



CRADLE COAST AUTHORITY

Cradle Coast Sustainable Regions Program

Tourism Investment Program

Introduction

The aim of this initiative is to build the capacity of the region's tourism industry to:

- Maximise opportunities from recent improvements in interstate air and sea passenger access
- Contribute to employment, investment and economic growth of the region
- Set clear directions for its further development as a major regional industry.

The industry's capacity to achieve these aims will depend on development of:

- Physical infrastructure to support private investment and visitor services
- Appropriate knowledge, information, skills and training
- Working partnerships between tourism industry participants at local, regional and state levels.

The Cradle Coast Sustainable Regions Advisory Committee has created separate investment programs for the infrastructure and non-infrastructure aspects of tourism development, and is now seeking 'whole of industry' proposals that can identify and address regional priorities in each area.

The 'whole of industry' approach will help build partnerships for investment in agreed priorities, reducing fragmentation of limited resources and ensuring commitment to long-term outcomes.

This will not only ensure the best possible use of funding available under the Sustainable Regions Program, but also improve the industry's ability to take advantage of future funding opportunities.

Non-infrastructure grants program

This program has been established to ensure that funding is available for investment in the industry's non-infrastructure development needs.

Examples of purposes for which funding may be approved include:

- Skills audits, training and development of training programs targeting specific industry needs
- Employment of staff to work in project management, strategic planning and coordination roles
- Market research, visitor surveys, product and brand development
- Consultancies, feasibility studies, business plans or design work to support major projects for private investment and/or funding from Sustainable Regions or other sources.

Funding will not be provided for:

- Events, brochures, marketing campaigns and promotions
- Salaries of existing employees
- Replacement of existing funding from other sources
- Purchase of motor vehicles, equipment or other transferable assets
- Retrospective payments for work or purchases completed before funding is approved.

The total Sustainable Regions funding available for this program is \$1 million over three years. To maximise the range and scope of projects funded by this program, the following limits apply.

- Funding may be provided for up to 50% of the costs of approved project activities
- Proponents must contribute at least 50% of the costs of approved project activities in cash
- Any project or proponent may receive a maximum of \$50,000 in any 12-month period.

The non-infrastructure investment program will commence immediately and run for three years or until all funds are allocated. Proposals can be submitted at any time and will be assessed on a case-by-case basis.

Major infrastructure grants program

This program has been established to provide 'leverage' funding for major infrastructure projects.

Examples of purposes for which funding may be approved include on-ground works components of:

- Regional attractions, regional signage programs, visitor facilities, roads, sewerage and other public infrastructure that supports and encourages private investment and enhances visitor services.

Funding will not be provided for:

- Replacement of existing funding from other sources
- Payments for work or purchases completed before funding is approved
- Works that do not comply with applicable regulatory, planning or approvals processes.

The total Sustainable Regions funding available under this program is \$2 million over three years. To maximise the strategic use of program funds, the following limits will apply:

- Funding may be provided for up to one-third of the costs of approved project activities

- Proponents must secure at least two-thirds of project costs in cash from other sources
- Any project or proponent may receive a maximum of \$500,000 over the life of the program.

Because the development of partnerships and proposals for major projects will require considerable research and consultation, no proposals will be assessed during the first six months of the program.

Proposals may be submitted at any time within this period, but will not be assessed before March 31, 2003.

Because funding will be limited to a small number of large projects, proposals will be assessed on a priority basis and some proposals may not be recommended for Sustainable Regions funding. New proposals may be considered at a later stage, based on funding availability.

Developing proposals (both programs)

Proposals for both programs can be initiated by individuals or groups representing:

- Tourism businesses
- Local tourism associations
- Infrastructure managers (e.g. port/airport corporations)
- Business groups
- Local governments
- Regional bodies
- Statewide organisations or State Government agencies.

To be eligible for funding, proposals must include the written support of:

- The relevant Local Tourism Association, or equivalent industry body
- The relevant Local Government Council(s)
- The Cradle Coast Authority
- Tourism Tasmania
- Other project partners and funding providers referred to in the proposal.

Each proposal must include:

- A clear description of all proposed activities, objectives and projected benefits of the project, and how those benefits will be sustained beyond the funding period

- Detailed timeframes and budgets, showing all funding contributions and expenditure items
- Signatures of authorised representatives of all project partners
- Nomination of an appropriate lead partner or host body to receive and manage project funds
- For physical infrastructure projects: detailed business plans, designs and evidence of all relevant consultation and approvals processes.

Proponents should use the above checklist to ensure that they have provided all relevant information before submitting proposals for assessment.

Each proposal developed in this way will be a stand alone document presenting a strategic investment opportunity based on agreed regional priorities with broad industry support. On this basis, the same proposal can be presented to several potential funding partners for consideration.

The Cradle Coast Authority Tourism Manager will help to broker project partnerships, assist with the development of proposals and provide advice, information and contacts as needed. The Advisory Committee and the Department of Transport and Regional Services may assist negotiations for approved projects requiring significant contributions from other funding sources.

Anyone wishing to develop a proposal should first contact the Cradle Coast Authority Tourism Manager, who will ensure that all proposals are eligible for assessment.

Assessment process

Eligible proposals will be assessed by the Advisory Committee using the following criteria:

- Technical or commercial feasibility of the project and management arrangements
- Contribution to local, regional and statewide tourism priorities and strategic plans
- Impacts on training, employment and private investment in local areas and the region

- The level of financial and other support for the project from other sources
- Sustainability of project outcomes and/or likelihood of projects continuing beyond the funding period.

The Advisory Committee will seek technical and financial advice as needed and may recommend changes or seek additional information from proponents before final assessments are made.

The Advisory Committee will prepare recommendations for the Minister for Transport and Regional Services, John Anderson, for funding approval and announcement. Host bodies for successful proposals will be required to enter formal funding agreements with the Commonwealth Department of Transport and Regional Services.

Useful contacts

- Cradle Coast Authority Tourism Manager
- Cradle Coast Sustainable Regions Advisory Committee Executive Officer

PO Box 338
BURNIE TASMANIA 7320
Phone 03 6431 6285



The Cradle Coast Authority is a joint authority created to coordinate and drive economic development across the nine local government areas of north-west and western Tasmania.

Its primary role is to identify priorities for economic development and to broker partnerships between levels of government, industry and community groups to address them at regional scale.

The Authority's member councils contribute to its annual budget for core operations. All regional development activities are funded through partnerships and funding agreements with their bodies.

The Authority is currently engaged in a wide range of regional initiatives including tourism, natural resource management, industry development and infrastructure projects. It has formal partnership agreements with all levels of government, including the Federal Government's Sustainable Regions Program, and is continually seeking new opportunities to represent and serve its region's interests.

The Authority's Board includes members with experience in agriculture, industry, commerce, education, tourism and local government. The Board is proud to form the nucleus of the Cradle Coast Sustainable Regions Advisory Committee and looks forward to the program's achievements in this region.

**For more information, contact
the Cradle Coast Authority
on 03 6431 6285.**



Latrobe Council



**Waratah
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