



TQUAL GRANTS FACT SHEET

PROGRAM OBJECTIVE

The objective of *TQUAL Grants* is to stimulate sustainable growth in the Australian tourism industry. It will do this by supporting initiatives that:

- develop innovative product, services or systems within the tourism industry
- contribute directly to long-term economic development in the host region
- develop or support high quality visitor services and experiences

WHAT'S NEW IN 2009?

Through *TQUAL Grants*, the Australian Government has redesigned the program formerly known as the Australian Tourism Development Program to better position the Australian tourism industry into a highly competitive market.

By encouraging quality and innovation, supporting projects of national benefit and funding projects in metropolitan and regional areas, *TQUAL Grants* will directly contribute to greater strategic outcomes for the Australian tourism industry. By working closely with state and territory government tourism organisations, the program will help align the Australian tourism industry toward common goals and support its prosperity into the future.

The Department of Resources, Energy and Tourism is responsible for *TQUAL Grants*. AusIndustry, the Australian Government's business program delivery division in the Department of Innovation, Industry, Science and Research, has responsibility for the delivery of the program.

WHAT DOES IT OFFER?

TQUAL Grants is a highly competitive merit-based grant program. It offers grants, exclusive of GST, for eligible projects—ranging from \$5,000 to \$500,000—in three categories:

- Category 1: Innovative tourism projects—grants range from \$5,000 to \$100,000.

- Category 2: Integrated tourism development projects—grants range from \$100,000 to \$500,000
- Category 3: National or sectoral tourism initiatives—grants range from \$25,000 to \$500,000

WHO CAN APPLY IN CATEGORY 1?

The following organisations can apply for a category 1 grant providing they meet the applicant eligibility requirements:

- private sector businesses
- non-profit organisations
- regional tourism or regional economic development organisations
- local government agencies

Category 1 projects

Category 1 projects should aim to stimulate the development of innovative tourism product, service(s) or system(s).

In order to support tourism operators in the key phases of product development, category 1 grants are divided into three options for:

- 1 project initiation—grants range from \$5,000 to \$25,000
- 2 project planning—grants range from \$40,000 to \$75,000
- 3 project implementation—grants range from \$50,000 to \$100,000

WHO CAN APPLY IN CATEGORY 2?

The following organisations can apply for a category 2 grant providing they meet the applicant eligibility criteria:

- regional tourism or regional economic development organisations
- local government agencies
- non-profit organisations.





Category 2 projects

Category 2 projects should aim to enhance the overall tourism appeal of a large area by encouraging inter-regional collaboration to achieve greater tourism benefits. Projects funded under this category will be large scale, collaborative, multi-faceted activities that involve a number of regions.

WHO CAN APPLY IN CATEGORY 3?

The following organisations can apply for a category 3 grant providing they meet the applicant eligibility requirements:

- national tourism peak bodies
- national tourism industry associations
- national tourism sectoral industry associations

Category 3 projects

Category 3 projects should aim to provide strategic support to the Australian tourism industry by funding national or sectoral peak bodies to develop national projects which offer leadership to industry.

Projects funded under this category must have national benefit or application and advance the industry as a whole.

Category 3 projects would be expected to showcase innovation, encourage productivity gains and support world's best practice across all elements of the tourism supply chain.

CONDITIONS AND EVALUATION CRITERIA

Each of the customer guides provides full details of the separate conditions applying in each category to:

- applicant eligibility
- project activity
- expenditure of grant funds
- evaluation criteria

Further information

For further information about the **TQUAL Grants**, visit the website of the **Department of Resources, Energy and Tourism** at www.ret.gov.au/tourism, or contact the delivery agency, **AusIndustry** at www.ausindustry.gov.au/tourism. Alternatively, contact the AusIndustry hotline on 13 28 46 or by email at hotline@ausindustry.gov.au

ASSESSMENT

Each eligible application will be assessed against evaluation criteria and compared to the other applications in the category from across Australia.

WHEN CAN I APPLY FOR A GRANT?

Applications for funding opened on 15 April 2009 and will close on 11 June 2009.

HOW CAN I APPLY FOR A GRANT?

Full details about the requirements for each category of grant and how to apply can be found in the relevant customer guide.

There is a customer guide and application form for each category.

These documents are available at www.ret.gov.au/tourism or www.ausindustry.gov.au/tourism. Follow the links to *TQUAL Grants*.

Alternatively call the AusIndustry hotline on **13 28 46** or email hotline@ausindustry.gov.au

