



WELCOME CHINA PROGRAM 2018/2019

FUNDING GUIDELINES

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PROGRAM OVERVIEW

The Northern Territory Government is providing a range of small grants to assist businesses to welcome Chinese visitors to the NT.

Welcoming Chinese visitors is not about changing everything you do or making everything 'Chinese'. Chinese visitors seek authentic Australian experiences and interaction with locals. Simple things to adapt your business to the Chinese market can involve adjusting and tailoring your services and how you provide information.

FUNDING AVAILABLE

Welcome China Program Funding will be considered for projects including but not limited to:

- Translation of menus, compendiums, safety cards, brochures, websites, signage
- Purchase of amenities including welcome packs.

A one off grant of up to \$2,000 inc gst is available for the 2018-19 financial year.

APPLICATION PROCESS

The program will operate via a merit based nomination process. Applicants are asked to complete the application form and submit with a one page overview of their project with quotes attached detailing the proposed spending.

Applications will be accepted via email to strategy.tourism@nt.gov.au

Any questions regarding the application process can be directed to 08 8999 3808.

ELIGIBILITY

To be supported through this program, businesses must: 1) have a significant tourism focus; 2) be legally constituted; 3) be Australian registered; and 4) be currently operating in the NT.

Applications will not be accepted where an applicant has not fully acquitted any previous Tourism NT funding.

A legally binding funding agreement will be entered into between the Northern Territory Government and selected applicants. The terms and conditions of the agreement will be determined based on the nature of the activity proposed. Requirements for recognising NT Government support and promotional obligations arise from receipt of funding. Applicants should note details of successful funding recipients will be advised publicly and recorded in Tourism NT's annual report.

In accordance with its Buy Local policy, the NT Government is committed to the development of business and industry in the NT and supporting Territory enterprises. Except where it is impractical for technical reasons, projects should use labour available within the NT and source services, supplies and materials from within the NT.

FURTHER INFORMATION

For further information email strategy.tourism@nt.gov.au or telephone 08 8999 3808.

A copy of these Guidelines is available at <http://tourismnt.com.au/en/industry-toolkit/grants-and-funding/current-programs/china-ready-industry-program>

APPLICATION FORM

Business Name:

Trading Name:

ABN:

GST Registered: YES / NO

Contact Person:

Position:

Postal Address:

Telephone:

Email:

Website:

Project Completion Date:

China Ready & Accredited registration
number:

Methods of payment currently accepted:

China Union Pay

WeChat Pay

Alipay

Do you have Mandarin speaking staff?

YES / NO

Number:

Are you currently receiving Chinese
visitors?

YES / NO

Percentage of business:

Are you currently using the following:

WeChat

Weibo

Mafengwo

Qyer

Youku

Tudou

Ctrip

Qunar

Are you contracted with any ITOs that
specialise in China market?

YES / NO

Company:

Funding requested (inc GST): \$

Funding requested (ex GST): \$

Total project value (inc GST): \$

Funding to be spent with Territory Enterprise \$

PLEASE ATTACH A ONE PAGE BRIEF OUTLINE OF YOUR WELCOME CHINA PROJECT:

- Outline of the scope of the project;
- Location of the project to be funded under the program;
- Demonstrate how the project will enable your business to be more China Ready;
- Confirm the project will be completed within 3 months of funding being approved;
- Overall project budget, including co-contribution. Please provide both GST inclusive and exclusive figures;
- Confirm amount of funding that will be spent with Territory Enterprises.

DECLARATION

- By ticking this box I confirm that I accept the Welcome China Program Guidelines and declare that the statements made in this form are true to the best of my knowledge. I understand that if my nomination is successful the NT Government may publicise or promote its support of my business.

Name: _____ Signature: _____ Date: / / 2018

Email to strategy.tourism@nt.gov.au

More information:

Tourism NT
Department of Tourism and Culture
GPO Box 1155
T: 8999 3808
E: strategy.tourism@nt.gov.au
www.tourismnt.com.au