Tourism Product Development Fund – Experience Enhancement Fund

2020 – 2021 Financial Year

Application Guide - Hints for completing your application

The following information is to provide you with more guidance when completing your application. Please read the Funding Guidelines first so that you have an overview of the program and the terms and conditions. The following information should be read in conjunction with reviewing and completing the application form.

Section 1 - Applicant Business Details

1.1 Business Details (organisation or lead organisation if a consortium)

Registered Business Name: The business name supplied must be registered for GST.

ABN: The ABN supplied must relate to the Business Name supplied above.

Trading Name: If you trade under another name using the above ABN provide that trading name.

Registered Business Address: Provide the registered address of the business.

Postal Address: If your postal address is different (e.g. a PO Box) please provide the postal address. If your registered business address is the same as your postal address then tick the 'Same as above' box.

1.2 Authorised Person

This must be an individual who is able and authorised to enter into a Funding Agreement with Destination NSW on behalf of the applicant organisation, if the application is successful. This may be a Director or an owner of the business.

Title: Select the appropriate title from the drop-down list supplied e.g. Mr, Mrs, Ms, Doctor, etc.

First Name: Enter the First Name of the Authorised person.

Last Name: Enter the Last Name of the Authorised person.

Position Title: The title held in the business e.g. Director, Owner, CEO, General Manager, etc.

Postal Address: Provide the postal address of the authorised person. If it is the same as the business postal address then tick the 'Same as business postal address ' box.

Phone: Provide a phone number the Authorised person can be contacted on.

Mobile: Provide the mobile number the Authorised person can be contacted on.

Email: Supply an email address the Authorised person can be contacted on.

Please select the Business Category Type for the applicant organisation:

Select from the supplied list the category that describes your type of business.

1.3 GST Registration

Is the applicant organisation registered for GST? Select Yes or No to answer this question.

Attach evidence of your GST Registration. You can obtain this evidence by going to the Australian Business Number Look Up website and entering the ABN you supplied in 1.1. You can print the results page to a PDF format and then upload the PDF file to your application.

If the ABN lookup doesn't confirm you are registered for GST then you cannot apply to the funding until you are registered for GST and can attach evidence of your registration to the application.

1.4 I agree for the content in this application to be provided to staff members of Destination NSW, the relevant Destination Network and external advisors of Destination NSW for the purposes of assessment and communication and for information purposes to certain NSW Government Ministerial Representatives:

Select Yes or No. Selecting No will result in Destination NSW being unable to assess your application.

Section 2 - Project Details

2.1 Business Name and Physical Location

If the Business Name and Physical Location of the project is the same as the Applicant Business Name then tick the 'Same as Applicant Business Name and Business Address' box.

If the information is different then provide the relevant Business Name and Address as requested in the application form.

2.2 If the project will be undertaken over multiple locations please provide further details below:

If your project will be undertaken over multiple locations, please provide information in the free text box to explain all the locations that your project will occur in. If your project does not involve multiple locations please skip this question.

2.3 Do you currently operate a tourism business at the above location?

Please select Yes or No as relevant. If you select No, you proceed to question 2.8. If you select Yes, the following questions will automatically appear in your application form.

2.4 Please provide below a link to your own website and to your ATDW listing:

In the boxes provided supply the url link to your own website, the name of the online booking platform/system your business currently uses and the link to your product listing on visitnsw.com, which is the consumer website operated by Destination NSW.

An applicant from an area with no or limited internet connectivity, which results in online bookings not being viable for their business, may apply. However, applicants are encouraged to succinctly clarify their challenges regarding connectivity, so the assessors understand the applicant is seeking an exemption from this requirement. Your response should be inserted into the box that is headed "Online Booking Platform".

More information about getting your product listed on visitnsw.com is available on the Destination NSW website

2.5 How many Full-time staff do you employ at this business?

In the box provided supply the number of Full-time staff you employ.

2.6 How many Part-time staff do you employ at this business?

In the box provided supply the number of Part-time staff you employ. Include casual employees in your count i.e. anyone employed who is not full-time.

2.7 Added together, over the last 3 months, what would be the average total hours per week that all your staff worked at this business?

Total all the hours worked (by both Full and Part-time staff) in your business over the last three (3) months. Divide that number by the number of weeks during the last three months. Supply this final number in the box provided.

2.8 The project you are seeking funding for aligns with one of the following eligible project types. If your project is multifaceted then select only the most relevant one for your project, for example, the component that contains the most eligible expense items:

Select one of the eligible project types from the list supplied in the application form.

2.9 Project Title

Provide a short simple working title for your project. Review the successful projects from the previous Product Development funding program on the Destination NSW website for some ideas of how to keep it simple.

2.10 Project Description

Clearly state what the funding you are requesting will be used for e.g. establish a new 'xyz' attraction, upgrade an 'abc', repurpose an 'A' into a 'B'.

Explain what other work you will be undertaking in the short term i.e. within 12 months of the work funding is being requested for. If you have longer term plans outlined in your Business Plan, reference that section of your Business Plan to provide the detail on your long-term vision for your business.

Outline how the development will fit into your existing business and why you believe the project will work in the location.

If it is a new business explain why you believe there is a need for the product and why you believe the project will work in the location.

You can provide more detail through the attachments you supply to support your answer.

In your answer reference the documents you are attaching in support of your answer - reference the attachment by its name and the section/page number(s) you want the assessor to read.

Some key attachments are: your business plan, aerial view(s) of the site with the development location highlighted or marked out to show where it will be located, photographs of the existing tourism experience and site of where the new tourism product will be located, a project plan including the timeframe for the various elements of your project to be completed, research to support the viability of your project in the location and a copy of the property title or lease agreement for the location(s) the project will occur.

NOTE: Do not attach the same attachment in multiple locations within your application. Attach the document once and when you reference it later in your application refer the Assessor to where you have attached it.

2.11 Does the project require a Development Application?

Simply select Yes or No as appropriate for your project.

If your project requires construction work or installation of prefabricated infrastructure and you have advised that no DA is required, you will need to supply a letter from your Council confirming that a DA is not required to question 2.10.

2.12 Has the Development Approval been obtained?

Please select Yes or No as relevant. If your answer is Yes, please attach a copy of the complete DA (yes, all the pages need to be scanned and attached) including the plans stamped by the Council in the DA process.

If you select No, attach the plans you have or will be submitting to Council and advise when this did or will happen. Also please provide the anticipated timeframe for the approval process e.g. submitted to Council on (insert date), Council decision anticipated on (insert date).

Should the application be successful, no funding payment will be made until a copy of the approved DA and the Council stamped plans are provided to Destination NSW. The approved DA must be consistent with the project as described in the application. For example, if the Council has varied the proposed work or has imposed operating restrictions, which result in the project no longer meeting the assessment criteria, then the offer of funding may be withdrawn.

2.13 Target Market(s)

Who will be visiting your tourism product? If you haven't thought about this already, you may want to look at research about the types of visitors currently coming to the area as a guide. Which of those are most likely to be interested in your product? You may have more than one target market, but it should definitely not be everybody.

Research Snapshots and Local Government Area Profiles are available on the [Destination NSW website](#).

2.14 Proposed project start date

The proposed start date will need to be at least 3 months after the closing date.

The reason for the three month 'window' is to allow for the assessment and approval process, provide the NSW Government with the opportunity to announce the funding and for a Funding Agreement to be negotiated and entered into between the applicant and Destination NSW.

Provide the anticipated start date in the box provided. The date format required is dd/mm/yyyy and a clickable calendar is provided to easily populate the field.

NOTE: No work can commence on the project described in the application or any money listed in the budget expended until the Funding Agreement has been entered into.

2.15 Anticipated launch date

This is the date, based on your project timeframe for implementation, that you anticipate the project being available to guests/visitors.

Provide the anticipated launch date in the box provided. The date format required is dd/mm/yyyy and a clickable calendar is provided to easily populate the field.

2.16 I confirm that if my application is successful, work on the project will commence within three (3) months of Destination NSW signing the Funding Agreement.

Can you commence your project within 3 months of being advised that your application was successful? Answer Yes or No by checking the relevant box for your application.

2.17 I confirm that if my application is successful, all work will be completed and the new or improved tourism product will be open to visitors within 18 months of Destination NSW signing the Funding Agreement.

Can all the work you have outlined in your application be completed and the new or improved business be open to visitors within 18 months of being advised that your application was successful? Answer Yes or No by checking the relevant box for your application.

2.18 I confirm that the new or improved product will be available to visitors for at least 50 weeks each calendar year.

Are you intending to offer the new or improved tourism product to visitors for at least 50 weeks of each calendar year? Will there more than two weeks of the year that your business will not be open to visitors? Please note that this excludes situations where due to emergency orders, natural disasters or other unforeseeable circumstances your business is unable to operate.

Answer Yes or No by checking the relevant box for your application.

2.19 I confirm that the new or improved product will be bookable online.

Will visitors be able to book your new or improved product online through your own website and/or a third-party website? Answer Yes or No by checking the relevant box for your application.

If in question 2.4 you explained why you do not have online booking functionality then respond "No" to this question.

Section 3 - Project Budget

3.1 Project Budget

Provide a summary budget in the template within the application form. All costs included in the budget are to be provided excluding GST. You can add extra rows to the table by clicking on the 'Add Row" button.

The budget shouldn't just be one line, for example, Building Works $550,000. It can bundle expenses under key headings if the detail is available in a more detailed budget attached to your application. All anticipated project costs should be included in the budget, even ineligible costs.

For each eligible item in the budget you are seeking funding for, you will need to at least match the dollars being requested.

If a single eligible item in your budget costs $300,000, or more, the funding requested for that item could be the maximum $150,000 with your contribution being the remaining money required. You would then need to cover all other costs associated with the project.

The guidelines provide a list of the types of expenses that are not eligible.

The application budget or the detailed budget attached needs to provide enough detail for Destination NSW to clearly determine which items are eligible expenses. Should you be successful and the eligibility of items in your budget is unclear those items will not be funded.

Example:

In the below example we can see some costs associated with a build and fit out. Each of the eligible costs are on a matched dollar for dollar basis. The ineligible cost of the furnishings and appliances are covered by the applicant.

Budget Item(s)	DNSW Funding (exc. GST)	Applicant Cash (exc. GST)	Total (exc. GST)
Construction Contractor	90000	90000	$180,000
Electrical and Plumbing	15000	15000	$30,000
Fittings and Fixtures	10000	10000	$20,000
Furnishings and Appliances	0	20000	$20,000
Contingency Funds (20% of budget is recommended)		25000	$25,000
Cost of external audit at completion of project	500	500	$1,000
Totals	$115,500	$160,500	$276,000

The budget **must** include an allocation for the independent audit once the project is completed. The audit only considers the costs and work associated with the funded project. It is **not** a full audit of your business. Up to one percent (1%) of the total project cost can be allocated to the audit in your budget.

The audit can be completed by an Auditor or a Chartered Practicing Accountant (CPA) providing it isn't the CPA or accounting company that normally prepares your business accounts.

3.2 Supporting documentation - Proof of matching cash

You need to demonstrate that you have the money needed to complete the project. You will need to supply current Bank Statements or Loan Approvals from an Australian Financial Institution demonstrating all the money needed for the project (less the funding requested) is available now.

Past or future investment, future earnings or funds from the sale of property not yet settled cannot be used as evidence that you have the funds to complete the project.

If your application is successful you will also need to re-confirm that the funds are still available at the time of signing the Funding Agreement.

If you are unable to demonstrate that you have the cash on hand then your application will be deemed ineligible and will not be assessed for funding.

3.3 Supporting documentation - Letter of Commitment

The letter of commitment is to formally declare that if your application is successful you commit to use the funds for the project as described in your application i.e. they won't be used for other purposes.

If you have multiple businesses financially contributing to the project, each business will need to supply a letter of commitment.

A letter of commitment needs to:

- be on company letterhead with contact details
- contain details of the project
- state the source(s) of the matching funds (will need to match the evidence supplied in 3.2)
- commit that if the application is successful the cash will be directed to delivering the project as described in the application
- signed by each of the business's partners

- addressed to Destination NSW, GPO Box 7050, Sydney NSW 2001.

3.4 Other NSW Government funding for this project

If you have received any NSW Government Funding for any part of the project described in your application select Yes. If no NSW Government Funding has been received, select No.

If you select yes, then provide further details including which Department provided funding, the amount of funding and specifically what the funding was granted for.

If you have received NSW Government Funding, attach a copy of the Funding Agreement to your application. If the funding has been included in your investment in 2.4 then attach the Funding Agreement to that section. Otherwise attach the Funding Agreement to your Capacity to Deliver section in 4.3.

Also attach an update on what stage the work outlined in the Agreement is up to.

3.5 Other NSW Government funding for the business

If you have received any NSW Government Funding for any activity in the last three years then select Yes. If no NSW Government Funding has been received, select No.

If you select yes, then provide further details including which Department provided funding, the amount of funding and specifically what the funding was granted for and the status of the project.

Attach the information to the Capacity to Deliver section at 4.3.

3.6 Commonwealth Government funding for this project

If you have received any Commonwealth Government Funding for any part of the project described in your application select Yes. If no Commonwealth Government Funding has been received, select No.

If you select Yes, then provide further details including which Department provided funding, the amount of funding and specifically what the funding was granted for.

If you have received Commonwealth Government Funding attach a copy of the Funding Agreement to your application. If the funding has been included in your investment in 2.4 then attach the Funding Agreement to that section. Otherwise attach the Funding Agreement to your Capacity to Deliver section in 4.3.

Section 4 - Assessment Criteria

4.1 Proposed Economic Impact Data

a) What are the anticipated results of your proposed product in the first 12 months of operation?

Here is an example of what the table could look like when fully populated:

	Local	Intrastate	Interstate	International
Anticipated number of day trip visitors	500	2000	250	10
Anticipated number of overnight visitors	0	500	750	100
Estimated average number of nights they will stay	0	1	1	1

The numbers you supply here will form the basis of your KPIs - do not overstate your targets. The below information is split into three categories:

- New Accommodation
- Events Facilities
- Other Activities

Read the below advice based on which of the above categories best describes your project. You may also like to look at the NSW and Sydney tourism research available on the [Destination NSW website](#) or talk to your local Tourism Manager to find out how many people are currently visiting your destination and the types of things they do when they visit.

My project involves Accommodation:

As an accommodation operator you may not anticipate any day trip visitors so add '0' in that row.

How many locals will book into your accommodation? Maybe your accommodation provides a luxury experience or special occasion treat that locals might book, it might provide a suitable place to stay whilst they are having work done on their home or after having a big function in town, so they don't have to drive home. Or you don't think any locals are likely to stay in your accommodation. Add into the local column the number of locals you think may stay.

Think about how many individuals you anticipate booking into your accommodation from within NSW but out of your region (i.e. Intrastate)? How many nights, on average, do you think those people are likely to book for?

How many individuals do you anticipate booking into your accommodation from outside of NSW .e. Interstate)? How many nights, on average, do you think those people are likely to stay for?

How many individuals do you anticipate booking into your new accommodation from overseas? How many nights do you think those people are likely to book for?

When you multiply the number of visitors by the number of nights and add each category together the total number of visitor nights cannot exceed your maximum capacity. You calculate the maximum capacity by multiplying the maximum number of visitors you can accommodate on one night or at an event by 365.

NOTE: Check the research for your region to find out what is the average occupancy - in NSW it has historically been around 60%. Do not make your targets greater than your area's average - if you end up exceeding it that's great, but don't unnecessarily add to your challenge or make your target appear unrealistic to the Assessors.

My project involves Events Facilities:

As an Event facility you may anticipate hosting a number of events that are held for 1 day or less. Consider the number of individuals you anticipate attending these types of events and how many are likely to travelling from within NSW but out of your region, how many are likely to travelling from Interstate and how many may have travelled from an international destination. It is perfectly acceptable to not anticipate any interstate or international visitors, depending on where you are located within NSW.

Think about how many multi day events you anticipate hosting at your facility. Multi day events are highly likely to result in overnight stays, particularly for guests travelling from outside of your region. For your multi-day events estimate the number of attendees you think are likely from:

- the local area? Will they stay at accommodation close to the venue or are they more likely to drive home? If they will stay in accommodation they should be added into the overnight visitor count as a local, if not they can be a counted as day visitors for each day of the event.
- within NSW but out of your region? How many nights, on average, do you think those people will need to stay?
- from outside of NSW? How many nights, on average, do you think those people are likely to stay?
- from overseas? How many nights, on average, do you think those people are likely to stay?

Review your total numbers to ensure your numbers do not exceed the maximum capacity your facility can operate at.

My project involves other activities:

How many total visitors do you anticipate coming to your product?

How many of those do you anticipate will be visiting for a day or less? Of that number, how many are likely to be from your local area, how many from within NSW but out of your region, how many are likely to be from Interstate and how many may have travelled from an international destination. It is perfectly acceptable not anticipate any interstate and/or international day trip visitors.

Do you anticipate that visiting your product will result in overnight visitation? If no, then put a '0' against overnight visitors and length of stay. If yes, then estimate the number of overnight visitors who would be from your local area, how many from within NSW but out of your region, how many are likely to be from Interstate and how many may have travelled from an international destination.

Unless you can demonstrate that your product will directly result in people staying more than one night in your region (e.g. multiple day cooking classes, etc.), then the average nights per overnight visitors should be one (1).

NOTE: Divide the total number of people you anticipate visiting by 365. This is the average number of people who you are suggesting will visit each day (remember peak times will have more visitors than the average). Can you realistically provide a quality experience to that many people each day with the number of staff you plan to have? If you have any doubts you may want to reduce your targets or think about engaging extra staff, at least during peak times.

b) How have you estimated the above figures for each of the source markets e.g. Based on current visitation, compared to visitation at similar businesses, based on a proportion of your anticipated capacity, a percentage of current visitation to the destination, etc?

Outline the basis upon which you have estimated the figures supplied in a). This will help us understand the forecasts you have supplied for your business.

c) How many Full-time staff do you anticipate employing at this business?

In the box provided provide the number of Full-time staff you anticipate employing once the project is completed.

d) How many Part-time or casual staff do you anticipate employing at this business?

In the box provided provide the number of Part-time staff you employ once the project is completed.

e) Added together, what do you estimate would be the average total hours worked, per week at this business?

Total all the hours of work (by both Full and Part-time staff) that you anticipate will be worked each, on average, in your business once the project is completed.

4.2 Strategic and Marketing Impact Data

This section has the following questions:

a) Is the project or type of project identified in the current State, regional or local Destination Management Plan?

b) Does the project address a supply gap identified in the current State, regional or local Destination Management Plan?

c) Does the project offer the opportunity to counter any seasonal challenges identified in the State, regional or local Destination Management Plan?

Questions a), b) and c) are seeking a Yes or No answer. If you do answer Yes to any of these questions you need to answer question d).

If you answer No to questions a), b) and c) you do not need to provide any information in d) and can progress to question e).

d) If you have selected yes to any of the above, please:

• Provide a hyperlink to the relevant Destination Management Plan and provide details below of the relevant sections, page numbers etc., of the plan which identify / support the product development.

• Explain how your project aligns with the findings and/or recommendations of the Destination Management Plan.

You will need to supply a link to the relevant Destination Management Plan(s) and provide details of the relevant sections, page numbers etc., of the plan which identify / support the product development and highlight how your product development aligns with the findings and/or recommendations of the Destination Management Plan.

Please provide specific page/section references from the plan and explanations regarding how your project aligns. The stronger and the more direct the alignment the better your application will score. Weak, vague or insubstantial links will not score well.

e) The proposed product develops and/or supports the following experiences (tick all that apply):

Tick only those that your project directly and substantially develops or supports. More information on this is supplied below. If your project doesn't directly or substantially align then do not tick any boxes.

f) If you have selected any of the experiences listed in e) above, please outline how your product would develop and/or support the experience(s):

Explain how your project directly and substantially develops or supports each of the experience types you have selected. Some strong examples include:

- Prioritising local and regional produce on your menus/hampers and showcasing that it is local by specifically identifying it in the menu or hamper information.
- Partnering with an Aboriginal owned and operated tourism enterprise to develop;
  - a package offered by your product (cultural tour, experience, performance); or
  - install interpretation of Aboriginal cultural sites on your property.

Examples of weak, vague or insubstantial links include:

- Naming your cabins using the local Aboriginal language;
- Serving food, wine and/or beer some or all of which may or may not be local produce;
- A complimentary bottle of wine for guests.

For more ideas review Destination NSW's [Strategies and Plans](#), such as the Aboriginal Tourism Action Plan, NSW Aboriginal Product Toolkit, the Food and Wine Strategy, Meet in NSW Conference Strategy and Action Plan or talk to your Destination Network or Tourism Manager.

g) Do you have a plan for marketing and promoting the product once it is developed?

If you have a marketing plan please select Yes. You are encouraged to attach a copy of your marketing plan to your application. If you do not have a marketing plan select No.

h) Does your project demonstrate sustainability, for example, accessibility, bushfire, flood and/or drought protection initiatives or mitigation incorporated into the project or the design?

If your project includes design elements that support your sustainability such as making your product accessible (ramps, hearing loops, braille signage, etc), bushfire resistant (fire resistant materials, sprinkler systems, pumps, etc), flood mitigation (elevated building design, levees, drainage channels and/or pits, etc), and/or drought resilient (rainwater tanks, grey water treatment system, etc) please select Yes. Please proceed to question i). If your project design does not incorporate these elements, please select No and proceed to section 4.3.

i) Please outline the sustainability initiatives or mitigations that are incorporated into the project or design.

In the free text please provide detail of the initiatives incorporated into the project to assist your business to be sustainable. To provide more detail attach additional information regarding the

sustainability elements incorporated into your project e.g. product brochures, specifications for inclusions in your design, and so on.

4.3 Capacity to Deliver the Project

a) Provide below information that demonstrates your ability to deliver and manage the proposed activity. In answering the question please review all the factors provided in the Funding Guidelines and attach relevant supporting information to the application:

To demonstrate your ability and resources to deliver and manage the proposed project you can provide information and attach evidence of the following:

- Successful business record e.g. evidence of growth, results of past product development (grant and/or self-funded), your skills, knowledge and experience that you bring to the business and the resources you have engaged.
- If this is a new business, what skills and experience, education do you bring to the new business. What knowledge, skills and experience are you engaging to help you develop the new business. What activities have you undertaken to reassure yourself and potential investors/funders that your business will be sound and sustainable?
- For both existing and new businesses: Have you discussed your new product idea with the Destination NSW Industry Development team? Have you attended any of the NSW First Workshops, watched any of the Webcasts or reviewed the NSW First Guides to develop your knowledge and understanding of the tourism industry? Information on the latest Live and On Demand NSW First Workshops and other information resources are available on the [Destination NSW website](#).
- Adequate dedicated human resources to manage the project. Detailing the experience and skills of the project manager and team, as they relate to the nature of this project, is important. This should also include the contractors, designers, architects etc., you have engaged for any construction projects. Attach CVs of your key human resources and bios or brochures of your contractors.
- Adequate systems and processes to manage and monitor the project during its development and once it is operational. Detailing the systems/processes to be used is also important, e.g. a call to action, contracted online booking company, in-house booking system, result measurement tools, project management software. This demonstrates that you have considered and are prepared for both the project development and future running of the business.
- Corporate Governance. Clear and transparent procurement and decision-making processes. Who is responsible for hiring and firing staff? Do you have clear delegations for financial transactions? Can staff purchase standard consumable items up to a certain value but beyond which the owner must approve purchases or is it only the owner who can make purchases? Are three quotes required above a certain value for purchases? Must all Directors agree to non-budgeted expenditure or only if it above a certain value? Is your policy to prioritise buying local? Buying ecological products? Buying best value for money? What are the rules of your business and how it operates?
- A detailed, reasonable, compliant budget. The application 'Budget' template will be considered under this criterion however attaching a more detailed budget with explanations of budget line items will strengthen the response. It will show you have considered all elements of the project, even those that you may not be seeking funding for.

- For any construction project it is recommended that you have a 20% contingency. Destination NSW is unable to match contingency funds however our experience is that most construction projects have overspends due to unanticipated work or increased costs of construction items.
- To show project sustainability, an indication of how ongoing costs will be funded post any grant should also be included.
- Attach to your application copies of estimates you have obtained from your suppliers for the work required by the project. This will demonstrate that the costs listed in your application budget are reasonable.
- Secured project funding. The applicant will need to detail the funds already secured for the project from their own sources, partners, or other. Any in-kind contributions can also be noted. Your available cash investment will need to be sufficient to at least cover the total value specified under 'Applicant Cash' in the application 'Budget'.
- Investment in project planning and preparation. The applicant should highlight any preliminary work already undertaken showing a commitment to the project, e.g. preparing a business plan, secured DA approvals, scoping the work, engaging/obtaining expert advice, preparing design layouts and concepts.
- If you have received any other Destination NSW funding you will need to demonstrate that all reporting and program requirements are up to date and/or complete.
- Applicants, who have received funding from any State Government body, will need to demonstrate they are up to date with their reporting and have met the funding program's requirements.
- Include any other information you believe supports your capacity to deliver the project described in the application and to effectively operate the tourism product once it is developed.
- You can provide more detailed information through the attachments you supply. Reference the documents you are attaching in your answer - reference the attachment by its name, where it is attached (for example the Business Plan will have been attached in the project description - do not reattach it here) and the section/page number(s) you want the assessor to read.
- Some key attachments include: CVs of all the key human resources, position descriptions of positions yet to be recruited, estimates for the work, a detailed budget, your policies and procedures, Funding Agreements for any funding received in relation to the project.

b) Applicants should attach their latest two completed financial statements (including a balance sheet, cash flow statement and profit and loss statement) as selected for the last two financial years including any notes.

You need to attach two full sets of Financial Year Financial Statements. Not one Financial Statement that shows two financial years, but two separate Financial Statements so we can review three financial years' activity.

A Director, Chief Financial Officer or Auditor must sign a cover note with their position, contact details and a declaration stating "I hereby certify that these financial statements are true and correct to the best of my knowledge after making diligent enquiry."

If you don't have these financial statements because it is a new business or because your business structure doesn't require this level of documentation then talk through your budgets, financial situation and financial forecasts with your Accountant, seek their opinion and advice and incorporate that into your financial forecasts. Attach these forecast documents to your application.

Ask your Accountant to review your forecasts and budgets and advise you if they believe your budget, financial situation and forecasts are well considered, reasonable and are sound. If yes, ask them to

supply a letter confirming their opinion. Attach that letter to your application. If they do not believe your budget and forecasts are well considered, reasonable and sound, you should work with them to develop more realistic figures for your proposed business.

If an applicant does not supply the statements as specified above it will reduce the competitiveness of their application.

c) Contact details of the applicant's accountant

Please provide the contact details of your accountant as per the fields requested in the application form.

d) Contact details of the applicant's existing auditor

Please provide the contact details of your current auditor as per the fields requested in the application form. Please note that, should you be successful, this person or company cannot undertake the independent audit at the completion of your project.

e) Permission to contact

This information is required to allow Destination NSW to independently confirm the financial status of an applicant. If you do not wish to give permission, it may reduce the competitiveness of this application.

Select Yes or No in relation to the following statement:

I give Destination NSW permission to contact my accountant or auditor to confirm my financial position.

Section 5 - Declaration

The declaration is a legal declaration in relation to the contents of the application so please ensure the Authorised Person reads the declaration carefully and is clear about what they are 'signing' their name to.

The declaration can only be 'signed' by the Authorised person. By typing in the Authorised Person's name and Position Title they are legally deemed to have signed the declaration.

The declaration must be signed prior to submitting the application.

There are also two specific questions at the beginning of the Declaration section which must be answered with a Yes or No.

Applicants should review their application carefully before submitting, to ensure all questions are answered honestly and thoroughly and that all required information and documents are attached to support their application. Once applications are submitted, applicants will not be able to change their submission. Any missing, incomplete or ambiguous information will reduce the competitiveness of the application.