

The background of the entire page is a photograph of a woman with long brown hair, wearing a dark green button-down shirt, blue jeans, and white sneakers. She is standing on a dark asphalt surface, looking up and to the right, with her right hand touching a large, colorful mural on a brick wall. The mural depicts a lush green tree with white blossoms. In the top left corner, there are two large, overlapping abstract shapes: a yellow one with diagonal lines and a solid blue one. The title text is overlaid on the right side of the image.

TOURISM BUSINESS INNOVATION GRANTS GUIDELINES



BULOKE
SHIRE COUNCIL

ACKNOWLEDGEMENT

Buloke Shire Council acknowledges the Wotjobaluk, Jaadwa, Jadawadjali, Wergaia and Jupagalk Nations and the Dja Dja Wurrung people as the traditional owners of parts of the land now known as Buloke. We pay our respects to Elders past and present, and value their ongoing contribution to our heritage and our community. Buloke has significant number cultural heritage places including an Aboriginal historical place, burials, artefact scatters, earth features, low density artefact distributions, scarred trees and a stone feature.

INTRODUCTION

Buloke Shire Council in partnership with the Department of Jobs, Precincts and Regions will this year be supporting new and innovative tourism business ideas in Buloke.

The *Tourism Business Innovation Grants fund* aims to maximise benefits from increased tourism, through the provision of seed funding to new and innovative tourism business ideas in Buloke.

Businesses, individuals and organisations are invited to apply for funding up to \$30,000 to establish their new business, idea or venture within Buloke.

Council is seeking applications which:

- Align to key tourism strategies for Buloke,
- Will increase visitation to the region,
- Add value to existing tourism products and experiences within Buloke, and
- Bring new target markets to our community.

There are two rounds of funding available in 2022.

CRITERIA

APPLICANTS MUST BE ABLE TO DEMONSTRATE HOW THEIR BUSINESS IDEA ALIGNS TO ALL KEY BULOKE SHIRE STRATEGIES DETAILED BELOW:

• **Activities must align with key strategies in Buloke Shire Interim Economic Development and Tourism Strategy 2022-2024:**

- Theme 1: COVID Recovery – “Positioning Buloke for Domestic Visitor Experiences”
- Theme 4: Targeted industries investment – “Tourism Attractions and Responsive Town Businesses”, and “Enhance agribusiness diversification and value-adding”

• **Activities must align with priorities identified in Silo Art Gap Analysis for Buloke:**

- Improved visitor servicing (improved and consistent offering, innovative offerings)
- Adding value to the existing Silo Art Trail through innovative activation of current tourism product, or development of new tourism product

• **Activities which will increase visitor expenditure by 2023-24 through:**

- Attracting new target markets to the region, in line with Council’s tourism target markets, or
- Extending overnight stay within the region through traditional target markets

BULOKE TOURISM TARGET MARKETS

| GREY NOMAD DAY TRIPPERS | LIFESTYLE LEADERS | YOUNG ACTIVE FAMILIES |
|---|---|--|
| Typically 50+ living locally | Typically metro-based adults aged 20-35 | Typically adults 30-50 with children under 18 |
| Attracted to: | Attracted to: | Attracted to: |
| <ul style="list-style-type: none"> • Food & wine • History • Arts & culture • Nature-based activities • Affordable day out | <ul style="list-style-type: none"> • Food & wine • Wellbeing and creativity • Nature-based activities • Scenic destinations • Arts & culture • Shopping | <ul style="list-style-type: none"> • Affordable holidays • Nature-based activities • Arts & culture • Food |
| Most likely to: | Most likely to: | Most likely to: |
| <ul style="list-style-type: none"> • Day trip | <ul style="list-style-type: none"> • Extend their stay • Stay and work | <ul style="list-style-type: none"> • Travel within scheduled holiday periods • Consider a treechange |

EXAMPLES OF TYPES OF PROJECTS WHICH MAY BE FUNDED

- Activities/ideas that are unique to Buloke such as star gazing, astronomy,
- Innovative and new 'destination' accommodation offerings which showcase and celebrate the region, or
- Tourism product offering such as hot air ballooning, joy flights, tours, night art, paddock to plate experiences,
- Traditional owner experiences, cultural partnerships to deliver educational experiences on Country and cultural arts trails,
- Experiences which encourage improved visitor dispersal throughout Buloke townships, or partner with neighboring regions to develop trails such as culinary trails, arts trails and nature-based trails,
- Development of a new annual 'destination' tourism event which will attract significant numbers to the region and encourage repeat visitation,
- Activities which add value to the existing supply chain such as microbreweries or distilleries, or other experiences which develop new products and experiences derived from primary production in Buloke.



INELIGIBILITY

THE FOLLOWING ACTIVITIES ARE NOT ELIGIBLE TO BE FUNDED UNDER THIS GRANT:

- Applicants who are seeking funds for activities taking place outside of the Buloke Shire,
- Applicants with an outstanding debt to Council, or incomplete acquittal across other grant programs with Council,
- Applicants seeking retrospective funding, or reimbursements of funds already spent,
- Applicants who seek a grant through this program to fund a position of employment,
- Activities which directly contradict or contravene Council policies and strategies,
- Applications which do not meet eligibility criteria, guidelines and/or respond to application in full,
- Applicants who canvass or lobby Councillors or employees of Buloke Shire Council in relation to their application during the application and assessment period,
- Applicants who are seeking funding to acquire land,
- For the payment of ongoing core business expenses (e.g., utilities, payment of staff).



FUNDING TERMS

- Only one application per individual or organisation
- Applicants must submit a business plan with their application
- All funds must be expended in accordance with the funding agreement
- Applications will be accepted from community groups, if they are an Incorporated Association, or are under the auspices of a business or Incorporated Association
- Successful applicants will be required to submit a funding acquittal by the end of the funding period
- A full project budget must be submitted with the application which details all expenditure and income items
- Organisations with an Australian Business Number (ABN) not registered for GST - An invoice stating the organisation's ABN
- Organisations without an Australian Business Number (ABN) - An invoice for the Grant amount and a completed Statement by Supplier form.

All organisations must submit one of the following to receive payment:

- Organisations with an Australian Business Number (ABN) registered for GST - A tax invoice, inclusive of GST stating the organisation's ABN



KEY DATES

ROUND ONE

| | |
|--|--------------------------|
| Applications open | Thursday 14 April, 2022 |
| Applications close | 2pm, Monday 16 May, 2022 |
| Successful applicant decided | Wednesday 8 June, 2022 |
| Funding agreement executed and payment | Prior to 30 June, 2022 |

ROUND TWO

| | |
|--|--------------------------------|
| Applications open | Thursday 11 August, 2022 |
| Applications close | 2pm, Monday 12 September, 2022 |
| Successful applicant decided | Wednesday 12 October, 2022 |
| Funding agreement executed and payment | Prior to 31 October, 2022 |



ASSESSMENT

APPLICATIONS WILL BE ASSESSED AGAINST THE BELOW CRITERIA:

- Application meets all eligibility requirements outlined in this document under 'Eligibility'
- Demonstrable alignment with key strategies identified in the Buloke Shire Council Interim Economic Development and Tourism Strategy 2022-2023,
- Demonstrable alignment with priorities identified in Silo Art Gap Analysis for Buloke
- Demonstrates ability to achieve increased visitor expenditure by 2023-24 through:
 - Attracting new target markets to the region, in line with Council's tourism target markets, OR
 - Extending the overnight stay in region

- Sustainability: ability to demonstrate a sustainable business model which will be successful beyond the funding period of 12 months,
- Originality and uniqueness of the idea in Buloke, and
- Ability to impact/benefit multiple towns within Buloke.

After the application closing date, Council Officers will collate all applications and present to an Assessment Panel. The Panel will score each application against the assessment criteria. Officers will then prepare a recommendation for Council to consider and ultimately decide the successful applicant/s at a Council meeting.

THE ASSESSMENT PANEL WILL INCLUDE REPRESENTATIVES FROM:

- The Economic Development and Tourism Advisory Committee (EDATAC)
- Buloke Tourism Board (BTB)
- Department of Jobs, Precincts and Regions,
- Specialist Council Officers, and
- An independent tourism professional.



HOW TO APPLY

- Complete an application form which can be found at <https://www.buloke.vic.gov.au/buloke-shire-tourism>
- Submit form and all required supporting documents outlined on Council's website to buloke@buloke.vic.gov.au by no later than 2pm on application closing dates.

Please note that late applications

will not be accepted. Incomplete applications will not progress to assessment.

WHO TO CONTACT FOR MORE INFORMATION

Kerrie Mulholland,
Tourism Projects Officer
on 1300 520 520 or at
kmulholland@buloke.vic.gov.au



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