



# TOURISM INDUSTRY MARKETING SUPPORT - GRANTS PROGRAM

## Overview

The NSW Government's Tourism Industry Marketing Support - Grants Program provides opportunities for industry to implement tourism recovery marketing campaigns aimed at driving immediate demand and bookings for Sydney and Regional NSW products and experiences.

Under the grants program, Destination NSW will match successful funding applications for amounts dollar for dollar between \$10,000 and \$50,000 ex GST for operators to undertake a variety of different marketing activities to promote visitor experiences, attractions, tours and accommodation.

The aim of the grants program is to drive demand for the NSW businesses nominated in the application during Winter/Spring 2021 (up to 30 October 2021).

A total of \$1 million ex GST in grants is available as part of the program.

## Eligibility

To be eligible for funding, Applicants must be one of the following:

- Tourism Businesses in NSW, including accommodation, attractions, and tours in Sydney or Regional NSW
- Association representing a sector (e.g. wine, backpackers, etc)
- Local Tourism Organisations in NSW
- Local Councils in NSW.

Funding is not available to:

- NSW Destination Networks
- NSW Government Agencies already receiving NSW Government funding
- Event management companies.

## Funding

- Grants between \$10,000 and \$50,000 ex GST will be available to match the investment level specified by each successful Applicant. All grant-funded activity is to conclude by 30 October 2021.
- The investment is to be used in the promotion of NSW visitor experiences, attractions, tours and accommodation to drive leads to the businesses nominated in the application. Funded activity is to be implemented by the Applicant.
- The funds can be used for a variety of different marketing tactics including advertising (digital display, paid social, paid search, printed collateral distribution) and promotional offers, competitions, discounts to drive demand.
  - No more than 25% of funds can be used on agency fees to develop and implement the marketing activity. No funds can be used to pay staff and consultants or fund website and app development.
  - No more than 50% of the funds can be used to produce new still photography or videos and any new images and video must be used in grant-funded activity. The successful Applicant must grant Destination NSW and its partners license to use the images and video in future promotional activity.
  - No funds can be used for the creation of new product or destination brands.
- Successful Applicants will only be eligible to receive one grant.

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## Key Dates

Date	Action
27 April 2021, 9am	Applications open
13 May 2021, 5pm	Applications close
14 May - 4 June 2021	<ul style="list-style-type: none"> <li>• Applications assessed</li> <li>• Successful applications confirmed</li> </ul>
7 June - 7 July 2021	<ul style="list-style-type: none"> <li>• Agreements issued and finalised</li> <li>• Invoices issued by Applicants on finalising agreement</li> </ul>
From Mid-July 2021	Campaign activity commences in line with the in-market timings agreed with grant recipient
13 December 2021	<p>Deadline for post-campaign reports to be submitted by grant recipients.</p> <p>If marketing activity concludes prior to 30 October 2021, grant recipients are to submit post-campaign reports 10 weeks following campaign completion.</p>

## Application and Review Process

The following is to be considered as part of the application process.

1. Applicants must specify at least one of the experience themes (outlined below) that aligns with their product or business. Experience themes include:
  - Nature & Outdoors
  - Food & Drink
  - Arts & Culture
  - History & Heritage
  - Stay / Accommodation
2. Applicants must attach proof that matched funding is available. This could be a letter from the CEO or General Manager of the participating organisation confirming the financial commitment.

3. Applicants agree to use the Love NSW or Love Sydney campaign logo in all marketing activities funded by the grant. Destination NSW will provide successful Applicants with logo files and guidelines.
4. Applicants must provide details of where/how the grant funds will be spent.
5. Applicants must provide a post campaign report on impact, including references to increase in sales, number of visitors and bookings.
6. The businesses nominated in the application must have a current ATDW/Get Connected listing.
7. Applicants must be the holder of an Australian Business Number and/or Australian Company Number.

As part of the application review process, Destination NSW will:

- Issue a Marketing Funding Agreement, formalising the marketing activity arrangements and obligations of both parties.

## Assessment Criteria

Applications will be assessed using the following criteria:

- Applicant's product falls under one of the key experience themes outlined in the Application and Review Process and includes a suitable offer.
- Estimated return on investment for the total matched funds, that is sales and visitation between July - October 2021. Figures must be verified.
- Promoted product must be bookable (preferably online).
- Campaign reporting capabilities.
- Capacity and skills to deliver the marketing activity to the agreed scope and time frame.



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## Payment

- One (1) grant of up to \$50,000 (ex GST) is available per Applicant.
- The grant will be paid in two installments, 75% on signing of the Marketing Funding Agreement and the remaining 25% on receipt of the post campaign report.
- No funds are available until after a Marketing Funding Agreement is signed by Destination NSW and the successful Applicant.
- No marketing activity using the grant funds provided by Destination NSW can commence or be spent prior to the Marketing Funding Agreement being signed.
- Applicants must cover the costs for agency and campaign production fees above the grant. This may be the Applicant's own money, partner investment and/or non-NSW State Government funding. Where any Federal Government funding is being used the Applicant will need to provide details of the Funding Agreement to ensure there is no double up, i.e. utilising separate Government Funding Agreements for delivering the same outcome.

## Logo Usage

- Destination NSW will provide logo files and guidelines.
- The logo must be included on grant-funded campaign landing pages, advertising and marketing collateral where logo integrity is not compromised.
- Logo approval is not required, however proof of postings, screen grabs, pdf artwork, etc must be emailed to Destination NSW within two weeks of marketing activity commencing.

- Destination NSW has the right to request changes to logo usage if it is deemed not per guideline standards. Any costs incurred in amending the advertising/logo is at the expense of the successful Applicant.

## Eligibility Check

Once the application has been received through the online grants system, all applications will undergo an eligibility check. Eligible applications will proceed through to the assessment process.

## Assessment Process

Applications will be assessed by Destination NSW against the criteria outlined above. Successful Applicants will be informed on 4 June 2021. Unsuccessful Applicants will receive an email notification by 11 June 2021.

## Other

- Destination NSW reserves the right, as a condition of funding, to make use of post campaign data for the purposes of market research and evaluation to enable the long-term development of products and experiences in New South Wales.
- Successful Applicants should retain all records relating to the marketing grant activity, including expenditure, and make them available for audit purposes if required.



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## Destination NSW Discretion

Potential Applicants should note that:

- No funding application is guaranteed to result in funding from Destination NSW.
- No Applicant is guaranteed funding to the full amount requested in their application.
- Destination NSW reserves the right to vary the amount of funding at any time.
- Destination NSW may change these terms and conditions from time to time, with any changes to be published on the Destination NSW website.

The number and location of marketing activities that will be funded by Destination NSW will be determined by Destination NSW or other Panel members in its discretion.

## Apply now:

Application link here:

<https://www.destinationnsw.com.au/marketing-grants>

## Destination NSW Privacy Policy:

<https://www.destinationnsw.com.au/privacy-policy>

## Application Assistance

Please log an enquiry via the Contact Us form [www.destinationnsw.com.au/contact-us](https://www.destinationnsw.com.au/contact-us) and the relevant Regional Tourism Development Manager will be in contact to help.