



Distribution Grant Program

2024-25



Program overview



The Northern Territory's Tourism Industry Strategy 2030 Update acknowledges that strengthening the Northern Territory's (NT) footprint through product and trade distribution will be critical to ensure the NT is top of mind and has a continued presence in target markets.

The Distribution Grant Program seeks to support NT tourism businesses through a phased approach throughout their distribution journey. Eligible businesses can apply for funding to support initiatives including an online booking system, translation services and contracting expert advice to assist with international distribution planning into Tourism NT's emerging markets (China, Japan and Singapore).

Funding available



Northern Territory tourism businesses can apply for a maximum of \$5,000 (excluding GST) funding and must include a matched (1:1) cash contribution for a project total of between \$2,000 - \$10,000. For example, if the total project is \$6,000, a business can apply for funding of \$3,000 and will be required to contribute \$3,000.





Indicative dates



Applications open

1 July 2024.

Closing date

Applications to be submitted by 4:00pm, 30 April 2025.

Applications will be considered in the order they are received, until funding has been allocated.

Notification of successful recipients

Within 2 days of receipt of application.

First payment

On receipt of signed funding agreement.

Final date for project to be completed by

As outlined in the signed funding agreement or by 16 May 2025, whichever is sooner.

Second and final payment

On acquittal. Final date for projects to be completed is 16 May 2025.

This is an open non-competitive grant and applications will be assessed as received. Dates are indicative only and the program may close earlier if funding is fully subscribed.



Eligible activities



Eligible activities may include:

- implementing an online booking system approved by Tourism NT (booking systems such as Room Manager, Rezdy, Newbook, RMS)
- contribution towards data entry of existing bookings into the new system (only if in conjunction with new booking system)
- outsourcing the creation of market specific content in language, including translation material, audio guide programs, bilingual guide programs
- contracting expert advice to explore Tourism NT identified international emerging markets of Singapore, Japan or China
- contracting expert advice to assist with international distribution including development of pricing structures and rate sheets, adaption of existing product to better suit targeted international customers.

Global Trade Scheme

Businesses may also be eligible for support to expand their exporting capabilities through the Northern Territory Government's Global Trade Scheme.

The Global Trade Scheme aims to assist service and product exporters who are at the beginning of their export journey, wanting to diversify into exports and wanting to expand or diversify into existing or new international markets. The grant is set into 3 streams, with 2 streams available for eligible tourism businesses.



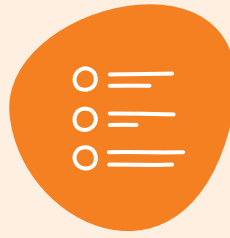
Eligible applicants



This program is designed to support tourism business enterprises. To be supported through this program, businesses must:

- have a tourism focus operating in and employing resident Territorians
- be legally constituted
- be Australian registered
- have a current Australian Tourism Data Warehouse (ATDW) listing
- be a member of a peak industry body, e.g. Tourism Top End, Tourism Central Australia or Hospitality NT
- confirm they have funding available for the matched co-contribution and be project ready.

Agencies of Government and peak industry bodies, including Regional Tourism Organisations, are not eligible to apply.



Ineligible applications



Applications will not be accepted for:

- activities that have commenced before the grant has been approved
- wages or salaries for an applicant's employees
- running costs that the business is responsible for. Examples include but are not limited to rent, insurance, auditing
- marketing activities
- the purchase or lease of mobile/portable and attractive assets including, but not limited to, computers (e.g. desktops, iPads, projectors or laptops), whitegoods or other small appliances
- Applications will not be accepted where an applicant has not met funding agreement obligations from any previous funding through the Department of Industry, Tourism and Trade.

Please ensure ineligible activities are not included in any application as this will rule out further consideration.



Application process



The program will operate via a merit-based application process.

The first step in the application process is engaging with Tourism NT's Distribution Development Officer. This role supports Territory tourism businesses through the stages in the distribution journey.

Book a session to discuss your business's distribution aspirations by emailing distribution.tourismnt.nt.gov.au or telephone 08 8999 3921.

Applications will be accepted through the Grants NT portal only, register online at grantsnt.nt.gov.au. Late applications will not be accepted.

Assessment criteria



A detailed budget and quotes must be provided as part of the application with a total project spend.

In accordance with its Buy Local policy, the NT Government is committed to the development of business and industry in the NT and supporting Territory enterprises. Except where it is impractical, projects are to use labour available within the NT and source services, supplies and materials from within the NT.

Funding agreement



A legally binding funding agreement will be entered into between the Northern Territory Government and successful applicants. The terms and conditions of the agreement will be based on the nature of the activity proposed.

Terms and conditions



Applications under this program will be considered with reference to other NT Government funding which you may have accessed or that you may qualify for, including the Global Trade Scheme. Applicants must clearly identify in a proposed budget the components that each grant is funding.

Businesses are unable to apply for funding retrospectively.

Further Information



For further information contact distribution.tourismnt.nt.gov.au or telephone 08 8999 3921.

Tourism NT's corporate website tourismnt.com.au is a valuable resource for accessing information to support applications including tourism research and strategies.