted by law, all implied terms and conditions are excluded from these Application Conditions.

These Application Conditions are governed by the laws of Western Australia.

11. Laws

Each Applicant must comply with all requirements and rules of each statute, subsidiary legislation, the common law and equity in respect of their Application and the Program.

12. Definitions

In these Application Conditions:

Application means the application including all information submitted by the Applicant in response to, or in connection with, the Program using the online SmartyGrants application form.

Applicant means any person who submits an Application.

Closing Time means the time and date specified in the Program Guidelines as the closing time for the submission and lodgment of Applications.

Program means the Tourism Business Survival Grant Program, and associated processes, and requirements and benefits described in both the Program Guidelines and these Application Conditions; and

Program Guidelines means the document titled "Tourism Business Survival Grant Program Guidelines".



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Tourism Business Survival Grant Program FAQs

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What is the definition of a tourism business?

A **tourism business** may include, but is not limited to:

Accommodation

Accommodation establishments allowing short-term stay. Property styles include; apartment hotels, hotels, motels, resorts, backpacker accommodation, bed and breakfasts, house boats, caravan parks, farm stays, station stays, cabins, chalets, villas, glamping and eco-accommodation.

Tourism Attraction or Experience

A place of interest, offering a distinct visitor experience to the leisure tourist. For the purpose of the Tourism Business Survival Grant program, attractions are considered to be amusements and theme parks, galleries, museums, cultural experiences, food or beverage tourism experiences, retail precinct, observatories, planetariums, zoos, sanctuaries, aquariums, wildlife and animal parks.

Tour

Organised excursions usually with a guide and commentary. May vary in duration from less than a day to one day, to extended touring such as; walking, bike, segway, adventure or outdoor tours, coach, 4WD, aerial tours or aerial activities, marine, cruises, sailing, water, scuba diving or snorkelling tours, marine wildlife interactions and food or beverage tours.

Transport (Travel/Transfer and Hire Services)

Transfer services and air, coach, ferry and rail point to point services. May include - air, coach, ferry, marine charter, small charter vehicle, car, van charter, motor home hire and short-term leisure equipment hire.

A tourism business may also include Visitor Centres and other forms of booking agents, leisure sector events and festivals.

My tourism business operates in Western Australia with a local base employing Western Australians, however the parent company is based interstate. Can I still apply?

For the purpose of the Tourism Business Survival Grant program, an Australian business with its head office based outside of Western Australia, may apply to the Program for its Western Australian operation where its assets and/or employees are located in Western Australia.

I am not a member of any tourism industry organisations, nor is my tourism business accredited. Can I still apply?

Yes. The Tourism Business Survival Grant program is available to any tourism business that can address the eligibility criteria. Accreditation or membership is not a requirement.

I run an Airbnb or similar property. Am I eligible to apply?

No. This Program is only available to WA tourism businesses operating as a business entity. It is not available for privately-owned residences rented out for short stay accommodation (e.g. holiday homes, apartments, etc).

Can I still apply if I do not have an ABN?

No. The Tourism Business Survival Grant program is only available to registered businesses with a valid and active ABN.

I just applied for/received the \$6,500 WA Tourism Recovery Fund payment – can I apply for this funding too?

Yes, you may also apply for the Tourism Business Survival Grant program as long as you meet the eligibility criteria.

I have more than one tourism business. Can I apply multiple times?

Yes. If the businesses are separate and operate under different ABNs then you can make more than one application as long as each business can meet the eligibility criteria. Each application will be assessed individually.

What can I use this grant for?

The Tourism Business Survival Grant Program is intended to assist tourism businesses to successfully hibernate throughout the pandemic and then adapt and mobilise to become operational. Examples of the types of activities which the funding could be used for are (but are not limited to):

- **Fixed costs and overheads, such as storage, insurance, maintenance, utilities or rent;**
- **Equipment deployment/activation for recovery;**
- **Staff recruitment and training;**
- **Reinstating supply-chain requirements, licences etc; or**
- **Marketing activities, particularly activities targeted at the domestic market.**

I need to replace my tour vehicle and computer/laptop. Can I apply for funding to purchase these items?

No. Funding cannot be used for capital purchases including vehicles or computer equipment. Refer to Section 3 in the guidelines for further advice on ineligible uses for the grant funds.

Will all eligible businesses that apply receive funding?

No, applications will be assessed on merit and funds will be allocated on a demonstrated needs basis until available funds are fully exhausted. This also means that you may not receive the full amount that you apply for.

I cannot complete the online application in one sitting. Will the information on the application be saved if I have to stop using the program for the day?

The SmartyGrants online grant system allows you to work on your application over a period of time rather than completing it in one sitting. You can save your work as you go. This is handy if you have to keep moving between programs to find the information you need to add to your submission. Your application will remain in the SmartyGrants system for the entire submission period so you can work on your application over days and weeks until you have either submitted it or the closing deadline arrives. Applicants are encouraged to frequently save their work in the application form by clicking the Save Progress link at the bottom of each page of the application form. As well as saving your work, Save Progress ensures calculations that might take place on a particular page are actioned.

Why are the four criteria areas weighted differently?

The four criteria areas of the application form each have different weightings to signify the level of importance that criteria area has in the overall assessment process. Applicants are encouraged to consider the criteria weightings in developing their responses to each question.

1. Demonstration of Hardship and Survival (35% weighting)
2. Role in Local Supply Chain (15% weighting)
3. Tourism Marketing and Distribution (30% weighting)
4. Use of Funds and Recovery Plan (20% weighting)

Will I be asked to provide evidence to support the answers I have included in my application?

As identified in the Program guidelines, Tourism WA reserves the right to request more information to clarify any aspect of the application or to confirm the accuracy of information provided. If it is considered that an applicant has provided false or misleading information, Tourism WA may not progress with the assessment of the application.

Note that each successful applicant will also be required to complete an acquittal report at the conclusion of the Program that will involve the submission of the business' audited accounts for financial year 2020-21 and copies of tax invoices/receipts that directly related to the grant agreement expenditure.

What should I consider in answering the question related to how my business has been impacted by the COVID-19 pandemic?

Clearly articulate how your business has been impacted during the COVID-19 pandemic.

Consider outlining impacts related to (but not limited to) - financial impost, loss of bookings, cancellations/refunds, alignment to peak season, staff retention/recruitment/training, mobilisation costs, asset management (maintenance/storage), cost to adapt product to a domestic market, physical distancing constraints, insurance premiums, affording industry affiliations/accreditations, marketing investment and other factors that add to your business' challenges.

When will my business be able to open again for visitors?

Factors such as seasonality, product fit to current visitor market, physical distancing and biosecurity restrictions mean that not all businesses will be able to open immediately. Outline if your business has recommenced its operations and identify the current level of operational capacity (percentage of original operations).

What date do I use as the basis to estimate my forward booking for 2020 and 2021?

This application form questions assist the applicant in demonstrating the impact the COVID-19 pandemic has had on the business' forward bookings. Applicants are asked to identify their bookings for the calendar years of 2020 and 2021, as at the date of application. Also use the date of application as the basis to identify booking cancellations and refunds. Use the comment box provided to provide any additional information such as the percentage of your forward 2020 and 2021 bookings that may be from interstate or international guests that are reliant on the easing of border restrictions.

How do I estimate my business' loss in revenue for 2020 as the year is not complete?

Applicants are requested to use their best endeavours to estimate the loss of revenue their business has/will endure for calendar year 2020.

What should I consider when I estimate my business' hibernation costs?

Applicants may consider hibernation costs including but not limited to: **storage of assets, security, insurance, maintenance of assets, communication costs, loan repayments, refunds, rent, and staffing related expenditure**. Note that successful applicants will be required to submit their business' 2020-21 audited accounts as part of the acquittal report – as such, applicants are encouraged to accurately account for their business' hibernation costs.

What should I consider when I address the questions related to local supply chain - including my business' use of local suppliers and how my business supports other local tourism businesses?

Local supply chains are critical to business communities, particularly in regional WA.

This is an opportunity for the applicant to demonstrate that they support and buy local. Applicants should think about all aspects of their business and identify the goods and services they procure locally directly for their business – this could include administration, operations, compliance, staffing needs (eg uniforms), asset maintenance and consumables.

Furthermore, applicants should consider the role their business plays in supporting other local tourism businesses. As examples – is the business an attraction or restaurant operation that is packaged into day or extended tours, or a transport business that provides shuttles linking airport arrivals to local accommodation?

I am affiliated with a number of tourism associations and peak tourism sector bodies, how many examples of affiliation should I provide?

Applicants are encouraged to provide as many tourism organisation affiliations as possible, particularly those where memberships or accreditation currently exists. This is an opportunity for tourism businesses to demonstrate their level, and years, of engagement with their local, regional or State organisations through areas including accreditation, membership, marketing activities, awards as well as participation in training or conferences.

What should I think about when I select the marketing/distribution program examples for my application?

Tourism businesses are encouraged to identify contractual arrangements/partnerships they have in place with tourism organisations and Travel Intermediaries. Many tourism businesses, particularly those active in the export market, have multiple arrangements with a range of wholesalers, inbound tourism operators and online booking entities. Businesses actively participating in marketing partnerships with tourism organisations such as Tourism Australia, Tourism WA or a regional tourism organisation could use this question to demonstrate their participation in specific promotional activities undertaken in key source markets including, but not limited to: trade and consumer events, trade or media familiarisations, as well as marketing campaigns.

The *Our Story: Spirit of Adventure* narrative is relatively new. Where can I find out more about this project so I can determine which pillar/s my business aligns to?

The overarching purpose of the ‘Our Story - Spirit of Adventure’ project is to attract more travellers to WA. ‘Our Story’ belongs to all Western Australians and is a common foundation and a tool that businesses can use wherever it adds value and feels relevant to their business in relation to marketing, product development and business planning.

To help tourism businesses understand and start leveraging ‘Our Story’, Tourism WA has created case studies and a toolkit with six interactive exercises. Here are the links:

[Case study for Live Ningaloo - How ‘Our Story’ can inspire marketing and communications](#)

[Case study for the Great South West Edge - How ‘Our Story’ can inspire the development of a new product](#)

[Case study for Visit Mandurah - How ‘Our Story’ can inform business planning](#)

[Toolkit with six exercises - How you can incorporate ‘Our Story’ into your business](#)

Having referred to the links above for further information, applicants are asked to comment on how their business aligns to one or more of the ‘Our Story – The Spirit of Adventure’ pillars.

How do I complete the Tourism Business Survival Grant request table?

The grant request table is provided for applicants to itemise their grant application request. The table requires applicants to outline in priority order each activity, identify if it is a survival or recovery initiative, outline the amount requested and identify how the amount requested will be evidenced.

Below is a sample budget table of expense activities that a fictional business is seeking grant funding for. Evidence of the expense can be justified by pointing to the line item in an applicant's business' 2018/19 Financial Statement (that applicants are required to attach to their application) or alternatively attach a copy of the invoice or quote to the submission. Where a recovery expense cost has been estimated (as it is a future activity) applicant's can provide evidence of the expenditure of those funds in the acquittal report. The expenses itemised in this table are to be GST exclusive (that is, GST amounts should not be included in the table). If applicable, GST will be added on top of grant payments.

Applicants should prioritise each item in the grant request table in the event that the total amount of grant funding requested is not met. Prioritising items provides the assessment panel with knowledge of the applicant's most urgent needs.

Sample grant request table

Item Description	Activity Type	\$ Grant requested	Comments and evidence
Business insurance	Survival	9,500	See attached 2019-20 invoice from XYZ Insurance for proof of amount. The 2020/21 business insurance invoice has not been received but will be provided in the acquittal report.
Travel costs to transfer staff, vehicles and provisions to the region to commence tours in August	Recovery	2,300	Invoices related to travel will be provided as evidence in the acquittal report.
Recruit and train new staff	Recovery	4,500	Invoices related to recruitment and training costs will be provided in the acquittal report.
Vehicle/vessel storage Feb - Aug 2020 (hibernation period)	Survival	6,200	New cost not identified in 2018/19 financial report. Copy of storage fee account with XYZ Storage is attached as evidence.
Vehicle maintenance	Recovery	1,500	Vehicle required 50,000km service to ensure ready for mobilisation. Copy of invoice is attached for evidence.
Booking system	Recovery	600	Seeking 50% of annual booking system expense as business has been hibernating for six months. See attached 2018/19 financial report for proof of annual amount.
Satellite Communications	Recovery	2,200	Cost to reinstate satellite communications for remote tours. See attached 2018/19 financial report for proof of amount. Copy of invoice will be provided in the acquittal report.
Membership of two partner Visitor Centre/s that are key sources of bookings.	Recovery	450	See attached 2018/19 financial report for proof of amount. Copy of invoice will be provided in the acquittal report.
		\$27,250	

Should my application identify both survival and recovery activities?

The WA Government is focussed on supporting small business to survive, adapt and recover to operate in the new market environment. Where practical, applications should identify and prioritise both survival and recovery activities.

Why is it so important to prioritise items in the Grant request table?

It is anticipated that the Tourism Business Survival Grant program may be oversubscribed. If an application is not able to be fully funded, it is encouraged that applicants identify the most pressing areas of financial support and ensure they clearly detail why those needs are a priority for their business.

Will I need to provide evidence to demonstrate the financial requests I have made in my application?

Yes, applicants will need to provide evidence to support the financial request. For fixed costs, the preference is that they attach a copy of an invoice as evidence. Where this is not possible, applicants may reference the line item in their 2018/19 Financial Statement, which all applications are required to attach to their application. For activities yet to be undertaken, applicants are asked to use their best endeavours, including sourcing of quotes or providing prior year invoices, to identify true costs.

All successful applicants will be required to provide an acquittal report at the end of the program that will involve the submission of the business' audited accounts for financial year 2020-21 and copies of tax invoices/receipts that directly relate to the grant agreement expenditure.

What should I consider in answering the question related to the outcomes expected for my business if I am successful with my application?

Applicants could consider demonstrating how the grant funding will: assist in mobilising the business to commence operations, ensure compliant operations (ie insurance, licences), support job retention, enable sustainable operations in a physical distancing environment, increases the business' involvement in regional or State led marketing initiatives.

How important is the content of my Recovery Plan to my application?

The submission of a Recovery Plan is an essential requirement for application to the Tourism Business Survival Grant program and will form a key part of the assessment process. Applicants are encouraged to ensure their business' Recovery Plan aligns with the information identified in their application in relation to mobilisation of the business, visitor market/segments, adaptation of their product/experience and to the grant funds requested.

The section '*tools available to assist with business recovery planning*' provides information on recovery planning training and tools.

I prepared a Recovery Plan when I applied for the \$6,500 WA Tourism Recovery Fund payment using the template provided. Can I submit this with my Tourism Business Survival Grant application?

If an applicant used the Recovery Plan template provided in the WA Tourism Recovery Fund program, they are encouraged to **update that plan and add further information** to ensure it reflects the details identified in their Tourism Business Survival Grant application. The Recovery Plan will form a key part of the assessment process so it is worth investing some time in preparing the document. A well-considered Recovery Plan will be a valuable road map for business recovery.

How will the funding be released if my application is successful?

Successful applicants will enter into a grant agreement with Tourism WA that outlines the total amount, use of the funds and reporting requirements as well as the terms and conditions. Once the agreement is executed, applicants must submit an invoice for the total grant amount to Tourism WA to release payment of funds.

What is the situation if I am unable to use all the grant funding to deliver on the agreed activities?

In the event that a successful applicant is unable to expend the grant funding in line with the activities identified in the grant agreement, **Tourism WA reserves the right to request the unspent funding** be either returned to Tourism WA or may work with the applicant to repurpose the funding for other survival or recovery activities via a variation to the grant agreement.

What information will I be required to provide in my acquittal report?

An acquittal report must be submitted by all successful applicants by 30 September 2021. The report will reconcile the expenditure of the funding against the grant agreement. Applications will need to include a copy of their business' audited accounts for financial year 2020-21 as well as evidence of how the funding was spent, including tax invoices/receipts of expenses. The report will need to be certified by a qualified accounting practitioner. Any unspent funds will need to be returned to Tourism WA or the agency may work with the successful applicant to repurpose the funding for other survival or recovery activities via a variation to the grant agreement.

I have applied for the grant - how long will the assessment process take?

The Tourism Business Survival Grant is a competitive Program with the assessment process starting immediately after applications close on **6 July, 2020**. It is anticipated the assessment and approval process could take six to eight weeks from this date, and Tourism WA will use best endeavours to make payments in **September 2020**.

What are the tax implications associated with applying for this program?

This section provides a general overview of the income tax and GST considerations of the Program for applicants. This overview is general in nature and does not attempt to be a complete analysis of the taxation consequences that may arise for a particular applicant. Applicants are strongly advised to seek professional taxation advice from a qualified tax agent/advisor to confirm their particular circumstances and outcomes.

Subject to an applicant's specific circumstances, the receipt of funding from this Program may be treated as assessable income. Tourism WA strongly recommends that potential applicants seek independent advice about the possible income tax implications from a qualified tax agent/advisor, or the Australian Taxation Office, prior to submitting an application.

Will Tourism WA pay an additional amount on top of the grant payment to account for GST?

GST is applicable for this grant Program. If an application is successful and the business is registered for GST, then they will need to request the GST amount on top of the grant amount.

How will I know if there are any changes made to Guidelines?

Applicants are encouraged to visit the Tourism Business Survival Grant Program landing page on tourism.wa.gov.au where Tourism WA may publish answers to applicant's questions as Frequently Asked Questions and/or any amendments to the Program Guidelines.

Those applicants who have registered on the SmartyGrants online application program and commenced their application will be alerted to any document amendments as their business email will have been registered.

Applicants who have submitted their application may request that the application form is reopened prior to the closing date, to be updated if additional and pertinent information is released by Tourism WA.

Glossary of terms

Travel Intermediaries

The term travel intermediary defines any dealer who acts as a link in the chain of distribution between the tourism business and its customers. In the tourism industry this may include (but is not limited to) - travel agents, visitor centres, inbound tour operators, tourism wholesalers and online booking agents.

Tourism Distribution Chain

The chain of distribution is the means of getting a product to a consumer. Beyond the consumer direct (to the supplier) chain, the tourism industry can often have a number of Travel Intermediaries in the link. An example of this is a hotelier that is contracted by a tourism wholesaler, who then packages hotel rooms with air travel into a fly/stay package that is promoted and sold by travel agents (within the source market) direct to the consumer.

(Local) Supply Chain

The supply chain is a network between a business and its suppliers to produce and distribute a specific product to the final buyer. For example, a regional hotel will rely on a range of local/regional suppliers for fresh produce and beverages for its restaurant as well as a local commercial laundry for linen servicing.

Visitor source market

WA's visitor source markets traditionally include a mix of intrastate, interstate and international visitors. Each of these source markets have core regions (markets) that a destination/business may focus on. For example, in the intrastate market a primary source of visitors may come from Perth or from a neighbouring region. The main source of international visitors may come from Singapore, Malaysia or the United Kingdom.

Visitor/Market Segmentation

The method of segmenting visitors into groups that allows businesses to promote a focused message to a particular audience based on elements such as lifestyle, tastes, attitudes, family composition and needs. Visitor segments may include (but are not limited to) the youth market, working holiday makers, grey nomads, high value travellers, family connectors, education and corporate.

Tools Available to Assist with Business Recovery Planning

Tourism Council WA Business Recovery Tool

Tourism Council WA, in partnership with the Australian Tourism Industry Council, has launched a COVID-19 Business Recovery Tool as part of the Quality Tourism Framework.

The tool is designed to support businesses to identify strategies on how they will respond to various stages of restrictions being lifted to support recovery. The tool will provide businesses with a COVID-19 Recovery Plan following the completion of the module to assist businesses to recover and build resilience.

Accredited tourism businesses can access the COVID-19 Business Recovery Tool from the online portal at **www.online.qualitytourismaustralia.com**

Tourism Council WA industry advisors are available to assist with this process and can be contact at **accreditation@tourismcouncilwa.com.au**

If you are not an Accredited Tourism Business and would like to access the COVID-19 Business Recovery Tool, please send an email to **accreditation@tourismcouncilwa.com.au** who can assist you to access the tool.

We're all in this *together.*



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