Grant Guidelines
Activating Heritage Tourism Small Grants 2023-24

1. About the Activating Heritage Tourism Small Grants Program 2023-24

In 2023-24, the Tourism Industry Council SA (TiCSA) and Department for Environment and Water (DEW) have embarked on a partnership to support the activation and enhancement of **South Australia's heritage tourism** offerings across the State through the delivery of a heritage tourism capacity and capability building program.

Heritage is at the heart of the South Australian visitor experience. It connects travellers and their passions to the people and places they visit, to the South Australian character and way of life. TiCSA and DEW recognise there is significant untapped potential to enhance the state's special places and stories.

Heritage Tourism is defined by the SA Government as '*Travelling to experience the places, artifacts and activities that authentically represent the stories and people of the past and can include cultural, historic and natural resources*' – South Australian Arts and Cultural Tourism Strategy 2025, South Australian Tourism Commission (SATC).

The *Activating Heritage Tourism Small Grants* will offer $150,000 in funding to activate and elevate the quality of heritage tourism products in South Australia. Grants of between $5,000 - $15,000 are available for:

- Heritage sector operators who offer visitor experiences and activities; and
- Tourism operators with South Australian heritage tourism products.

Note the following definitions:

- **Heritage sector:** businesses, organisations and community groups whose primary objective is the collection, retention and communication of South Australian history and heritage.
- **Tourism operators:** businesses, service providers and other organisations involved in the delivery of profit and not-for-profit visitor experiences and activities.

2. Grant funding & timeframes

- Applicants can apply for funding from $5,000 to $15,000 (excluding GST).

- Applicants must demonstrate they will contribute a minimum cash amount of 20% of the grant funding requested. For example:

  o If you request grant funding of $5,000, you must contribute a minimum of $1,000 cash co-contribution. The total project value in this case will be at least $6,000 (ex-GST).

  o If you request grant funding of $15,000, you must contribute a minimum of $3,000 cash co-contribution. The total project value in this case will be at least $18,000 (ex-GST).

- The maximum grant period is six (6) months after execution of the grant agreement – this means that the proposed project to be funded must be completed within a six-month timeframe. In justified cases, projects up to 12 months in duration may be considered. However, preference will be given to those that can demonstrate they will be completed within six (6) months.

- TiCSA will make available full grant funding to successful applicants upfront, following the signing of a Grant Agreement and receipt of a valid tax invoice.

- Successful applicants must understand and acknowledge that they will be required to provide a final report to TiCSA on completion of the agreed project which includes the activities undertaken, evidence of the project's completion and all receipts to accompany the financial acquittal report. Failure to do so will result in the grant recipient being required to repay all grant funding in full.

- Successful applicants will be encouraged to undertake Quality Tourism Accreditation[1], with the support of TiCSA, to demonstrate a commitment to strong business practices including business plans, policies and procedures (unless already QTAB Accredited).

3. When and how can applications be made?

Applications open: Wednesday 13 March 2024, 9:00 am ACDT

Applications close: Friday 19 April 2024, strictly 5:00pm ACDT

Applications must be made through TiCSA's online grant system which can be accessed from https://ticsa.com.au/activating-heritage-tourism/.

Please make sure you note the closing date & time and allow for any technical issues as late applications **WILL NOT** be accepted.

4. Who can apply for funding?

- Heritage sector[2] operators who offer visitor experiences or activities in South Australia.

- Tourism operators[3] with South Australian heritage tourism products.

- In either case, to be eligible the business must be registered on the Australian Tourism Data Warehouse (ATDW) at the time of applying for the grant. The product or experience must also be (or will be) registered on the ATDW when the project is completed.

- Applicants must:

  o Be financially viable.

  o Be a legal entity including companies, individuals/sole traders, partnerships, trusts, incorporated bodies, Indigenous corporations, not-for-profit organisations registered with the Australian Charities and Not-for-Profits Commission Charity Register

  o Have an ABN. The applicant, including ABN details, must be the same as the legal entity that will enter into a grant agreement

  o Be able to demonstrate the capability and capacity to complete the project.

Note that:

- Applicants (including related entities under different ABNs) are eligible to submit one application to the Activating Heritage Tourism Small Grants 2023-24.

- Applicants must be able to substantiate their financial viability if requested.

5. Who is not eligible for funding?

- State, Local or Federal Government Agencies and/or Departments.

- Unincorporated organisations.

- Businesses or organisations without an ABN.

- Businesses or organisations outside of South Australia.

- Businesses not registered on ATDW.

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[2] Heritage sector operators are defined as: businesses, organisations or community groups whose primary objective is the collection, retention and communication of South Australian history and heritage.

[3] Tourism operators are defined as: businesses, service providers and other organisations involved in the delivery of profit and not-for-profit visitor experiences and activities.

Activating Heritage Tourism Program
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6. What type of projects and expenditure are eligible for funding?

Eligible projects will elevate the quality of heritage tourism products in South Australia by improving the interpretation of heritage (both tangible and intangible) and/or activating elements of Interpretation Plans.

Eligible projects could include:

- Product development:

  - Design and create new or enhanced bookable heritage tourism experience(s). In applying for such projects, applicants must show the new product development is supported by professional documentation e.g. Interpretation Plan in the first instance. If not an Interpretation Plan, a Marketing or Business Plan which can demonstrate the applicant's ambition regarding interpretation of South Australian heritage.

  - The design and creation of interpretation signage, displays or exhibitions. This could include the purchase of display cabinets or other furnishings as it relates to the interpretation of heritage material.

  - Engaging professional services to:

    - Help with new tourism product development, packaging or commissioning.

    - Develop new tour narratives.

- Heritage Interpretation – Engaging professional services to:

  - Help with interpretation planning such as cultural or historical expertise and services.

  - Deliver Interpretation projects that enhance visitor engagement with South Australian heritage and stories.

  - Develop an Interpretation Plan.

- Marketing & visitor engagement:

  - Design and produce new marketing collateral or assets to promote a heritage tourism product such as brochures, digital tools etc.

  - Update and improve digital marketing assets such as website, booking sites etc.

Applicants can apply for a mixture of the above initiatives within the one project.

Eligible projects must demonstrate:

- They can be completed within six (6) months of signing of a Grant Agreement. If not, the applicant must provide compelling reason and evidence why the project will require a longer timeframe – absolute maximum 12 months.

- The product or experience is (or will be) registered on the ATDW when the project is completed (Noting the above requirement that the applicant must already be registered on the ATDW at the time of applying for the grant).

Eligible expenditure:

Grant funding may be used for the purchase of goods/equipment or professional services to deliver the proposed project. Noting the ineligible expenditure described below.

7. What type of projects and expenditure are <u>not</u> eligible for funding?

Non-eligible projects include:

- Projects that do not add value to the delivery of visitor experiences.

- Projects that damage the heritage significance of a place or area or misrepresent historical facts.

- Projects and activities that are not supported by a professionally prepared Interpretation Plan. Or, if not an Interpretation Plan, a Marketing or Business Plan which can demonstrate the applicant's ambition regarding interpretation of South Australian heritage.

- Projects outside of South Australia or projects not associated with South Australian history/heritage.

- Business feasibility studies, project plans, development plans, business cases.

- Directional, entrance or advertising signage.

- Any major infrastructure or building works including conservation of heritage assets.

Non-eligible expenditure includes:

- Purchase of furniture, furnishings or non-fixed fittings/items or office equipment where it does not relate to the design and creation of interpretation displays or exhibitions.

- Administrative costs including preparation of grant application, reporting, applying for permits and general administration of grant.

- Operational expenditure including wages, utilities, office facilities, legal and accounting fees and bank charges.

- Marketing activities that are not part of an eligible project and are not supported by a Marketing Plan.

- Routine operational expenses, ICT equipment, including software or hardware that is not an integral part of the funded project.

8. How will applications be assessed?

Applications will first be assessed for eligibility against the following criteria:

- The project has not commenced prior to the application being submitted and it will not commence before successful grant recipients are announced (May 2024).

- The business and new product or experience is (or will be) registered on the Australian Tourism Data Warehouse (ATDW).

- The applicant is based in South Australia and has an Australian Business Number (ABN).

- Applicants have demonstrated they can provide a minimum cash contribution of 20% of the grant amount requested. Note that in-kind support is not considered as part of the applicant's 20% co-contribution.

Eligible applications will then be assessed competitively against a set of criteria. These will include:

- Impact – the extent to which the proposed project will:

  o Elevate the quality of the applicant's heritage tourism offering(s)

  o Elevate the quality of heritage tourism products in South Australia

  o Provide a unique visitor experience that drives tourism to and around South Australia and diversifies tourism offerings

  o Improve visitor access and awareness of South Australian heritage places and their stories and/or Activate a South Australian Heritage Place or Area[4] (if applicable).

- How well the project aligns to:

  o The priorities of the South Australian Visitor Economy Sector Plan 2030; and, if relevant

  o The priorities of the South Australian Regional Visitor Strategy 2025.

- Provides good value for money.

- Timeliness – Will the project be delivered within 6 months? If not, will it be delivered between 6 & 12 months?

- Capability and capacity of the organisation to deliver the proposed project.

- The application is clear and concise, providing appropriate and detailed supporting documentation, including, if required, evidence of any permissions or approvals necessary to complete the project.

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[4] The South Australian Heritage Places Database shows details about South Australia's Local and State Heritage Places, Objects and Areas and will be used to verify heritage listed status. Applicants should include the Heritage Number in their application when relevant.

9. Supporting documentation

The following documents should be included with your application:

- Project plan(s).

- Detailed quotes for all components of work and / or budget justification – mandatory.

- Documentation confirming cash and in-kind contribution by project partners – only required if there is contribution from other partners.

- Either your Interpretation Plan, Marketing Plan or Business Plan – that show how the proposed project delivers on your organisation's strategic goals including the interpretation of South Australian heritage.

- Evidence of any permissions or approvals required to complete the project. For example, required permissions from land owners or cultural authorities, if applicable.

- Any relevant documents to support your application including evidence of consultation with key stakeholders or any letters of project support.

10. Allocation of funds

All applications will be assessed for eligibility by TiCSA and DEW.

Following this, all eligible applications will be assessed by an Assessment Panel. Successful applicants will enter into a Grant Funding Agreement with TiCSA.

Funds must be spent within 6 months of signing the Grant Agreement (or 12 months if approved by the Assessment Panel). 100% of grant funds will be paid on signing of the Grant Agreement and submission of a tax invoice by the applicant.

If, at the end of the project, the actual total of eligible costs of the project are less than the grant funds awarded plus the 20% co-contribution, funds will need to be returned. TiCSA will invoice for any unspent funds.

The final report will include evidence of expenditure for the project undertaken, so invoices and tax receipts must be kept and attached to the final report.

11. Application and Grant Agreement process

Applications must be made through TiCSA's online grant system which can be accessed from https://ticsa.com.au/activating-heritage-tourism/. The grant management system will allow you to track your application throughout the grant process.

The Activating Heritage Tourism Small Grants will follow the process below:

1. Apply for grant funding by the closing date.

2. Applications will be checked for eligibility.

3. Applications will be assessed by an Assessment Panel

4. The Assessment Panel will make recommendations firstly to the CEO of TiCSA for endorsement. Following this, to the Minister for Environment and Water, as the final decision maker

5. TiCSA will communicate with and send Grant Agreements to successful applicants. A letter will be sent to unsuccessful applicants from TiCSA.

6. 100% of the grant will be paid following signing of grant agreement and on receipt of Tax Invoice.

7. Successful grantees can commence project on signing of the grant agreement, and ensure it is completed by the completion date specified in the Grant Agreement.

8. Successful grantees can commence Quality Tourism Accreditation, should they choose to, with support and resources provided by TiCSA.

9. Successful grantees submit final report and financial acquittal with copies of invoices and tax receipts.

12. More information

Review the information provided on the TiCSA website: https://ticsa.com.au/activating-heritage-tourism/.

Contact TiCSA:

Email: info@ticsa.com.au

Phone: (08) 8231 3085

13. Indicative timeframes:

	Date
Activating Heritage Tourism Small Grants Open	Wednesday 13 March 2024
Activating Heritage Tourism Small Grants Close	Friday 19 April 2024
Applicants advised of outcome of application	Late May 2024 (proposed)
Projects commence	June/July 2024 (proposed)
Projects complete	December 2024 (proposed)

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