

# Tourism Product Development Fund - Refresh and Renew Fund

2020 – 2021 Financial Year



## Guidelines

### What is the Refresh and Renew Fund?

The NSW Government has announced that \$1 million in funding is available in 2020-21, to support the tourism industry in NSW to Refresh and Renew their tourism product to better meet consumer expectations.

Due to COVID-19, many people, who would traditionally travel to overseas destinations for their holiday, will now be travelling domestically to regional NSW destinations. To assist regional NSW tourism businesses to better meet consumer expectations, grants are now available to assist regional NSW tourism operators Refresh and Renew their product. Regional NSW is defined by the Destination Network areas. More information on these areas is available on page six (6) of these guidelines or at the [Destination Networks section of the Destination NSW website](#).

A grant of \$10,000 excluding GST is available per applicant. The grants do 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.

All applicants must be proposing work on a tourism business that:

- Is based and operates in regional NSW
- Is registered for GST
- Has a current GetConnected (ATDW) listing. More information on GetConnected is available on the [Destination NSW website](#)
- Is bookable online
- Is available to visitors for at least 50 weeks of the calendar year.

Successful projects must commence within three (3) months and all work completed (i.e. the improved tourism offering is available to visitors) within 9 months of the Funding Agreement being signed by Destination NSW.

## What is eligible for funding?

- **\$10,000 Grant (excluding GST)**
  - Eligible applicants include cafes, bars, restaurants, accredited visitor information centres, hotels, motels, caravan parks, visitor attractions, museums, galleries, conference and event centres or facilities<sup>1</sup>.
  - Work could include fresh paint, new curtains, new carpet, new furniture, bedspreads, TVs, beds, upgrades to facilities such as a new reception area, bar, display cabinets, etc. Please also refer to the **Funding cannot be used for** section of these guidelines.
  - Applicants will need to provide evidence that the existing product is not currently meeting visitor expectations (such as customer surveys, online reviews, consumer feedback and photographs) and that the proposed work will address the issue(s) identified.
  - Estimates or quotes for the work proposed will need to be supplied. The work proposed must cost at least \$10,000 (excluding GST).

## How to apply

Refresh and Renew Fund applications can only be submitted using the online application form available on the [Tourism Product Development Fund page of the Destination NSW website](#).

Application Forms sent via email, post or fax will not be accepted.

Applicants are encouraged to read these guidelines carefully and to answer each question in the application form (please review the Application Guide for more information) and to provide evidence, as requested, to support their answers.

These Guidelines and the Application Guide have been developed to assist you in developing an eligible project and competitive application. Please read all the information and if you have any questions please contact your [Destination Network](#).

## When can I apply?

Applications close at 9am (Sydney Time) on 31 March 2021.

Applicants are encouraged to submit their applications prior to the closing date and time to ensure they encounter no technical difficulties.

No extensions to the submission day or time will be provided.

Destination NSW is not responsible for delays to the submission of applications caused by technology, connection or other issues outside of its control.

## Assessment

All applications from regional NSW businesses will be shortlisted by their Destination Network. All shortlisted applications will be assessed by Destination NSW. A recommendation will then be made to the Minister for Jobs, Investment, Tourism and Western Sydney.

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<sup>1</sup> NSW Government owned, operated or managed businesses are not eligible applicants.

## **Applications are assessed against four criteria**

Destination NSW will consider the following factors to evaluate and make a determination regarding funding being provided to a project:

1. Consumer Expectations Gap
2. Capacity to deliver the project
3. Potential for short- and long-term employment opportunities
4. Strategic and Marketing value

In completing the online form, available on the [Destination NSW website](#), it is essential that applicants supply information to explain how the project addresses each of the criteria. More detail regarding each of the criteria is provided below.

### ***Consumer Expectations Gap***

The information and evidence supplied regarding how the project is currently not meeting consumer expectations and how effectively the proposed work will address the supply gap. Some examples:

- An applicant proposes a refurbishment of the business decor. They supply copies of or links to reviews on travel aggregator websites, the businesses own website and/or other platforms, customer feedback surveys and guest books where consumers highlight the decor is tired/run-down/dated and the project is proposing to update the decor, providing photos of the current product and a mood board to showcase the look they are aspiring to achieve with the grant funds.
- A hotel proposes to paint the rooms and replace the mattresses. They supply copies of or links to reviews on TripAdvisor, customer feedback surveys, the businesses own website and/or other platforms where consumers criticise/comment on the uncomfortable mattress and marked up or peeling paintwork in the rooms.
- A museum proposes to upgrade the displays. They supply photos of the current displays and copies of or links to reviews on TripAdvisor, customer feedback surveys, the businesses own website, other platforms, client surveys, guest book, where consumers comment on the old fashioned, crowded in and/or unengaging exhibits. The project proposes to update the display system, provide improved story telling regarding the exhibits, to store some exhibits and arrange changing exhibitions to better engage visitors.

### ***Capacity to deliver the project***

This refers to the applicant's demonstrated ability to deliver and manage the proposed activity:

- Suitable, qualified tradespeople identified to complete the work.
- Identified suppliers for any equipment, furniture, materials required to complete the work.
- Well considered and complete budget.
- If any proposed work requires Development Approval, the Development Approval needs to have been granted prior to submitting the application.

### ***Short- and long-term employment opportunities***

This refers to the number of people currently employed by the business and the number of people likely to be employed, even short term, in implementing the Refresh and Renew project.

## **Strategic and Marketing Value**

This refers to the business's effectiveness in driving outcomes for NSW. Factors considered include:

- How strongly the business aligns with the State-wide DMP and the Visitor Economy Strategy (VES) or any other NSW State Government strategic documents.
- How strongly the business aligns with the relevant regional area's Destination Management Plan
- Relevance to Destination NSW's key sectors and strengths (Aboriginal Tourism, Cruise Tourism, Youth and Student Tourism, Nature, Wellbeing and Sustainable Tourism, Iconic Walks and Rides, Food and Wine Tourism, Cultural Tourism, Accessible Tourism and Business Events)
- Appeal to key domestic markets
- The impact and reputational damage any negative reviews are having on consumer's perception of the destination.

## **Terms and Conditions**

- a) Applications for Refresh and Renew grants can be submitted for funding of \$10,000 excluding GST in unmatched funding for activities outlined under '**What is eligible for funding**'.
- b) One (1) grant of \$10,000 (excluding GST) is available per applicant (inclusive of all entity structures).
- c) No funds are available until after a Funding Agreement is signed by Destination NSW and the successful applicant.
- d) The earliest project start date is the date a Funding Agreement is signed by Destination NSW and the applicant. **No activities for the project being funded can commence or money be spent prior to the Funding Agreement being signed.**
- e) An applicant must be able to cover the costs for ineligible expenses and project costs over and 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.
- f) The grant will be provided up front. At the conclusion of the project the applicant will need to provide a report on the project including a financial reconciliation. Should the project cost less than the grant provided, a refund to Destination NSW, for the shortfall in expenditure, will be required.
- g) Successful applicants will need to supply Destination NSW with a valid certificate of currency for public liability insurance noting Destination NSW as an interested party.

## **Funding Agreement**

Successful applicants will be required to enter into a legally binding Funding Agreement with Destination NSW. This agreement will set out:

- The rights and obligations of Destination NSW and the applicant
- Destination NSW funding, applicant investment and the project budget
- Where relevant, may include satisfying certain preconditions e.g. any Council DA conditions, independent certification of their risk mitigation and/or community consultations where a project may affect the local community.
- How funds are to be acquitted
- Reporting and accountability obligations, which will include supplying a financial reconciliation and receipts for costs incurred and high-resolution images of the project once completed.
- Requirements for recognising NSW State Government / Destination NSW support.

## **Funding cannot be used for:**

The following activities and the costs associated with them are not eligible to receive funding through the Refresh and Renew Fund:

- Construct, maintain or upgrade public transport infrastructure such as roads, airports, railways and ferry terminals.
- Relocate existing infrastructure.
- Undertake activities that would reasonably be seen as regular repairs and maintenance. Refresh and Renew Projects which include costs for activities such as replacing broken windows, repairing leaky taps or pipes, unblocking toilets, regular services such as lawn mowing or grounds maintenance would not be supported.
- Upgrade or develop meeting and/or local community facilities—including picnic or playground areas, local parks, barbeques, meeting facilities and regional and town entry features.
- Pre-project activities including but not limited to feasibility studies, stakeholder workshops, industry consultations, architectural/drafting and DA costs (including those associated with meeting Council Consent Conditions which may not be incurred until after the project commences e.g. construction certificates, stormwater management plans, etc.)
- Purchasing vehicles (cars, buses, coaches, minivans, etc), boats, tents, Segways, bicycles, kayaks, canoes or similar transferable equipment.
- Purchase of a prize to be used in a competition or trade promotion.
- Buy or lease real estate of any type.
- Engage or pay permanent, casual or temporary employees or contracted staff.
- Pay for work undertaken on the project or items/materials purchased before the Funding Agreement with the NSW Government is executed.
- Provide allowances for project 'contingencies' in the budget.
- Raise capital funds, provide fund investment, or fund/undertake venture capital activities.
- Duplicate or overlap any other NSW Government grant program funding.
- Attend intra-state, inter-state or overseas based trade events, trade shows, wholesale programs, sales calls, conferences, seminars, travel agent training, forums or fees related to any of these items.
- Cover any other activities that are not directly related to the project.
- The marketing, sponsorship, performer/artist fees, infrastructure costs or general administration costs relating to an event<sup>2</sup>.
- Start up a business or undertake activities specifically associated with starting up a business—such as business registration, business licences or incorporation costs.
- Upgrade or develop unaccredited visitor information centres or facilities.
- New, or upgrading of, road or property signage.
- Cover administrative and running costs that are normally the Partner's responsibility—for example, insurance, rent, standard office equipment, telephone costs, travel, accommodation, meals, secretarial support, non-fulfilment postage and other consumables.
- Retainer or contract fees for marketing, PR and advertising services (e.g. advertising agency, workshop delivery, web hosting services, etc.).
- Development and maintenance costs for consumer or corporate websites and other digital assets, including booking platforms.

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<sup>2</sup> Destination NSW provides other support to events. Further information is available on our [Events page](#).

- Costs associated with the creation of new content for websites, social media or other promotional marketing activities.

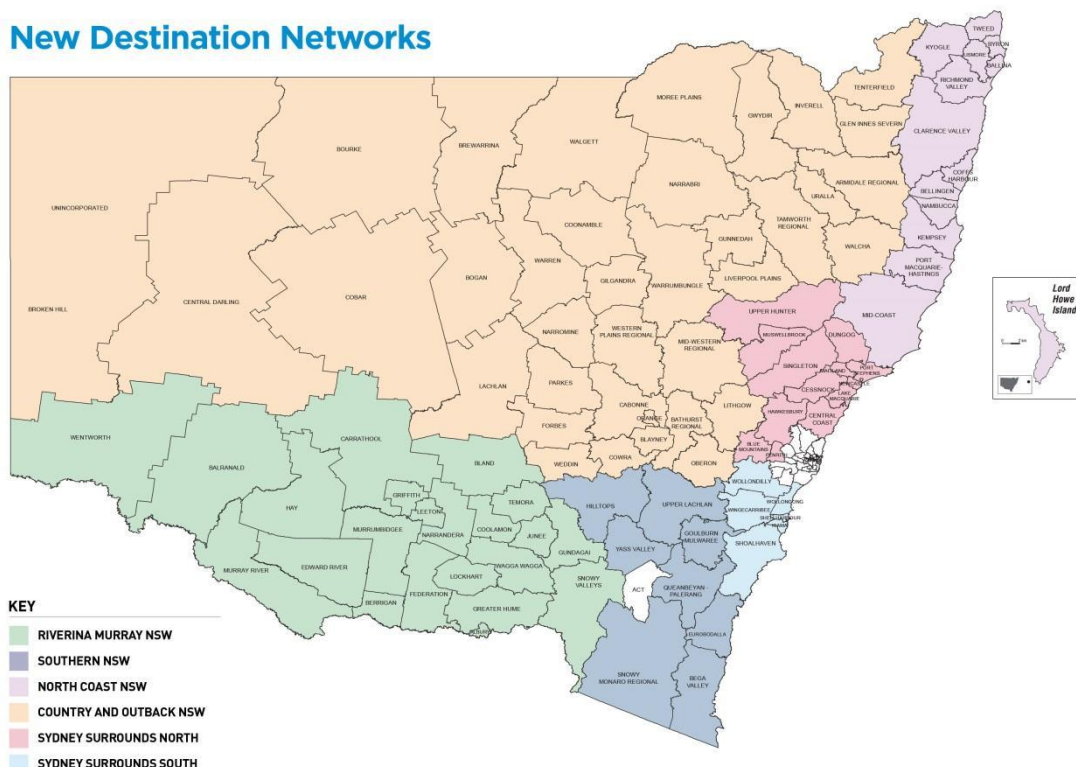
## Where to find more information

Further information on the Tourism Product Development Fund can be found on the [Destination NSW website](#).

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

- [Destination Networks Contacts](#)
- [Regional Tourism Development Manager Contacts](#)

### New Destination Networks



**Additional information on the following topics is available:**

- [Destination Networks](#)
- [Event support](#)
- [Destination Management Planning](#)
- [Research Statistics](#)
- [Destination NSW Strategies & Plans](#)
- [Destination NSW Privacy Policy](#) and [Terms of Use](#)

## Disclaimer

Information from Destination NSW is provided as a guide only. Feedback is supplied based on the information provided to Destination NSW. Destination NSW does not make any representation or warranty about the accuracy, suitability, reliability, currency or completeness of any feedback provided. Destination NSW provides no guarantee

of any particular outcome for your business if you choose to rely on the feedback and no guarantee that your application will be successful following feedback from Destination NSW.

Nobody knows your business better than you. It is yours and your management's responsibility to decide, based on your full knowledge and understanding of your business situation, how relevant the information is to your business. Destination NSW recommends you consider seeking independent sources of professional advice, legal, financial or otherwise before making any decision. The State of New South Wales through Destination NSW is not liable for any loss resulting from any action taken or reliance made by you on any feedback and information provided.

Please note funding is not guaranteed unless you sign a Funding Agreement with Destination NSW and the Agreement is fully executed. Destination NSW is not responsible for any costs.