

**For Consultation – Working draft**



**Australian Government**  
**Department of Agriculture  
and Water Resources**

# **Capturing Growth in International Wine Tourism Competitive Grants**

Grant program guidelines

August 2017

**DRAFT**

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*Capturing Growth in International Wine Tourism Competitive Grants*

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## *Capturing Growth in International Wine Tourism Competitive Grants*

**Figure 1 Grant program process flowchart**



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## *Capturing Growth in International Wine Tourism Competitive Grants*

### 1 Program overview

The Australian Government's *Tourism 2020* strategy is focused on building the resilience and competitiveness of Australia's tourism industry and growing its contribution to the Australian economy. Australia's exceptional food and wine tourism are important planks in this strategy.

The Export and Regional Wine Support Package (the Package) has been designed to complement and contribute to the objectives of *Tourism 2020*. The Package is a \$50 million commitment, focused on building Australia's international wine exports in such a way that will benefit wine producers and assist export-focused businesses to grow. It is also designed to improve the wine tourism experiences and opportunities on offer and build *international wine tourism*. There are two grant components within the Package designed to support the growth of *international wine tourism* in Australia: *Capturing Growth in International Wine Tourism State Grants* (State Grants) and *Capturing Growth in International Wine Tourism Competitive Grants* (Competitive Grants).

The State Grants and the Competitive Grants are designed to be mutually reinforcing.

The State Grants provide state wine industry associations with access to a pre-determined funding allocation. These funds are intended to support a collaborative, strategic approach towards attracting and maximising *international wine tourism* in their state.

The Competitive Grants provide a range of stakeholders with opportunity to apply for funding on a competitive basis, towards initiatives which will grow either the number of and/or spend by international wine tourists in a particular region.

Totalling an investment of \$10 million over the life of the Package, \$5 million will be made available under each of the State Grants and the Competitive Grants. Cash co-contributions will be sought under each grant program to leverage additional investment and maximise impact.

### 2 Program objectives

The objective of the Capturing Growth in International Wine Tourism Competitive Grants program (the Program) is to support stakeholders to implement initiatives, which will grow the number of and/or spend by tourists visiting a region of Australia for the purposes of *international wine tourism*.

All activities supported through the program will also need to be consistent with the broader strategic objectives of the Package.

### 3 Program evaluation

AGWA will monitor the administration of the grant rounds and projects as part of its usual grants management process and implement improvements and efficiencies as identified.

A mid-term review of the Package will be carried out in November 2018 and a final evaluation in May 2020. Both the review and the evaluation will examine the extent to which the competitive grants program is meeting its stated objectives and the degree to which it is contributing to the broader objectives of the Package.

Successful applicants may be required to provide information to assist in the mid-term review and program evaluation.

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## 4 How the grant program will operate

Under the Package, \$5 million dollars (GST exclusive) will be made available for this program.

Two categories of grants will be made available. Applicants will be able to make multiple applications for either or both categories.

Grant Category	Size of Grant (GST Excl.)	Total Amount Available	Minimum number of grants available	Minimum Cash Co-contribution
Small Grants	Up to \$50,000	\$2,000,000	40	Equal to the grant amount requested
Medium Grants	\$50,001 - \$250,000	\$3,000,000	12	Twice the grant amount requested

Projects will be selected through a competitive merit-based process. Approval by the AGWA CEO will be based on the recommendations of AGWA staff and informed by an independent expert assessment panel.

Grant activities will be managed through a funding agreement between the grant recipient and AGWA. All project expenditure will need to be completed by April 2020. Grant recipients will be required to return any unspent grant monies to AGWA.

If the \$5 million is not fully committed through the first round of applications, a second funding round may be announced. The proportion of funding designated for the small and medium grant categories may be reviewed for the second funding round, dependent on applicant demand demonstrated in the first round. Full details will be announced on AGWA's website if a second funding round is to proceed.

If a balance of less than \$500,000 is uncommitted through the first funding round, a second funding round may not be offered. Instead, the balance would be reallocated to Program One of the Package: *Accelerating Growth in International Demand*. AGWA's decision will be final and will be made at its absolute discretion.

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## 5 Program dates

Table 1 Program dates

Milestone	Anticipated date
Applications open	4 December 2017
Applications close	16 February 2018
Assessment panel sits	19 February to 16 March 2018
Approvals and funding agreement negotiations	From April 2018
Program ends	April 2020

## 6 Eligibility Criteria

### 6.1 Eligible applicants

Eligible applicants must:

- a. have an Australian Business Number (ABN)
- b. be one of the following:
  - i. A registered state or national industry association representing the interests of winemakers and/or winegrape growers
  - ii. A local governing body, as defined by the *Local Government (Financial Assistance) Act 1995* (Cth)
  - iii. An incorporated regional or local tourism organisation
  - iv. A not for profit organisation, defined through one of the following:
    - A. Current Australian Charities and Not-for-profits Commission's (ACNC) Registration
    - B. State or Territory Incorporated Association status
    - C. Constitutional documents and/or Articles of Association that demonstrate the not-for-profit character of the organisation
  - v. An Australian university, as defined by the *Higher Education Support Act 2003* (Cth)
  - vi. A for-profit organisation, partnership or individual, applying as part of a consortium (see section 6.2: Eligible consortia); and not be any of the following:
    - A. a State government
    - B. a Territory government
    - C. the Federal government
    - D. a for-profit organisation, partnership or individual, applying as a sole applicant.

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### 6.2 Eligible consortia

Each eligible consortium must:

- a. Have a nominated lead entity (the Applicant) who will enter into the grant agreement on behalf of the consortium. The Applicant will be required to execute a grant agreement with AGWA if the proposal is successful, and is responsible for managing the legal relationship between the consortium members. The Applicant can not be a for-profit organisation, partnership or individual.
- b. Be comprised exclusively of members who meet the eligibility criteria as described in section 6.1, or a state or territory government.
- c. Commit cash co-contributions to the project from each consortium member. There is no minimum amount required from each member, but failure to demonstrate this commitment will render the application ineligible.

### 6.3 Eligible activities

The grant project must deliver against one or more of the eligible activities; not include any ineligible activities or expenditure; and adhere to the restrictions on funding for events and marketing.

#### 6.3.1 Eligible activities are:

- a. Wine tourism marketing targeted at attracting international tourists.
- b. Wine marketing campaigns targeted at attracting international tourists to a particular region.
- c. Wine events that aim to increase *international wine tourism* and visitor spend.
- d. Infrastructure (hard or soft) which aims to:
  - i. build the concentration of services, products and experiences that complement *international wine tourism* in a particular region or
  - ii. directly support *international wine tourism* and has benefit for multiple businesses in a particular region
- e. Innovative products or services which enable or complement *international wine tourism* and benefit multiple businesses in a particular region.

#### 6.3.2 Ineligible activities and expenditure are:

- a. Marketing or sale support for wine product which is not targeted at increasing *international wine tourism*
- b. Funding for existing events (refer section 6.3.3: Funding for events and marketing)
- c. Preparation of application materials
- d. Activities of a distinctly commercial or proprietary nature that are aimed at selling or attracting investment
- e. Any investment which is primarily of commercial benefit to a single business or group of businesses (e.g. cellar door improvements)
- f. Establishing new commercial ventures
- g. Creation of new legal entities.



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- h. Core business expenses not directly related to carrying out the project, including administrative, overhead and infrastructure costs, staff salaries, living allowances, and travel
- i. Funding for activities related to regulatory reform or changes to public policy.

#### 6.3.3 Funding for events and marketing

Funding for these activities will be limited and is intended as seed-funding to support inaugural events, trial new approaches or fund a one-off expansion of an existing event or activity. Applicants will need to clearly outline their strategy to fund future and expanded events or activities without Australian Government funding in their applications. Wine marketing campaigns will need to demonstrate how it will increase *international* wine tourism and sales. Core funding for business-as-usual will **not** be eligible.

#### 6.4 Additional eligibility requirements

The grant project must also:

- a. Focus on growing *international wine tourism* by attracting and/or growing the spend of international tourists.
- b. Include collaboration between two or more of the following:
  - i. A registered state or national industry association representing the interests of winemakers or winegrape growers
  - ii. A local governing body, as defined by the *Local Government (Financial Assistance) Act 1995 (Cth)*
  - iii. An incorporated regional or local tourism organisation.
  - iv. A not for profit organisation, defined through one of the following:
    - A. Current Australian Charities and Not-for-profits Commission's (ACNC) Registration
    - B. State or Territory Incorporated Association status
    - C. Constitutional documents and/or Articles of Association that demonstrate the not-for-profit character of the organisation
  - v. An Australian university, as defined by the *Higher Education Support Act 2003 (Cth)*
  - vi. A for profit organisation, individual or partnership.
  - vii. A state government.
- c. Commit a minimum cash co-contribution at the rate of \$1 for every \$1 of grant funding if you are applying for a small grant.
- d. Commit a minimum cash co-contribution at the rate of \$2 for every \$1 of grant funding if you are applying for a medium grant.

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### 7 Assessment Criteria

#### 7.1 Assessment criteria

- a. Criterion 1: Cash co-contributions  
*Maximum 20 Points (20 per cent weighting)*

Small Grants	Medium Grants	Points
1:1	1:2	0
1:1.5	1:2.5	5
1:2	1:3	10
1:2.5	1:3.5	15
1:3 or higher	1:4 or higher	20

Please note that written letters of agreement or support confirming consortium members' commitment to the stated cash co-contributions will need to be attached to the application.

- b. Criterion 2: Contribution to Program Objectives  
*Maximum 30 Points (30 per cent weighting)*

Assessors may consider:

- i. Alignment with the Export and Regional Wine Support Package objectives to:
  - A. Build a stronger pull for Australia's food, wine and experience tourism leading to more visitors and more resilient and competitive wine-based tourism businesses
  - B. See 40,000 more international tourists visit by 2019-20, delivering additional international tourism expenditure of \$170 million
- ii. Alignment with the Capturing Growth in International Wine Tourism Competitive Grants objectives (see Section 2: Program objectives)
- iii. How the project will deliver clear and measurable achievements against these objectives
- iv. The scale of potential measurable economic benefit of the project
- v. How many people will benefit—directly and indirectly—from the project.

- c. Criterion 3: Sustainability  
*Maximum 20 Points (20 per cent weighting)*

Assessors may consider:

- i. How sustainable will the benefits of the project be beyond the life of the grant
- ii. Long term value for money of the project investment.

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d. Criterion 4: Innovation

*Maximum 10 Points (10 per cent weighting)*

Assessors may consider:

- i. The degree to which the project applies existing concepts, partnerships, approaches or technologies in new ways or contexts
- ii. The degree to which the project applies completely new concepts, partnerships, approaches or technologies to change the way impact is achieved
- iii. The degree to which the approach has potential for replication or to be scaled up.

e. Criterion 5: Risk

*Maximum 20 Points (20 per cent weighting)*

Assessors may consider:

- i. How the applicant will deliver project outputs on time and within budget
- ii. Governance arrangements for the project, including the applicant's capacity for reporting and project management and the way in which partnerships (including but not limited to consortia) will operate, both administratively and practically
- iii. Veracity of risk identification and mitigation planning
- iv. Degree of logic between project activities and demonstrated means to verify and measure project benefits
- v. The likelihood and potential impact of the cumulative risk factors for the project.

## 8 How to apply for funding

### 8.1 Application preparation

An application form can be downloaded from the AGWA website, or obtained by contacting AGWA directly.

Applications must be submitted in accordance with the instructions on the application form and be received by AGWA by the specified deadline published on the website. All applications will be registered and acknowledged by email. AGWA may post Frequently Asked Questions (FAQs) about the application process on the AGWA website.

When preparing the application, ensure that you have:

- a. Read and understood the program guidelines
- b. Met the eligibility criteria
- c. Used the current application form
- d. Provided correct budget details
- e. Had an authorised person sign the form
- f. Attached any required supporting documentation
- g. Submitted the application by the deadline published on AGWA's website.

Any modifications to the application form – such as rewording or removing questions or sections – will render your application ineligible.

If you have questions, please read any FAQs provided on AGWA's website, or contact AGWA directly.

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### **8.2 Late applications**

Applications that are not received by the published closing date will not be accepted, except in the case that the delay is a result of an issue with AGWA's information and communication technology systems.

### **8.3 Corrections**

It is the responsibility of the applicant to ensure their application is complete and correct. AGWA will not accept responsibility for any misunderstanding arising from the failure by an applicant to comply with the guidelines, or any discrepancies, ambiguities, inconsistencies or errors in an application.

If an applicant discovers any material discrepancy, ambiguity, inconsistency or errors in their application, they must immediately bring it to the attention of AGWA in writing via [EMAIL]. AGWA may request clarifying information from an applicant and allow them to remedy any discrepancy, ambiguity, inconsistency or errors in an application. AGWA may consider information submitted by an applicant after the closing date for the purpose of resolving any material discrepancy, ambiguity, inconsistency or errors in an application. AGWA's decision will be final and will be made at its absolute discretion.

## **9 Conflict of interest**

A conflict of interest is where a person makes a decision or exercises a power in a way that may be, or may be perceived to be, influenced by personal interest (financial or non-financial) or personal associations.

If you are aware of actual, potential or perceived conflicts of interest in relation to your application, you must fully disclose this interest in your application. If the conflict arises after you have submitted your application, contact AGWA immediately and outline the steps you will take to resolve or deal with the conflict.

If an applicant or a consortium member has any material conflict of interest as it relates to the grant project, this conflict will need to be declared through a written statement explaining the conflict/s in full at the time of submitting the grant application.

AGWA reserves the right to reject an application if it is not satisfied that arrangements are in place to address or manage a potential, perceived or actual conflict of interest.

AGWA will maintain a register of notified conflicts of interest throughout the application and assessment process. The register will list applicants' conflicts of interest and those of the assessment panel and AGWA officers. Those involved in the assessment process must sign and keep up-to-date conflict-of-interest declarations to ensure identification and management of any conflicts of interest.

## **10 False and misleading information**

Intentionally giving false or misleading information is an offence under the *Criminal Code Act 1995* (Cth).

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## 11 Confidential information

Applicants must identify information in their applications or in any supporting documents that they want treated as confidential and provide reasons for the request. AGWA reserves the right to accept or refuse requests to treat information as confidential.

Any information not granted confidentiality may be published or shared by AGWA. Confidential information may be released as required by law or parliamentary privilege.

Please also note section 17 of these guidelines – ‘Publishing information about successful applicants’.

## 12 Freedom of information

All documents held by AGWA, including those relating to the Competitive Grants applications and awarded projects, are subject to the *Freedom of Information Act 1982 (Cth)* (FOI Act).

The FOI Act creates a general right of access to documents held by AGWA. Unless a document falls under an exemption provision, it will be made available to the public if requested under the FOI Act. For more information about the FOI process or to make an FOI request, contact AGWA.

## 13 Privacy statement

‘Personal information’ means any information or opinion about an identified individual or an individual who is reasonably identifiable.

‘Sensitive personal information’ is a subset of personal information and includes any information or opinion about an individual’s racial or ethnic origin, political opinion or association, religious beliefs or affiliations, philosophical beliefs, sexual preferences or practices, trade or professional associations and memberships, union membership, criminal record, health or genetic information and biometric information or templates.

AGWA collects your personal information, as defined in the *Privacy Act 1988 (Cth)*, to assess your application and for related purposes. If you fail to provide some or all of the personal information requested in this form, AGWA will not be able to process your application.

AGWA may disclose your personal information to other Australian Government agencies, persons or organisations where necessary for these purposes, provided the disclosure is consistent with the *Privacy Act 1988* and other relevant laws. Your personal information will be used and stored in accordance with the Australian Privacy Principles.

See AGWA’s Privacy Policy to learn more about accessing or correcting personal information or making a complaint. Alternatively, call AGWA on [(08) 8228 2000].

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### **14 How applications are assessed**

Projects will be selected through a competitive merit-based process and approved by the AGWA CEO based on the recommendations of AGWA staff, informed by an independent expert assessment panel (the panel).

AGWA will appoint a panel of up to seven members to provide industry and technical expertise in the assessment of applications. Panel members will have relevant experience in regional tourism, wine tourism and/or regional economic development. AGWA will provide secretariat support to the panel.

Applications will be initially examined by AGWA officers to ensure applications meet the eligibility requirements as outlined in these guidelines. All eligible applications will be provided to the panel. Only eligible applications will be assessed by the panel.

Where word limits have been applied in the application forms, all words exceeding the limit will be removed prior to the application being considered by the panel. Use of diagrams and images is permissible and will not count towards the word limit.

Eligible applications will be assessed individually by assigned panel members against the assessment criteria.

Following individual assessment and scoring by panel members, the panel will then meet to determine a final score and rank for overall merit against all other eligible applications received. Ranking of eligible applications will be in order of merit.

The panel will make recommendations to AGWA on applications which:

- Could be funded without change
- Could be funded subject to certain conditions being met
- Should not be pursued further.

In cases where an application is recommended for grant funding, and the grant is approved subject to certain conditions, AGWA will negotiate with the applicant based on the conditions of the funding approval. A grant may not be awarded where the applicant is unable or unwilling to meet the conditions of the recommendation.

The AGWA CEO will make the final decisions on which applications are approved for funding. All decisions are final and there is no right of appeal. Feedback will be provided to those applicants or consortium members who request it.

### **15 Notifying applicants of funding decisions**

AGWA reserves the right to negotiate with applicants on any aspect of the grant before signing the grant agreement.

Successful applicants will receive a letter of offer outlining the grant and the amount of funding they will be offered. The letter of offer does not constitute a grant agreement. Successful applicants must not begin a project until a grant agreement has been signed by AGWA and the successful applicant.

Unsuccessful applicants will be notified in writing by AGWA. See Section 19 (Handling applicant complaints) for information about lodging a complaint.

Feedback on unsuccessful applications will be available on request by contacting AGWA.

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### 16 Grant agreement

Successful applicants must sign a grant agreement with AGWA.

The draft grant agreement contains the terms and conditions of the grant. Read the agreement before submitting your application. Consider seeking independent legal advice before entering into a grant agreement. No legally binding relationship exists until the agreement is signed by all parties.

Reporting requirements in the agreement will reflect the risk level of the project. Recipients may be asked to submit milestone and/or annual reports, financial acquittals and audited financial statements.

Successful applicants may be required to submit regular progress reports under the milestones in the agreement. These reports will cover the activities, outputs and outcomes and other evidence to verify results.

If a grant recipient fails to comply with grant agreement requirements, they may have to repay some or all of the grant money received.

If a grant recipient exceeds the project budget in the course of implementing the grant activity no further grant funding will be made available. Any such costs will need to be borne by the applicant and/or any consortium members.

Timing of milestones and reports is negotiated as part of the grant agreement. Best practice is to ask for all reports before the end of the project.

### 17 Publishing information about successful applicants

AGWA will publish information about awarded grants on its website in accordance with the *Commonwealth Grants Rules and Guidelines*. Information includes:

- name of the person or entity receiving the grant
- project title and purpose
- amount of funding received
- term of grant
- funding location.

By submitting an application for funding under this grant program, the applicant consents to AGWA publishing this information.

### 18 Management of grant agreements and evaluation

AGWA will manage grant agreements and AGWA staff and the AGWA CEO will make decisions about variations during the life of the agreement. AGWA officials and others may contact grant recipients during or after the grant as part of program evaluation.

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## 19 Handling applicant complaints

AGWA does not have an appeal mechanism for unsuccessful applicants. If an applicant is dissatisfied with the way an application has been handled by AGWA, they can contact AGWA in writing and lodge a complaint. The complaint will be reviewed by one or more independent areas within AGWA.

If no resolution is achieved, the applicant can contact the Commonwealth Ombudsman. The Ombudsman will usually not investigate a complaint unless the matter has first been raised with AGWA and AGWA has been provided with a reasonable opportunity to respond.

## 20 Taxation

Funding may have taxation implications for your organisation. Consider seeking independent taxation and financial advice from a suitably qualified professional before submitting your application. GST is payable on grants and the grant agreement will include GST where applicable.

## Glossary

*Cash Co-Contributions*

means cash contributions, not including in-kind contributions, made to the project budget by the applicant, a consortium member, or another project stakeholder.

*International wine tourism*

means tourism undertaken by international tourists in Australia for the purposes of, or relating to, tasting, consuming or purchasing wine.

## Contacts

*Capturing Growth in International Wine Tourism Competitive Grants*

Australian Grape and Wine Authority

Telephone [NUMBER]

Email [EMAIL]

Web [WEBSITE]

Postal address [ADDRESS]