



# TQUAL GRANTS – TOURISM QUALITY PROJECTS FACT SHEET

## WHY HAS THE GOVERNMENT FUNDED TQUAL GRANTS?

The Australian Government recognises the importance of the tourism industry to the Australian economy and is committed to the long term growth and sustainability of the industry.

Tourism is significant to the strength, diversity and resilience of the Australian economy. Almost half a million Australians depend directly on the tourism industry for employment. It contributes \$33 billion per year to GDP, employs one in every twelve working Australians, and is our largest service export and contributes 8% of Australia's total export earnings.

Tourism not only creates jobs; generates wealth and diversifies our cities; around 46 cents in every dollar of tourism expenditure occurs in regional Australia. Despite the significance of tourism to Australia, over the past decade Australia has lost its share of global international arrivals. There are important opportunities for tourism to grow and to reach its potential. However, this will require investment in new and existing product with a focus on issues such as quality and labour and skills development.

While the industry cannot fully influence the external factors it faces, Australia's tourism product and services must remain fresh, innovative and relevant, as well as economically competitive.

## WHAT IS TQUAL GRANTS?

The Government has allocated \$40 million over 4 years from 1 July 2011 for *TQUAL Grants* to stimulate sustainable economic growth in the Australian tourism industry by making funding available for tourism projects that enhance and refresh Australia's tourism offering and its competitiveness as a destination.

Two types of funding are available:

- **Tourism Quality Projects** of up to \$100,000 (plus GST) are available for smaller scale projects.
- **Strategic Tourism Investment Grants** of up to \$1 million (plus GST) to fund a small number of larger scale projects to support Indigenous tourism, economic development and tourism employment.

The Australian Government has established *TQUAL Grants* to:

- Develop innovative and strategic tourism products and experiences through joint investment to enhance and support the sustainable economic growth of the host communities and regions; and
- Develop the industry's capacity to address the principles set out in the National Long-Term Tourism Strategy.

## ABOUT TQUAL GRANTS - TOURISM QUALITY PROJECTS

The types of projects that are eligible include:

- Implementation projects such as innovative tourism product, service or experience refreshment or upgrade;
- Initiation projects such as feasibility studies; and
- Projects which support the industry's capacity to be innovative and productive, or that offer leadership to the industry (driven by national peak or sectoral tourism associations).

Tourism Quality Projects funding of between \$15,000 (plus GST) and \$100,000 (plus GST) is available for these smaller scale projects to support collaborative community tourism industry development projects, particularly those which stimulate private sector investment.





The program actively encourages additional private sector investment in the development of Australia's tourism industry products, services and experiences. Applicants are therefore required to provide at least dollar for dollar matching cash for each project.

*TQUAL Grants* is managed and administered by the Department of Resources, Energy and Tourism.

To be eligible for funding, the applicant must be a legal entity and one of the following:

- A private sector corporation, incorporated association or trust corporation;
- A non-profit corporation or incorporated association;
- A corporate regional tourism or economic development organisation;
- A local government body corporate;
- A corporate national peak or sectoral tourism association able to demonstrate sufficient representation of the industry through diversity in its membership; or
- A consortium of corporate partners (led by any of the above entity types).

A local government body wishing to apply must demonstrate how the project is addition to its annual operating core business activities and that it has strong support from its community.

Commonwealth, state or territory government agencies are not eligible but can be a consortium member.

## KEY DATES

In February 2011 applications were invited for projects to be funded between 1 July 2011 and 31 March 2013. The application closing date for this round of funding was 15 April 2011.

Organisations and individuals considering making an application should read further information about *TQUAL Grants*, including the *TQUAL Grants – Tourism Quality Projects Program Guidelines for 2011-12*, available from:

- [www.ret.gov.au](http://www.ret.gov.au);
- 13 28 46; or
- [tqualgrants@ret.gov.au](mailto:tqualgrants@ret.gov.au)

