

Tourism Product Development Fund - Refresh and Renew 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, 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, 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, tick the 'Same as Applicant Business Name and Business Address' box.

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

2.2 Please provide below a link to your own website, the name of your online booking platform and a link to your ATDW listing:

In the boxes provided supply the url link to your own website, the name of your online booking platform and the url link to your product listing on www.visitnsw.com, which is Destination NSW's consumer website.

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 www.visitnsw.com is available on the [Destination NSW website](#)

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

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

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

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

2.5 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.

2.6 Target Market

Who currently visits your tourism product? What type of person are they (business travellers, families, couples, etc), what is the purpose of their travel (leisure, shopping, business, food and wine, etc) and where are they from (Sydney, regional NSW, intrastate, etc).

You may have more than one target market, but it should definitely not be everybody.

2.7 Describe the work you are intending to undertake to Refresh and Renew your business.

Clearly state what the funding you are requesting will be used for. Some examples could include replace the existing soft furnishing to provide a more contemporary look and colour palate in the accommodation, upgrade the outdated Audio Visual equipment including PA system, microphones, projector and lighting system, update the commercial kitchen to make it more efficient, paint all reception areas to provide a cleaner and fresher finish to the property and/or sand and revarnish the timber decks, railings and pergolas to improve the outdoor dining and function area.

Once you have clearly listed the work to be undertaken provide sufficient background detail so that an assessor, who may not be familiar with your business, can understand the size, scale or scope of work to be undertaken. Please note that after question 2.9 you can attach images and other information to support your answer.

2.8 Explain how the work will deliver a better quality visitor experience to your guests.

Outline how the work you have described above will deliver a better quality visitor experience to people who visit your business. Will it improve your ability to service customers, will it make your business more visually appealing, will it allow you to replace outdated technology or old fashioned fittings and fixtures?

2.9 Outline why you think your business is not currently meeting guest's expectations.

Let us know what information you have, such as feedback you have received that lets you know that the business is not currently meeting your visitor's expectations, other research or evidence to support that an issue exists which is resulting in the product is not meeting visitor's expectations.

You can also attach information to support your answers to questions 2.7, 2.8 and 2.9 in the section below question 2.9 e.g. photographs of the areas you intend to improve, any plans, mood boards or concepts for the work to be carried out, brochures on the furniture or equipment to be purchased, copies of consumer feedback (from your own surveys, guestbook, website or third party travel websites) which highlight the need to make these type of improvements in your business.

2.10 Does any aspect of the work proposed require Development Approval?

Simply select Yes or No as appropriate for your project.

If your answer is Yes, question 2.11 will appear.

If you select No, please progress to question 2.12.

2.11 Has the Development Approval been obtained?

Simply select Yes or No as appropriate for your project.

If you select Yes, please attach a copy of the complete DA including Council stamped plans to questions below question 2.11.

If you select No, attach the plans you have or will be submitting to Council and advise the date 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.

2.12 Proposed project start date

The proposed start date will need to be at least 3 months after the Fund's 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.

2.13 Anticipated completion date

This is the date, based on your project timeframe, that you anticipate all work will have been finished and the improved facilities will be available to visitors or guests.

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.

2.14 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 is successful? Answer Yes or No by checking the relevant box for your application.

2.15 I confirm that if my application is successful, all work will be completed and be open to visitors within 9 months of Destination NSW signing the Funding Agreement.

Can all the work you have outlined in your application be completed and the improved business be available to visitors within 9 months of being advised that your application was successful? Answer Yes or No by checking the relevant box for your application.

2.16 I confirm that my tourism business is, and will continue to be, available to visitors for at least 50 weeks each calendar year.

Are you currently able to offer your tourism product to visitors for at least 50 weeks of each calendar year and will you continue to do so? Or are there more than two weeks of the year that your business can't 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.

2.17 I confirm that the tourism business is and will continue to be bookable online.

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

If in question 2.2 you explained why you do not have online booking functionality then respond “No” to this question.

Section 3 - Project Implementation

3.1 Suppliers

a) Will you be employing tradespeople to complete the proposed work?

Simply select Yes or No as appropriate for your project.

If you select Yes question b) will appear. If you select No, proceed to c).

b) Please provide information on which businesses will be undertaking the work and attach estimates for the cost of the work proposed.

Provide details regarding the tradespeople to be engaged to complete the work.

Attach below question b) the quotes or estimates they have supplied for the work to be undertaken.

c) Will you be purchasing new equipment or materials as part of the Refresh and Renew project?

Simply select Yes or No as appropriate for your project.

If you select Yes question d) will appear. If you select No, proceed to e).

d) Please provide information on where you will be sourcing equipment or materials e.g. furniture, soft furnishings, light fittings etc., and the businesses you will be using or ordering from?

Provide any information you have regarding where and from whom you will be sourcing any equipment or materials as part of your Refresh and Renew project.

e) Please provide any other information, not covered by the above, that you feel is relevant for us to better understand the work proposed and your suppliers.

If you have any other information that you think will assist an assessor to better understand the work to be undertaken and the businesses you will be using please include that information here. For example, you may wish to advise that you have only used local businesses or explain why you will be using interstate or international suppliers for materials.

If you have no other information you would like to share with us, please proceed to 3.2 Project Budget.

3.2 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, Painting and other work \$10,000. The budget should align with the estimates or quotes you have supplied in section 3.1 and/or the cost of the items you

intend to purchase as part of your Refresh and Renew project. All anticipated project costs should be included in the budget, even ineligible costs.

The Refresh and Renew grant does not require funding to be matched, however the work proposed must cost at least \$10,000 excluding GST. Applications can be for projects of a much greater value however all additional costs will need to be covered by the applicant.

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

Section 4 - Other Funding

4.1 Other NSW Government funding for this project - Has the applicant received other NSW Government funding of any type 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 have selected Yes, question 4.2 will appear. If you select No proceed to Section 5.

4.2 Which Government Funding, how much funding and what was the purpose of the funding received. You may benefit from attaching the Funding Agreement to the application.

If you have received NSW Government Funding of any kind for any aspect of the project then provide more information about the funding, what it was for and how much money you received. You should also provide an update on what stage the work is up to.

Below this question is the opportunity to attach a copy of the Funding Agreement for the funding you have already received. Attaching the Funding Agreement provides complete transparency and removes all questions regarding the funding you have received, its purpose and that there will be no duplication of funding.

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.

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 required information that has not been supplied, is ambiguous or incomplete will reduce the competitiveness of their application.