

» Guidelines for Tourism
» Evening Experiences
» Development Support
» 2021-22





Program overview

The Northern Territory Government is providing \$100,000 of grant funding to assist tourism operators to develop evening experiences in the regions.

The Destination Management Plans highlight the need to further develop night time tourism experiences and extend the breadth of experiences available, increase length of stay and support regional dispersal. Stakeholders agreed this development should be encouraged to expand on existing day time activities and experiences in the regions.

Successful projects must:

- a) be strategic in nature by delivering benefits to the region and aligned to the relevant Destination Management Plan, NT Drive Tourism Strategy, NT Aboriginal Tourism Strategy 2030 or NT's Tourism Industry Strategy 2030
- b) be a new visitor experience
- c) enhance existing visitor experiences by meeting unmet demand, providing a seasonal offering, deliver positive visitor reviews and increase visitor numbers
- d) provide an itemised project budget accompanied by quotes. Applications without accompanying budget and quotes will not be considered. Quotes and invoices from family or other registered businesses aligned to the applicant will not be accepted
- e) be able to be completed by the date listed in the guidelines.

This is a competitive expression of interest funding program per region. We encourage all applicants to ensure the guidelines are met and that your project clearly demonstrates the benefits to visitors to the Northern Territory.





Funding available

The New Night Time Experience Program has a total budget allocation of up to \$101,500 (GST exclusive). One grant of \$14,500 (plus GST) will be made available to a single business in each of the following regions:

- Darwin, Alice Springs, Tennant Creek (Barkly), Katherine (Big Rivers), Lasseter, Kakadu, Arnhem Land.
- This is a merit based grant program. Should your project require support higher than the regional amount, it will be considered in line with all other applications.

Priority will be given to:

- applications who have clearly demonstrated alignment with the relevant Destination Management Plan, NT Drive Tourism Strategy, NT Aboriginal Tourism Strategy 2030 or NT's Tourism Industry Strategy 2030
- projects which demonstrate the greatest need for visitor enhancement as supported by evidence
- projects that meet accessibility guidelines.

Applications under this program will be considered with reference to other NT Government funding which you may have accessed or that you may be qualify for. Applicants should provide evidence that local NT suppliers and local content will be used to deliver the project.



Eligible applicants

This program is designed to support tourism business enterprises. To be supported through this program, businesses must:

- have a significant tourism focus
- be legally constituted
- be Australian registered
- deliver the new experience in the Northern Territory
- have a current Australian Tourism Data Warehouse (ATDW) listing or have applied for one at time of application
- be a member of peak industry body, e.g. Tourism Top End, Tourism Central Australia or Hospitality NT or have applied for one at time of application
- acknowledge it is our policy that, from 25 December 2021, it is a prerequisite to entering into any contract with us that you and your personnel are fully vaccinated for COVID-19 or have an exemption.

Agencies of Government and Regional Tourism Organisations are not eligible to apply.



Eligible projects and activities

As a guide only, examples of projects may include (but are not limited to):

Development of new visitor experiences that diversify the tourism offering in the region such as;

1. Evening light show
2. After dark attraction experience
3. Evening food tour
4. Evening walk, bike ride
5. 4WD night tour
6. Fly by night



Ineligible activities

Applications will not be accepted for:

- activities that have commenced before the grant has been approved
- upgrading or developing facilities predominantly for local community use or where there is no clearly defined visitor benefit
- events
- “one-off” experiences
- marketing, advertising and product promotion activities (excludes signage)
- regular repairs and maintenance
- administrative or running costs that are normally the responsibility of a business (e.g. rent, insurances, auditing and finance costs etc.), state or territory administration or local council
- wages or salaries for an applicant’s employees or consultants
- travel costs for staff, suppliers or consultants
- training costs for implementation of new technology
- The purchase or lease of mobile/portable and attractive assets including, but not limited to, computers (e.g. desktops, iPads, projectors or laptops), appliances (coffee machines, point of sale systems, white and electrical goods), motor vehicles (e.g. cars, buses or motorcycles), and boats. Portable and attractive assets can be defined as items that are susceptible to theft or loss due to their size, utility and marketability
- purchase or lease of non-fixed items including but not limited to seating and shade

Applications will not be accepted where an applicant has not fully acquitted or met funding agreement obligations from any previous funding from Department of Industry, Tourism and Trade including Tourism NT.

Please take care to ensure ineligible activities are not included in any application as this will preclude further consideration.



Indicative dates

Nomination period opens

16 December 2021

Closing date for nominations

4:00pm

31 January 2022

Consideration of projects

February 2022

Notification of successful recipients

February 2022

First payment

On receipt of signed funding agreement

Second and final payment

On acquittal

Final date for projects to be completed

30 June 2022

These dates are indicative and may be changed if necessary (for example, if a larger than anticipated volume of potential projects is received).

Projects may be supported that have been identified through this or another process.



Nomination process

The program will operate via a merit based nomination process. Assessment of projects is by a panel based on written project proposals.

All nominations will be accepted via the Grants NT portal only. Businesses can register online via grantsnt.nt.gov.au. Late applications will not be accepted and the business must allow time to ensure the application process is completed prior to closing time.

Handwritten submissions will not be accepted.

An email confirmation will be sent within two working days of receipt of each application. In the event a confirmation is not received, applicants should phone **8999 3808** to check progress of the nomination form.

Further discussions with applicants may be required to confirm details in the nomination form and/or supporting documents.





Assessment criteria

As part of the assessment process the panel will recommend one priority project per region. Should residual funding be available the panel may recommend more than 1 project per region.

Eligibility of projects will be assessed based on alignment with the criteria detailed at section 1 on page 2.

Applicants must be able to demonstrate how the nominated project will enhance the tourism visitor experience and increase tourism visitor numbers.

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.

A detailed budget must be provided as part of the application with a total project spend as the panel may elect to part fund a project.

Tourism operators who operate on Aboriginal Freehold Land are required to provide details of the relevant section 19 lease documentation as appropriate.

Tourism operators who operate on or within NT Parks, Kakadu National Park or Uluru-Kata Tjuta National Park will be required to provide permit documentation as appropriate.

Successful applicants are required to provide evidence that the project will meet compliance with all regulatory authorities. This includes insurances and permits, building approvals, CASA requirements and NTG licensing requirements.

All applicants must be listed on the Australian Tourism Data Warehouse (ATDW) or have applied for a listing at the time of submitting the grant application.

The NT Government may conduct credit checks and other due diligence processes, involving checks with other Government agencies including but not limited to Parks, Licensing and Health as part of the assessment process.

All applicants must be a member of a peak body e.g. Regional Tourism Organisation.



Funding agreement

A legally binding funding agreement will be entered into between the Northern Territory Government and successful applicants. The terms and conditions of the agreement will be determined based on the nature of the activity proposed. The agreement will set out:

- the rights and obligations of the Northern Territory Government and the funding recipient
- requirements with respect to “buy local” provisions and cash co-contribution, noting if these conditions, where applicable, are not met during project acquittal, applicants will be required to repay grant funding to the Department
- agreed project plan and budget as per application
- half way progress report requirements
- reporting and funding acquittal requirements
- requirements for recognising NT Government support and promotional obligations arising from receipt of funding. Applicants should note details of successful funding recipients will be advised publicly and recorded in the Department’s annual report
- professional indemnity insurance requirements
- requirement to ensure compliance at all times with all laws and regulations (including but not limited to any directions made by the Chief Health Officer made or amended in relation to COVID-19).





Payment of funding

Successful recipients will receive their funding via two payments. The payments will be made as follows:

First payment

Successful recipients will have 14 days from notification to accept the funding offer. Half of the funding will be paid to the successful recipient on receipt of the signed funding agreement and a signed statutory declaration to confirm the applicant is project ready and will meet the guidelines of the grant program.

Second payment

The remaining funding will be paid on receipt of accepted acquittal documentation including a final report (with photos and images of the project/s), copies of invoices, permits and insurances.

The panel may include special conditions such as evidence of financial contribution, permits in place or project support from third parties (such as NT Parks and Wildlife) which may be imposed as a condition of releasing any funding payments.



Requests for variations

Once a funding agreement has been signed, successful recipients may find that their project needs to alter. Any variations to approved funding recipients must be requested in writing.

The panel will consider minor variations to successful projects such as:

- minor variation to the project completion date
- minor variation to the materials used
- minor total budget variations.

Requests for a major variation to successful projects will not be considered. For example, if a project is approved to install signage, the project cannot be varied to build an ablution block.

Requests for a major variation to successful projects budgets may be considered. For example, if a project is approved to install new signage and the recipient is granted \$5,000 based on a total project spend of \$20,000. If the project is revised to only be a total spend of \$10,000 the panel reserves the right to review the funding offered.

Further information

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

A copy of these guidelines is available at tourismnt.com.au/en/industry-resources/grants-and-funding

Tourism NT's corporate website tourismnt.com.au is a valuable resource for accessing information to support applications including tourism research and strategies.