

Regional Tourism Product Development Program - Fact Sheet

2018 – 2019 Financial Year



Introduction

The NSW Government announced that \$13 million in regional tourism funding was available between 2016 and 2019, to support the regional tourism industry in NSW, with up to \$4.5 million available in 2018 - 2019.

The funding will be available through two streams:

- Regional Cooperative Tourism Marketing Program
- Regional Tourism Product Development Program

The information supplied in this Fact Sheet relates to the Regional Tourism Product Development Program.

Eligibility

The Regional Tourism Product Development Program is available for:

- New accommodation projects that increase capacity for the region where there is a demonstrated need i.e. the project aligns with at least one of the following:
 - The proposed project aligns with the DMP
 - The proposed project addresses a shortfall of a specific type of accommodation in the destination, such as a lack of family cabins or double rooms
 - The proposed project will facilitate additional accommodation capacity during events and peak periods (where it can be demonstrated that the location is already at capacity during these times)
- Infrastructure projects that can clearly demonstrate that they will drive increased overnight visitation to the region and align with needs identified in the relevant DMP.
- Visitor signposting (only when led by a council / tourism sector organisation to improve overall visitor experience and highlighting tourist activities and sector related experiences). Note: This does not include road signs
- Itinerary / Tour Development
- New attractions and experiences

It is available for Local Government, tourism and sector organisations, including Destination Networks, local or regional tourism associations, industry associations such as Wine Industry Association, Backpacker Operators Association, Caravan and Camping Industry Association, etc., and tourism operators (GST registered), located in or representing industry within the six new Destination Networks - Destination Riverina Murray, Destination Southern NSW, Destination North Coast NSW, Destination Country & Outback NSW, Destination Sydney Surrounds North and Destination Sydney Surrounds South are eligible to apply.

Regional Tourism Product Development Proposals

Regional Tourism Product Development proposals and all supporting information for the proposal are to be submitted online dnsw.com.au/rtf-productdevelopment. Proposals should be submitted at least 3 months prior to the anticipated start date of the activity.

Assessment Criteria

Destination NSW will consider the following factors to evaluate and make a determination regarding funding being provided for a Regional Tourism Product Development Program Proposal:

- Economic impacts
- Strategic and marketing impacts
- Community impact
- Capacity to deliver the project

More detail regarding each of the criteria is provided in the Regional Tourism Product Development Program Guidelines.

Funding Parameters

Between \$15,000 and up to \$150,000 is available for a Regional Tourism Product Development project. Funding must be at least matched dollar-for-dollar by the successful applicant in cash (not contra and value in kind).

The amount of funding offered to a successful project will be determined by Destination NSW. The ROI to the NSW Government and the assessment score will be considered in determining the final amount i.e. an applicant may seek \$150,000 however may be offered less funding.

Additional Information

Further information is available at dnsw.com.au/rtf-productdevelopment. This includes the Program Guidelines, Frequently Asked Questions, Checklist, Online Form and Funding Agreement template.

For assistance in developing your Regional Tourism Product Development Program Proposal please contact your Destination Network and/or your Destination NSW Regional Tourism Development Manager. The contact details for both are provided below:

For assistance in developing your EOI please contact your Destination Network and/or your Destination NSW Regional Tourism Development Manager.

dnsw.com.au/dn-contacts

dnsw.com.au/regional-managers

Alternatively you can email regional.tourism@dnsw.com.au