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Grant guidelines

The Northern Territory's Tourism Industry Strategy 2030 acknowledges the impact technology has had on customer booking behaviour and that tourism businesses need to be connected online to meet customer expectations and deliver amazing experiences.

Once connected online there is an opportunity for businesses to work on a tailored distribution strategy and grow into new markets.

The Tourism Distribution Grant Program for 2023-24 supports the 2030 vision by helping businesses to enhance the visitor booking experience and encourage visitors to stay longer in the NT.

Tourism Distribution Grant Program

The Tourism Distribution Grant Program supports Northern Territory tourism businesses in their efforts to increase their product offerings in distribution.

This grant is designed to increase online book-ability and actively aid connection with distribution partners to enhance trade relationships with domestic and international partners.

The program offers flexibility to best support Territory tourism businesses specific needs and their focus area for distribution growth.

Successful projects must:

- a) Be strategic by delivering benefits to the tourism business and align with the NT's Tourism Industry Strategy 2030.
- b) Demonstrate how the proposal will help the business build their distribution. This can include domestic and/or international activity.
- c) Provide an itemised project/program budget accompanied by quotes.
- d) Be started by the date listed in the guideline.
- e) Apply for a minimum of \$1,000 of grant funding up to a maximum of \$5,000. Please note projects with a total value of less than \$2,000 will not be considered for funding.
- f) Include a matching cash contribution. For example, if the total project is \$6,000, a business can apply for funding of \$3,000 and they will be required to contribute \$3,000.



Eligible projects and activities

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

- contracting expert advice to determine market potential
- activities to explore a new market
- implementing a recognised booking system approved by Tourism NT (booking systems such as Room Manager, Rezdy, Newbook, RMS)
- contribution towards data entry of existing bookings into the new system (only if in conjunction with new booking system)
- receiving advice to assist with planning in distribution including rates and commission structure, target markets, product alignment
- undertake travel from the NT for domestic sales calls with travel trade*
- contracting expert advice to determine international market potential
- receiving advice to assist with planning international distribution including rates and commission structure, target inbound market, product alignment etc.
- developing an export marketing plan
- outsourcing the creation of market specific content in language, such as social media tiles and promotional resources (excluding photography/videography), including translations
- funding to attend approved tourism related 2023/24 events and exhibitions **as a first time attendee or returning to market after a significant pause.** Events such as: Australian Tourism Exchange (ATE), Tourism Australia's Market Place, ATEC host programs and/or Tourism Australia, Tourism NT or Regional Tourism Organisation (RTO) led structured events.

Applications under this program will not be accepted for entertainment.

*Travel inclusions: contribution to event fees to a maximum of \$3,000 per event; travel for one representative interstate or overseas. This includes airfares (up to \$1,000 per trip), accommodation (up to \$250 per night), ground transport and costs of holding an event (excluding the purchase of alcohol). The application should identify how travel will support an approach to engage new distribution partners.

Travel exclusions: hospitality related to a specific agent/event, alcohol, food and beverages for an individual during their travel, insurance or medical related expenses. Applicants may use their co-contribution to fund these components.

Terms and conditions

Applications under this program will be considered with reference to other NT Government funding which you may have accessed or that you may qualify for, including the [Global Trade Scheme](#). Applicants must clearly identify in a proposed budget the components that each grant is funding.

Applying for funding to attend interstate and / or international tourism events the applicant must be a first time attendee or be able to outline why they are returning to market after a significant pause.

Businesses are unable to apply for funding retrospectively.

Applications under this program will not be accepted for intra-Territory travel or to fund third party travel.



Eligible applicants

Agencies of Government and peak industry bodies, including Regional Tourism Organisations, are not eligible to apply.

These programs are designed to support Territory tourism business enterprises. To be supported through this program, businesses must:

- have a tourism focus operating in and employing resident Territorians
- be legally constituted
- be Australian registered
- have a current Australian Tourism Data Warehouse (ATDW) listing
- must be project ready and have funds available to commence the project
- be a member of a local peak industry body, e.g. Tourism Top End, Tourism Central Australia or Hospitality NT
- confirm they have funding available for the matched co-contribution
- confirm that if successful for a booking system, it will be implemented and functioning within 60 days of acceptance of application.



Ineligible activities

Applications will not be accepted for:

- activities that have commenced before the grant has been approved
- wages or salaries for an applicant's employees
- running costs that the business is responsible for. Examples include (but not limited to) rent, insurance, auditing
- the purchase or lease of mobile/portable and attractive assets including, but not limited to, computers (e.g. desktops, iPads, projectors or laptops), or other small appliances. Portable and attractive assets that are susceptible to theft or loss due to their size, utility and marketability.

Applications will not be accepted where an applicant has not met funding agreement obligations from any previous funding through the Department of Industry, Tourism and Trade.

Please ensure ineligible activities are not included in any application as this will rule out further consideration.



Assessment criteria

A detailed budget must be provided as part of the application with a total project spend.

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.

The NT Government may conduct credit checks and other due diligence processes.



Indicative dates

Applications open: **10 July 2023**

Closing date for distribution applications:
4:00pm, 30 April 2024*

Consideration of projects: **Applications will be considered in the order they are received, until all funding has been allocated**

Notification of successful recipients: **Within 2 business days of receipt of application**

First payment: **On receipt of signed funding agreement**

Second and final payment: **On acquittal. Final date for projects to be completed is 31 May 2024**

*This is an open non-competitive grant and will be assessed as received. Dates are indicative only and programs may close earlier if funding is fully subscribed.



Nomination process

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

All applications will be accepted through the Grants NT portal only. Businesses can register online at grantsnt.nt.gov.au.

Handwritten submissions will not be accepted.

An email confirmation will be sent within 2 business days of receipt of each application. In the event a confirmation is not received, applicants should phone 08 8999 3921 during business hours to check the progress of the application.

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





Payment of funding

Successful recipients will receive their funding through 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 confirmation by the applicant that the project is ready and meets the guidelines of the grant program.

Second payment

The remainder will be paid on receipt of accepted acquittal documentation; a final report including copies of invoices.

Businesses are required to pay for the project in full and acquit prior to Tourism NT releasing the final grant payment.



Further information

For further information contact
distribution.tourismnt@nt.gov.au
or phone 08 8999 3921.

A copy of these guidelines is available at
[https://tourismnt.com.au/industry-
toolkit/grants-funding](https://tourismnt.com.au/industry-toolkit/grants-funding)

View the 2023/24 international operator
prospectus [here](#).

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

