



Choose Tourism Grant Guidelines

24 May 2023

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Closing date and time:	4.00pm AEST on 5 June 2023
Commonwealth policy entity:	Australian Trade and Investment Commission (Austrade)
Administering entity:	Australian Trade and Investment Commission (Austrade)
Enquiries:	If you have any questions, contact: choosetourism@austrade.gov.au
Date guidelines released:	22 May 2023
Type of grant opportunity:	Closed non-competitive

Table of Contents

Choose Tourism Grant Guidelines	1
Opening date:	1
Closing date and time:	1
Commonwealth policy entity:	1
Administering entity:	1
Enquiries:	1
Date guidelines released:	1
Type of grant opportunity:	1
1. Choose Tourism Grant Program process	4
2. Introduction	5
3. About the grant program	5
4. Grant amount and grant period	6
5. Eligibility criteria	7
5.1 Who is eligible to apply for a grant?	7
5.2 Who is not eligible to apply for a grant?	8
6. What the grant money can be used for	8
6.1 Eligible grant activities	8
6.2 Eligible locations	9
6.3 Eligible expenditure	9
6.4 What the grant money cannot be used for	10
7. The assessment criteria.....	11
Criterion 1 - Program alignment with policy intent.....	11
Criterion 2 - Impact of grant funding and how success will be measured.	12
Criterion 3 - Capacity, capability and resources to carry out the program.	12
8. How to apply	12
8.1 Attachments to the application.....	13
8.2 Joint applications.....	13
8.3 Timing of grant opportunity processes.....	14
Table 1: Expected timing for this grant opportunity.....	14
8.4 Questions during the application process	14
9. The grant selection process.....	14
9.1 Assessment of grant applications.....	14
9.2 Who will assess applications?.....	14
9.3 Who will approve grants?	15
10. Notification of application outcomes.....	15
11. Successful grant applications.....	15
11.1 The grant agreement.....	15
11.2 How we pay the grant	16

11.3 Grant Payments and GST	16
12. Announcement of grants.....	16
13. How we monitor your grant activity	17
13.1 Keeping us informed	17
13.2 Reporting	17
Progress reports	17
Final report	17
13.3 Grant agreement variations	18
13.4 Record keeping	18
13.5 Evaluation	18
13.6 Acknowledgement.....	18
14. Probity	18
14.1 Enquiries and feedback.....	18
14.2 Conflicts of interest.....	19
14.3 Privacy	19
14.4 Confidential Information	20
14.5 Freedom of information.....	21
15. Consultation	21
16. Glossary	22
Appendix : List of eligible State and Territory government departments	24

1. Choose Tourism Grant Program process



2. Introduction

These guidelines contain information for the **Choose Tourism Grant Program (the Program)**.

The Program was announced in the Budget on 25 October 2022, as part of the Australian Government's \$48 million commitment to support the Australian tourism and travel industry to upskill workers, support quality tourism products and deliver infrastructure upgrades. The Program aims to address short term workforce pressures and promote the visitor economy as a long-term, stable career choice.

The Program supports THRIVE 2030's Priority 3 to *grow a secure and resilient workforce*.

You must read these guidelines before completing an application.

This document sets out:

- the purpose of the grant program/grant opportunity
- the eligibility and assessment criteria
- how grant applications are considered and selected
- how grantees are notified and receive grant payments
- how grantees will be monitored and evaluated
- responsibilities and expectations in relation to the opportunity.

This grant opportunity and process will be administered by Austrade.

Austrade administers the Program in accordance with the [Commonwealth Grants Rules and Guidelines¹](#).

We have defined key terms used in these guidelines in the glossary at section 16.

NB: This program will refer to State and Territory geographical region as jurisdiction to avoid confusion with government bodies.

You should read this document carefully before you fill out an application.

3. About the grant program

Under the tourism and travel support package, up to \$7.5 million has been provided for an overarching marketing and promotional strategy over two years to attract workers to Australia's vibrant and dynamic visitor economy.

The Choose Tourism Grant Program will support State and Territory governments, and/or industry partners, to create new programs or amplify/extend existing campaigns and activities designed to attract workers to the visitor economy including workers who are young/school leavers, on the Aged Pension, First Nations Australians and people with disabilities.

Successful project activities will encourage workers who are new or returning to the visitor economy.

The objective of the Program is to:

- promote a career in tourism to school leavers and young people,
- attract domestic workers to tourism including First Nations Australians,

¹ <https://www.finance.gov.au/government/commonwealth-grants/commonwealth-grants-rules-guidelines>

- promote existing work rights for people on an aged pension to both people on an aged pension and tourism businesses,
- communicate to tourism industry associations and visitor economy businesses on how to employ people with disability,
- promotes tourism as a career of choice to cohorts underrepresented in tourism industry.

The Program will deliver one or more outcomes that:

- promote the variety and benefits of roles available in tourism with information on career development pathways,
- enhance the profile of tourism within the visitor economy as an attractive industry for workers,
- inform school leavers/young people and those who inform and guide young people such as parents, guardians and career counsellors on tourism career pathways,
- inform on the aged pension work rights and encourage tourism businesses to employ people on an aged pension,
- inform on the support available to tourism businesses to employ people with disability,
- lead to improvements in the long-term visitor economy workforce pipeline including increased number of enrolments in tertiary programs relevant to the sector which include workforce immersion or activity (e.g. on the job training/work placements),
- increase tourism workforce participation by First Nations Australians.

This Program will achieve these outcomes through creating new and/or amplifying/extending existing campaigns and programs that promote tourism as a career of choice.

This Program may complement other government funding provided to implement marketing strategies to promote to Australians to Choose Tourism as a career. It must not duplicate assistance that has been or will be provided under any other programs such as any grant provided to the applicant through the Commonwealth, or any other State and Territory government programs over the course of this program.

The Program is being delivered as part of the \$48 million Supporting Australian Tourism and Travel package and supports THRIVE 2030's Priority 3 to grow a secure and resilient workforce.

The Program complements other programs under this package including:

- Hospitality, Tourism and Travel Employment and Skills Platform Grant (\$10 million)
- Supporting Small and Medium Tourism Businesses Through the Quality Tourism Framework Grant Program (\$8 million).

Collectively, these programs will help build the profile of the tourism industry.

This funding must not be used for campaigns or programs with an international audience.

4. Grant amount and grant period

Austrade will allocate grant funding of up to \$7.5 million to successful applicants across two financial years commencing in 2022-23 and ending in 2023-24.

There will be one grant allocated per jurisdiction totalling up to eight grants. These grants maybe allocated to either government entities and/or industry bodies:

- If all jurisdictions apply, funding will be allocated to the successful entities on a tiered basis as determined by the distribution of tourism employment across Australia’s States and Territories (Table 2).
- If an application is not received from a jurisdiction the potential allocation of grant funding may be redistributed proportionally per Austrade’s discretion amongst the other eligible applicants.

Austrade used Tourism Research Australia’s (TRA) State Tourism Satellite Account estimates of tourism employment for 2018-19 to identify the three tiers of funding. This dataset shows the geographic composition of the tourism labour market pre-pandemic and one the industry is moving towards as it recovers.

Table 1 Total Funding

2022-23 FY (GST Exclusive)	2023-24 FY (GST Exclusive)	Total Funds (GST Exclusive)
\$3.095M	\$4.405M	\$7.50M

Table 2: Tiered funding distribution based on TRA’s State Tourism Satellite Account estimates of tourism employment for 2018-19

Jurisdiction	2022-23 FY (GST Exclusive)	2023-24 FY (GST Exclusive)	Total Funds (GST Exclusive)
ACT	\$194,500	\$255,500	\$450,000
NT	\$194,500	\$255,500	\$450,000
SA	\$328,000	\$472,000	\$800,000
TAS	\$328,000	\$472,000	\$800,000
WA	\$328,000	\$472,000	\$800,000
NSW	\$574,000	\$826,000	\$1,400,000
QLD	\$574,000	\$826,000	\$1,400,000
VIC	\$574,000	\$826,000	\$1,400,000

5. Eligibility criteria

This grant opportunity is a closed non-competitive grant program. The Australian Government considers this an appropriate selection process as there are limited government entities and/or industry bodies that can deliver on program’s objectives. Austrade will email an invitation to government entities listed in Appendix to inform on opening of the program. These entities may co-ordinate/collaborate with other government, and industry bodies to deliver one cohesive grant application per jurisdiction.

We cannot consider your application if you do not satisfy all the eligibility criteria.

5.1 WHO IS ELIGIBLE TO APPLY FOR A GRANT?

The eligibility criteria reflect the operational objectives and policy intent of the grant opportunity.

To be eligible, you must be one of the following entity types:

- a corporate State or Territory entity
- a non-corporate State or Territory entity
- a non-corporate State or Territory Statutory Authority.

A list of eligible State and Territory government departments is available in Appendix.

The list does not preclude other State and Territory departments from participating in the Program, however if other departments wish to apply, it needs to be with the support of one of the listed departments. An accompanying letter of support will be required.

We will also accept applications from the below entity types with an accompanying letter of support from the State or Territory government (list in Appendix) where the entity will deliver the grant activities on behalf of the relevant jurisdiction:

- a company incorporated in Australia
- a company incorporated by an Australian guarantee
- an incorporated association
- a partnership
- a joint/consortia application with multiple organisations and a lead organisation
- a not-for-profit organisation
- an Australian local government body
- an Aboriginal and/or Torres Strait Islander Corporation registered under the Corporations (Aboriginal and/or Torres Strait Islander) Act 2006.

The letter of support from the State or Territory government should include:

- an endorsement of your capacity to undertake the grant activity,
- an explanation of why you would be an appropriate applicant for and potential recipient of this grant opportunity,
- an outline of your working relationship with the State or Territory government including any previous contract work or grant funding you have received to deliver similar activities,
- details of a nominated management level contact officer.

5.2 WHO IS NOT ELIGIBLE TO APPLY FOR A GRANT?

You are not eligible to apply if you are:

- an organisation, or your project partner is an organisation, included on the National Redress Scheme's website on the list of 'Institutions that have not joined or signified their intent to join the Scheme' (www.nationalredress.gov.au)
- an organisation, or your project partner is an organisation, included on the Workplace Gender Equality Agency website on the non-compliant organisations list
- an organisation, or your project partner is an organisation, included on the Modern Slavery Register as non-compliant with the Modern Slavery Act 2018
- an organisation that doesn't meet the eligibility requirements.

6. What the grant money can be used for

6.1 ELIGIBLE GRANT ACTIVITIES

Grant funding can only be used for eligible activities as defined and agreed to in the grant agreement.

Eligible activities are marketing and promotional activities that are focused on attracting domestic workers to the visitor economy and/or support travel, tourism and hospitality businesses to attract, recruit, train new staff and retain existing staff.

Priority will be given to activities which focus on attracting and retaining workers who were identified in the Reimagining the Visitor Economy Report, THRIVE 2030 Strategy and at the

2022 Tourism Jobs Summit as needing encouragement to consider tourism roles and/or facing barriers to participation.

Some examples of these include school leavers, young people, aged pension recipients, people with disability, First Nations Australians and/or relevant influencers of these critical audiences, (e.g. career counsellors). This is not an exhaustive list and may vary geographically.

Activities can include promoting, amplifying or broadening the reach of existing Commonwealth and State/Territory Government programs or creating new campaigns or programs designed to attract and increase workers to the visitor economy and to 'choose tourism' providing the Commonwealth Government can be clearly identified as a funder/partner in the activity.

These include campaigns and programs focused on:

- promoting fee-free or fee-reduced visitor economy education and training programs and resources,
- programs to support long term retention in the visitor economy workforce,
- developing new or extending existing mentor programs to support new workers in tourism,
- developing specific resources promoting tourism careers to high school/tertiary students and informing influencers such as career counsellors and parents,
- award programs for high school or tertiary students' entrepreneurial skills addressing challenges facing tourism,
- supporting young people and school leavers with roles in tourism by promoting leadership/mentoring programs,
- developing school programs and promotional activities (e.g. ambassador programs) profiling visitor economy career pathways or tourism as a career of choice. This could also include showcasing young tourism champions and leaders,
- careers expos, job fairs, industry demonstrations or roadshows showcasing careers in tourism,
- employing people with disability within tourism,
- people with disability and Aged Pension recipient's employment in tourism sector (e.g. training, support, mentorship etc.),
- work rights that are available to Aged Pension recipients to participate in the tourism workforce.

This list is not exhaustive, and we may also approve other activities that the grant's intended outcomes noting this program is not to be used for job creation purposes (e.g. to fund actual tourism jobs).

6.2 ELIGIBLE LOCATIONS

One application per jurisdiction (these are New South Wales, Australian Capital Territory, Queensland, Northern Territory, Western Australia, South Australia, Victoria and Tasmania) will be accepted.

6.3 ELIGIBLE EXPENDITURE

You can only spend grant funds on eligible expenditure you have incurred on eligible grant activities or agreed project activities.

Eligible expenditure items may include:

- additional program delivery resources, including short-term temporary staffing employed specifically and exclusively to implement the grant activities or an agreed portion of an existing role to deliver against project delivery.
- costs of activities including:

- development/expansion of creative collateral or marketing campaigns/programs attracting new workers from one unrepresented cohort (see Assessment Criteria 1) in the visitor economy
- development/expansion of marketing campaigns, activities and programs that help address and contribute to retention of workers from at least one unrepresented cohort in the visitor economy
- development/promotion of collateral promoting your grant activities (e.g. workshops, careers expos, mentoring programs etc.)
- engaging project partners or contractors to deliver grant activities on your behalf (e.g. media buy)
- project engagement, consultation and communication that directly relates to project outcomes
- costs related to capturing and reporting of data analytics or other research related to the campaign and its evaluation
- costs associated with updating existing artwork or materials to include the Commonwealth Government and THRIVE 2030 logo
- staff salaries and on-costs to engage short term temporary staff employed specifically and exclusively to implement the grant activities to a maximum of 15% of the grant amount or an agreed portion of an existing role to deliver grant activities
- any other activities and expenditure agreed through consultation and approved by the delegate.

If your application is successful, we may ask you to verify project costs that you provided in your application. You may need to provide evidence such as quotes for major costs.

Eligible activities and expenditure can only be incurred after a grant agreement is executed. Any costs incurred before the execution of the grant agreement will not be considered for funding (unless previously discussed and agreed to in writing by Austrade).

Not all expenditure on the grant activity may be eligible for grant funding. The Austrade Program Delegate makes the final decision on what are eligible activities and expenditure and may give additional guidance on eligible activities and expenditure if required.

You must undertake the agreed activities between the project start and end date unless stated otherwise.

6.4 WHAT THE GRANT MONEY CANNOT BE USED FOR

You cannot use the grant for the following activities and expenditures:

- activity targeting international citizens or workers not currently residing in Australia,
- any capital expenditure, including purchase of assets,
- costs incurred in the preparation of a grant proposal or related documentation,
- costs incurred prior to a grant agreement being executed (unless previously discussed and agreed to in writing by Austrade),
- costs of activities for which other Commonwealth, State/Territory or local Government bodies have primary responsibility,
- cost of non-project related staff training and development,
- costs of purchasing, leasing, depreciation of or development of land, or the purchase or construction of buildings,
- financing costs, including interest and debt financing,

- general maintenance costs,
- general ongoing administration of an organisation such as communications, accommodation, office computing facilities, printing and stationery, postage, legal and accounting fees, and bank charges,
- staff salaries and on-costs, unless those costs are to engage short term temporary staff employed specifically and exclusively to implement the grant activities or an agreed portion of an existing role to deliver against project delivery,
- Improving the functionalities and/or expanding the content of existing online job platforms,
- Paying the salaries for temporary tourism jobs.

This is not an exhaustive list and applies only to the expenditure of the grant funds. Other costs may be ineligible where we decide they do not directly contribute to achieving the planned outcomes for the Program, or that they are contrary to the objective of the Program.

The Austrade Program Delegate may impose limitations, exclude expenditure and include additional ineligible expenditures listed in these guidelines or a grant agreement or otherwise by notice to the successful applicants.

7. The assessment criteria

You must address all of the following assessment criteria in the application. You must address each criterion in the application for it to be considered and provide attachments and further evidence to substantiate claims.

The proposal may include relevant supporting documentation including but not limited to:

- strategy for marketing campaigns, programs, or promotional activity
- communication plan
- advertising, media and channel plan (if relevant)
- digital activity plan
- social media activity plan
- consumer research and proposed budget
- a copy of the applicant's structure to deliver this program.

Criterion 1 - Program alignment with policy intent

Applicants should demonstrate the following:

- marketing and/or promotional activities targeting at least one underrepresented cohort as a target market, including:
 - Aged Pension recipients
 - First Nations Australians
 - Older Australians
 - People with disability
 - School leavers or young people
- how your grant activities will promote the visitor economy as an attractive industry to workers. Provide details on how you will communicate the benefits of working in the visitor economy. For example, including the career development pathways available and employment opportunities for people with disability and aged pension recipients.
- the expected reach of your grant activities and why your delivery method is an effective way to achieve the project objectives including any existing evaluation you have to demonstrate outcomes or progress.

- key stakeholders of your project activity. Describe how you will engage with them to maximise project outcomes.

Criterion 2 - Impact of grant funding and how success will be measured.

Applicants should demonstrate this by identifying:

- why an existing campaign or program needs to be extended or enhanced. Provide details on the success or otherwise of the campaign/program in meeting its objectives and key performance indicators to date including thorough analytical reports, case studies and testimonials.

or

- a proposal for a new campaign or program that aligns with the key objectives and intended outcomes of the grant program with quantifiable data.
- clear and measurable KPIs for each funded activity that will be included in the grant agreement with KPIs consistent with the objectives and intended outcomes of the grant program.

Criterion 3 - Capacity, capability and resources to carry out the program.

Applicants should demonstrate this by identifying:

- your or your delivery partners project management capability, including the number of key staff who will manage and/or deliver the activity and their relevant experience, skills and qualifications.
- your or your delivery partners experience developing and delivering successful marketing or promotional campaigns.
- your or your delivery partners ability to connect with a diverse range of stakeholders to help understand the needs of your identified target markets and develop activities to best reach these markets.
- financial modelling and proposed budget outlining the eligible activities and expenditure.
- risk assessment to manage the grant activities.
- support for your application and proposed grant activities from your State or Territory government (if you are not a State or Territory government body).

8. How to apply

Before applying, you must read and understand these guidelines. These documents may be found at [GrantConnect](#) and [Austrade Website](#). Any alterations and addenda² will be published on GrantConnect and the [Austrade website](#). By registering on GrantConnect, you will be automatically notified on any changes. GrantConnect and Austrade are the authoritative sources for grant information.

You can only submit one application per jurisdiction. To apply you must:

- complete the online application form on SmartyGrants portal,
- provide all the information requested,
- address all eligibility criteria and assessment criteria,
- include all necessary attachments,
- submit your application via [Smarty Grants](#) by 4.00pm AEST on 5 June 2023.

You are responsible for ensuring that your application is complete and accurate. Giving false or misleading information is a serious offence under the [Criminal Code 1995](#) and we will

² Alterations and addenda include but are not limited to: corrections to currently published documents, changes to close times for applications, Questions and Answers (Q&A) documents and Frequently Asked Questions (FAQ) documents

investigate any false or misleading information and may exclude your application from further consideration.

If you find an error in your application after submitting it, you should contact us immediately via email address choosetourism@austrade.gov.au.

You cannot change your application after the closing date and time.

If we find an error or information that is missing, we may ask for clarification or additional information from you that will not change the nature of your application. However, we can refuse to accept any additional information from you that would change your submission after the application closing time.

You should keep a copy of your application and any supporting documents.

We will acknowledge that we have received your application within three working days.

If you need further guidance around the application process or if you are unable to submit an application, online contact us at choosetourism@austrade.gov.au.

8.1 ATTACHMENTS TO THE APPLICATION

Please include the following documents with your application:

- a proposal that addressed all criteria outlined in Section 6 of these guidelines.
- a project plan
- a budget plan
- a communication plan
- a risk management plan
- support letters (non-government entities).

You must attach supporting documentation to the application form in line with the instructions provided within the form.

8.2 JOINT APPLICATIONS

We recognise that some organisations may want to work together as a group to deliver marketing campaigns in their jurisdiction.

In these circumstances, you must appoint a 'lead organisation'. Only the lead organisation can submit the application form and enter into a grant agreement with the Commonwealth. The application must identify all other members of the proposed group and include a letter of support from each of the partners and your State or Territory government (Appendix). Please note if the lead organisation is a listed State or Territory government department (Appendix) a letter of support is not required.

Each partner letter of support should include:

- details of the partner organisation
- an overview of how the partner organisation will work with the lead organisation and any other partner organisations in the group to successfully complete the grant activity
- an outline of the relevant experience and/or expertise the partner organisation will bring to the group
- the roles/responsibilities of the partner organisation and the resources they will contribute (if any)
- details of a nominated management level contact officer.

You must have a formal arrangement in place with all parties prior to execution of the agreement.

For the inclusion required for the letter of support from the State or Territory government refer to Section 5.1 – who is eligible to apply.

8.3 TIMING OF GRANT OPPORTUNITY PROCESSES

You must submit an application between the published opening and closing dates. We cannot accept late applications.

If you are successful, grant agreements will need to be signed and executed by 30 June 2023

TABLE 1: EXPECTED TIMING FOR THIS GRANT OPPORTUNITY

Activity	Timeframe
Assessment of applications	1 week
Approval of outcomes of selection process	1 week
Negotiations and award of grant agreements	2 weeks
Notification to unsuccessful applicants	Mid-June
Earliest start date of grant activity	30 June 2023
End date of grant activity or agreement	30 June 2024

8.4 QUESTIONS DURING THE APPLICATION PROCESS

If you have any questions during the application period, contact choosetourism@austrade.gov.au.

Austrade will respond to emailed questions within two working days.

9. The grant selection process

9.1 ASSESSMENT OF GRANT APPLICATIONS

We will review your application against the eligibility criteria. We will consider eligible applications through a closed, non-competitive grant process.

We will then assess your application against the assessment criteria (see [Section 7](#)). We consider your application on its merits, based on:

- how well it meets the criteria
- whether it provides value with relevant money.
- When assessing the extent to which the application represents value with relevant money, we will have regard to:
 - the overall objective/s to be achieved in providing the grant
 - the relative value of the grant sought
 - extent to which the geographic location of the application matches identified priorities.

9.2 WHO WILL ASSESS APPLICATIONS?

An assessment committee will assess the proposal on its merits. The assessment committee will be made up of Austrade staff with expertise in areas relating to the criteria set out in Section 7 including risk, policy, marketing & communications and project planning. Austrade may deem other appropriate subject matter experts from industry, State and Commonwealth Government Agencies to be included as secondary assessors.

The assessment committee recommends to the Austrade Program Delegate which applications to approve for a grant.

9.3 WHO WILL APPROVE GRANTS?

Austrade's Program Delegate decides which grants to approve taking into account the recommendations of the assessment committee.

The Austrade Program Delegates decision is final in all matters, including:

- the approval of the grant
- the grant amount and milestones payments to be awarded
- the terms and conditions of the grant.

There is no appeal mechanism for decisions to approve or not approve a grant.

The Austrade Program Delegate must not approve grant funding if they reasonably consider the program funding across financial years will not accommodate the grant funding offer or if the proposal does not represent value for relevant money.

The Program delegate for this Program is:

Sam Palmer
General Manager Visitor Economy and Client
Australian Trade and Investment Commission (Austrade)

10. Notification of application outcomes

We will advise you of the outcome of your application in writing. If you are successful, we will advise you of any specific conditions attached to the grant.

If you are unsuccessful, we will give you an opportunity to discuss the outcome.

11. Successful grant applications

11.1 THE GRANT AGREEMENT

You must enter into a legally binding grant agreement with the Commonwealth. We will use a standard grant agreement³. The agreement has general terms and conditions that cannot be changed. We will use project level grant agreement/schedule to outline the specific grant requirements.

Each agreement has general terms and conditions that cannot be changed. Sample [grant agreements](#) are available on the Department of Finance website.

We must execute a grant agreement with you before we can make any payments. We are not responsible for any of your expenditure until a grant agreement is executed. If you choose to start your grant activities project before you have an executed grant agreement, you do so at your own risk.

Your grant agreement may have specific conditions determined by the assessment process or other considerations made by the Austrade Program Delegate. We will identify these in the

³ [commonwealth-standard-grant-agreement-template.docx \(live.com\)](#)

agreement. The Commonwealth may recover grant funds if there is a breach of the grant agreement.

Standard Grant Agreement

We will use a Commonwealth standard grant agreement.

You will have 7 days from the date of a written offer to execute this grant agreement with the Commonwealth ('execute' means both you and the Commonwealth have signed the agreement). During this time, we will work with you to finalise details.

The offer may lapse if both parties do not sign the grant agreement within this time. Under certain circumstances, we may extend this period. We base the approval of your grant on the information you provide in your application.

You may request changes to the grant agreement. However, we will review any required changes to these details to ensure they do not impact the grant as approved by the Austrade Program Delegate.

11.2 HOW WE PAY THE GRANT

The grant agreement will state the maximum grant amount to be paid. We will not exceed the maximum grant amount under any circumstances. If you incur extra costs, you must meet them yourself.

We will make an initial payment on execution of the grant agreement. We will make subsequent payments in advance, based on your forecast eligible expenditure and adjusted for unspent amounts from previous payments. Payments are subject to satisfactory progress.

We set aside five (5) per cent of the total grant funding for the final payment. We will pay this when you submit a satisfactory final report demonstrating you have completed outstanding obligations. We may need to adjust your progress payments to align with available grant program funds across financial years and/or to ensure we retain a minimum five (5) per cent of grant funding for the final payment.

11.3 GRANT PAYMENTS AND GST

We will not add GST to your grant payments.

12. Announcement of grants

If successful, your grant will be listed on the GrantConnect website as required by the [Commonwealth Grants Rules and Guidelines](#) unless otherwise prohibited by law. We may also publish this information on business.gov.au. This information may include:

- business name
- title of the project
- description of the project and its intended outcomes
- amount of grant funding awarded
- Australian Business Number
- business location.

13. How we monitor your grant activity

13.1 KEEPING US INFORMED

You should let us know if anything is likely to affect your grant activity or organisation.

We need to know of any key changes to your organisation or its business activities, particularly if they affect your ability to complete your grant, carry on business and pay debts due.

You must also inform us of any changes to your:

- name
- addresses
- nominated contact details
- bank account details.

If you become aware of a breach of terms and conditions under the grant agreement, you must contact us immediately.

You must notify us of events relating to your grant and provide an opportunity for the Minister or their representative to attend.

13.2 REPORTING

You must submit reports in line with the grant agreement. We will provide sample templates for these reports as appendices in the grant agreement. We will remind you of your reporting obligations before a report is due. We will expect you to report on:

- progress against agreed grant activity milestones and outcomes
- contributions of participants directly related to the grant activity
- expenditure of the grant.

The amount of detail you provide in your reports should be relative to the size, complexity and grant amount.

Progress reports

Progress reports must:

- include evidence of your progress towards completion of agreed activities and outcomes
- show the total eligible expenditure incurred to date
- include evidence of expenditure
- be submitted by the report due date as outlined in the Grant Agreement (you can submit reports ahead of time if you have completed relevant activities).

We will only make grant payments when we receive satisfactory progress reports.

You must discuss any reporting delays with us as soon as you become aware of them.

Final report

When you complete the grant activity you must submit a final report.

Final reports must:

- identify if and how outcomes have been achieved,
- include the agreed evidence as specified in the grant agreement,
- identify the total eligible expenditure incurred,
- include a declaration that grant money was spent in accordance with the grant agreement,
- be submitted by the report due date.

Continuing Projects beyond FY 2023/24

The Program requires a reportable outcome against the funded measure by 30 June 2024.

Marketing campaigns may go beyond June 2024 however will not receive any further funding from Austrade for the continuation of these. To finalise proceedings with Austrade grantee will need to ensure that there is a reportable outcome to measure, complying with Commonwealth reporting requirements, by 30 June 2024.

13.3 GRANT AGREEMENT VARIATIONS

We recognise that unexpected events may affect your progress. In these circumstances, you can request a variation to your grant agreement, including:

- changing project milestones
- changing project activities
- extending the timeframe for completing the project.

If you want to propose changes to the grant agreement, they must be put in writing before the project grant agreement end date, for the Program delegate to consider.

You should not assume that a variation request will be successful. We will consider your request based on provisions in the grant agreement and the likely impact on achieving outcomes.

13.4 RECORD KEEPING

We may also inspect the records you are required to keep under the grant agreement.

13.5 EVALUATION

We will evaluate the grant program to measure how well the outcomes and objectives have been achieved. We may use information from your application and reports for this purpose. We may also interview you or ask you for more information to help us understand how the grant impacted you and to evaluate how effective the program was in achieving its outcomes.

We may contact you up to one year after you finish your grant for more information to assist with this evaluation.

13.6 ACKNOWLEDGEMENT

The Australian Government logo should be used on all materials related to grants under the program. Whenever the logo is used, the publication must also acknowledge the Commonwealth as follows:

“Choose Tourism – an Australian Government initiative”

If you make a public Statement about a [grant activity or project/services] funded under the program, we require you to acknowledge the grant by using the following:

‘This campaign received grant funding from the Australian Government.’

14. Probity

The Australian Government will make sure that the grant opportunity process is fair, according to the published guidelines, incorporates appropriate safeguards against fraud, unlawful activities and other inappropriate conduct and is consistent with the CGRGs.

These guidelines may be changed from time-to-time by Austrade. When this happens, the revised guidelines will be published on [GrantConnect](#) and the [Austrade website](#).

14.1 ENQUIRIES AND FEEDBACK

For further information or clarification, you can contact us at choosetourism@austrade.gov.au.

If you are not satisfied with the way we handle a complaint, contact:

Dannielle Green
Head of Client Programs
Australian Trade and Investment Commission (Austrade)
GPO Box 2386
CANBERRA ACT 2601

You can also contact the Commonwealth Ombudsman⁴ with a complaint (call 1300 362 072). There is no fee for making a complaint, and the Ombudsman may conduct an independent investigation.

The Commonwealth Ombudsman can be contacted on:

Phone (Toll free): 1300 362 072
Email: ombudsman@ombudsman.gov.au
Website: www.ombudsman.gov.au

14.2 CONFLICTS OF INTEREST

Any conflicts of interest could affect the performance of the grant opportunity or program. There may be a conflict of interest, or perceived conflict of interest, if our staff, or our Commonwealth Policy entity staff, any member of a committee or advisor and/or you or any of your personnel:

- has a professional, commercial or personal relationship with a party who is able to influence the application selection process, such as an Australian Government officer [or member of an external panel]
- has a relationship with or interest in, an organisation, which is likely to interfere with or restrict the applicants from carrying out the proposed activities fairly and independently or
- has a relationship with, or interest in, an organisation from which they will receive personal gain because the organisation receives a grant under the grant program/ grant opportunity.

You will be asked to declare, as part of your application, any perceived or existing conflicts of interests or that, to the best of your knowledge, there is no conflict of interest.

If you later identify an actual, apparent, or perceived conflict of interest, you must inform the us in writing immediately.

Conflicts of interest for Australian Government staff will be handled as set out in the Australian [Public Service Code of Conduct \(Section 13\(7\)\)](#) of the [Public Service Act 1999](#). Committee members and other officials including the decision maker must also declare any conflicts of interest.

We publish our conflict-of-interest policy on Austrade's website.

14.3 PRIVACY

We treat your personal information according to the [Privacy Act 1988](#) and the [Australian Privacy Principles](#). This includes letting you know:

- what personal information we collect,
- why we collect your personal information,
- who we give your personal information to.

Your personal information can only be disclosed to someone else for the primary purpose for which it was collected, unless an exemption applies.

⁴ <http://www.ombudsman.gov.au/>

The Australian Government may also use and disclose information about grant applicants and grant recipients under this grant opportunity in any other Australian Government business or function. This includes disclosing grant information on GrantConnect as required for reporting purposes and giving information to the Australian Taxation Office for compliance purposes.

We may share the information you give us with other Commonwealth entities for purposes including government administration, research, or service delivery, according to Australian laws.

As part of your application, you declare your ability to comply with the *Privacy Act 1988* and the Australian Privacy Principles and impose the same privacy obligations on officers, employees, agents, and subcontractors that you engage to assist with the activity, in respect of personal information you collect, use, store, or disclose in connection with the activity. Accordingly, you must not do anything, which if done by Austrade would breach an Australian Privacy Principle as defined in the Act.

14.4 CONFIDENTIAL INFORMATION

Other than information available in the public domain, you agree not to disclose to any person, other than us, any confidential information relating to the grant application and/or agreement, without our prior written approval. The obligation will not be breached where you are required by law, Parliament, or a stock exchange to disclose the relevant information or where the relevant information is publicly available (other than through breach of a confidentiality or non-disclosure obligation).

We may at any time, require you to arrange for you or your employees, agents, or subcontractors to give a written undertaking relating to nondisclosure of our confidential information in a form we consider acceptable.

Unless the information you provide to us is:

- confidential information as per this section (13.4) or
- personal information as per this section (13.4).

We may share the information with other Government agencies for a relevant Commonwealth purpose such as:

- to improve the effective administration, monitoring and evaluation of Australian Government Programs
- for research
- to announce the awarding of grants.

We will keep any information in connection with the grant agreement confidential to the extent that it meets all of the three conditions below:

1. you clearly identify the information as confidential and explain why we should treat it as confidential,
2. the information is commercially sensitive,
3. revealing the information would cause unreasonable harm to you or someone else.

We will not be in breach of any confidentiality agreement if the information is disclosed to:

- other Commonwealth employees and contractors to help us manage the program effectively,
- employees and contractors of our department so we can research, assess, monitor and analyse our programs and activities,
- employees and contractors of other Commonwealth agencies for any purposes, including government administration, research or service delivery,

- other Commonwealth, State, Territory or local government agencies in program reports and consultations,
- the Auditor-General, Ombudsman or Privacy Commissioner,
- the responsible Minister or Parliamentary Secretary, and,
- a House or a Committee of the Australian Parliament.

We may also disclose confidential information if:

- we are required or authorised by law to disclose it,
- you agree to the information being disclosed, or
- someone other than us has made the confidential information public.

The grant agreement may also include any specific requirements about special categories of information collected, created, or held under the grant agreement.

14.5 FREEDOM OF INFORMATION

All documents in the possession of the Australian Government, including those about this grant opportunity, are subject to the [Freedom of Information Act 1982](#) (FOI Act).

The purpose of the FOI Act is to give members of the public rights of access to information held by the Australian Government and its entities. Under the FOI Act, members of the public can seek access to documents held by the Australian Government. This right of access is limited only by the exceptions and exemptions necessary to protect essential public interests and private and business affairs of persons in respect of whom the information relates.

If someone requests a document under the FOI Act, we will release it (though we may need to consult with you and/or) unless it meets one of the exemptions set out in the FOI Act.

All Freedom of Information requests must be referred to the Freedom of Information Coordinator in writing.

By mail: Freedom of Information Coordinator
 Legal Procurement and Fraud
 Austrade
 GPO Box 2386
 Canberra ACT 2601

By email: foi.coordination.officer@austrade.gov.au

15. Consultation

Stakeholder consultation has assisted with the design of the grant opportunity. States and Territories were consulted on existing programs that promote the tourism and visitor economy as a career of choice and target underrepresented cohorts.

16. Glossary

Term	Definition
accountable authority	see subsection 12(2) of the <i>Public Governance, Performance and Accountability Act 2013</i>
administering entity	when an entity that is not responsible for the policy, is responsible for the administration of part or all of the grant administration processes
assessment criteria	are the specified principles or standards, against which applications will be judged. These criteria are also used to assess the merits of proposals and, in the case of a competitive grant opportunity, to determine application rankings.
Austrade	Australian Trade and Investment Commission
Austrade Program Delegate	a senior officer in Austrade with responsibility for the program
commencement date	the expected start date for the grant activity
completion date	the expected date that the grant activity must be completed and the grant spent by
date of effect	can be the date on which a grant agreement is signed or a specified starting date. Where there is no grant agreement, entities must publish information on individual grants as soon as practicable.
decision maker	the person who makes a decision to award a grant
eligibility criteria	refer to the mandatory criteria which must be met to qualify for a grant. Assessment criteria may apply in addition to eligibility criteria.
Commonwealth entity	a Department of State, or a Parliamentary Department, or a listed entity or a body corporate established by a law of the Commonwealth. See subsections 10(1) and (2) of the PGPA Act
<u>Commonwealth Grants Rules and Guidelines (CGRGs)</u>	establish the overarching Commonwealth grants policy framework and articulate the expectations for all non-corporate Commonwealth entities in relation to grants administration. Under this overarching framework, non-corporate Commonwealth entities undertake grants administration based on the mandatory requirements and key principles of grants administration.
grant	for the purposes of the CGRGs, a 'grant' is an arrangement for the provision of financial assistance by the Commonwealth or on behalf of the Commonwealth: <ul style="list-style-type: none"> a. under which relevant money⁵ or other <u>Consolidated Revenue Fund</u> (CRF) money⁶ is to be paid to a grantee other than the Commonwealth; and b. which is intended to help address one or more of the Australian Government's policy outcomes while assisting the grantee achieve its objectives.
grant activity/activities	refers to the project/tasks/services that the grantee is required to undertake

⁵ Relevant money is defined in the PGPA Act. See section 8, Dictionary.

⁶ Other CRF money is defined in the PGPA Act. See section 105, Rules in relation to other CRF money.

grant agreement	sets out the relationship between the parties to the agreement, and specifies the details of the grant
<u>GrantConnect</u>	is the Australian Government's whole-of-government grants information system, which centralises the publication and reporting of Commonwealth grants in accordance with the CGRGs
grant opportunity	refers to the specific grant round or process where a Commonwealth grant is made available to potential grantees. Grant opportunities may be open or targeted, and will reflect the relevant grant selection process.
grant program	a 'program' carries its natural meaning and is intended to cover a potentially wide range of related activities aimed at achieving government policy outcomes. A grant program is a group of one or more grant opportunities under a single [entity] Portfolio Budget Statement Program.
grantee	the individual/organisation which has been selected to receive a grant
PBS Program	described within the entity's <u>Portfolio Budget Statement</u> , PBS programs each link to a single outcome and provide transparency for funding decisions. These high-level PBS programs often comprise a number of lower level, more publicly recognised programs, some of which will be Grant Programs. A PBS Program may have more than one Grant Program associated with it, and each of these may have one or more grant opportunities.
selection criteria	comprise eligibility criteria and assessment criteria
selection process	the method used to select potential grantees. This process may involve comparative assessment of applications or the assessment of applications against the eligibility criteria and/or the assessment criteria.
THRIVE 2030	The ReImagined Visitor Economy (THRIVE) 2030 is Australia's national strategy for the long-term sustainable growth of the visitor economy
value with money	<p>value with money in this document refers to 'value with relevant money' which is a judgement based on the grant proposal representing an efficient, effective, economical and ethical use of public resources and determined from a variety of considerations.</p> <p>When administering a grant opportunity, an official should consider the relevant financial and non-financial costs and benefits of each proposal including, but not limited to:</p> <ul style="list-style-type: none"> • the quality of the project proposal and activities • fitness for purpose of the proposal in contributing to government objectives • that the absence of a grant is likely to prevent the grantee and government's outcomes being achieved and • the potential grantee's relevant experience and performance history.
young people	workers under the age of 35

Appendix: List of eligible State and Territory government departments

- VisitCanberra (ACT)
- Destination NSW (NSW)
- Department of Industry, Tourism and Trade (NT)
- Department of Tourism, Innovation and Sport (QLD)
- South Australian Tourism Commission (SA)
- Department of State Growth (TAS)
- Department of Jobs, Skills, Industry and Regions (VIC)
- Tourism Western Australia (WA)

The list above does not preclude other State and Territory departments from participating in the grant program. If other State and Territory departments wish to apply, it needs to be with the support of one of the above departments.