

Visitor Experience Innovation Grant Application Form

Form Preview

Preamble

* indicates a required field

Visitor Economy

The Visitor Experience Innovation Grant has been established to assist businesses in Greater Shepparton's Visitor Economy industry to implement initiatives that help business sustainability and encourage enhanced visitor experiences and increased visitation during the COVID-19 pandemic recovery phase and into the future

The term 'visitor economy' refers to the production and delivery of goods and services for consumption by visitors/guests, which includes the industry sectors that directly serve visitors/guests, such as:

- Accommodation
- Passenger transport providers
- Event suppliers and contractors
- Tour companies
- Attractions
- Wellness tourism
- Farm gate experiences

The term will also refer to intermediaries and those involved indirectly, such as

- Retail who have a direct link to local produce
- Hospitality and boutique food production

Requirement

It is **required** that you contact Council's Visitor Innovation Grant mentor to discuss your application prior to starting this submission. They will provide advice on:

- the most appropriate support for your application
- guidance on development of your application

Sharlene Putman Ph: 0419 155 929 or Email: sharlene.putman@shepparton.vic.gov.au

Have you spoken to Council's Visitor Innovation Grant mentor? *

- Yes No

Museums and Heritage Centre

Are you applying for a Local Museum or Heritage Center? *

- Yes No

Museums and Heritage Centers

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Have your organisation got Public Liability Insurance to a value of \$20M (minimum)?

- Yes
- No - Your organisation is not eligible for this grant

Please attach Public Liability Insurance to a minimum of \$20M

Attach a file:

Grant Eligibility Criteria

* indicates a required field

Does your business operate within the Visitor Economy as outlined on previous page? *

- Yes
- No - Your Business is not eligible for this grant

Is your Business located and trading within the Greater Shepparton municipality? *

- Yes
- No - Your Business is not eligible for this grant

Does your business have an annual payroll of more than \$850,000? *

- Yes - Your business is not eligible for this grant
- No

Has your business had, or is expected to have, a turnover greater than \$75,000 in 2019/2020 ? *

- Yes
- No - Your Business is not eligible for this grant

Please upload your most recent Business Activity Statement *

Attach a file:

Do you have Public Liability Insurance to a value of \$20M (minimum)? *

- Yes
- No - Your business is not eligible for this grant

Please attach Public Liability Cover to a value of \$20M (minimum) *

Attach a file:

Applicant Contact Details

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* indicates a required field

Business Name *

Organisation Name

Business Legal Name (if different to above)

Organisation Name

Applicant *

Title First Name Last Name

<input type="text"/>	<input type="text"/>	<input type="text"/>
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Applicants position within business

Location of Business *

Address

Suburb State Postcode

<input type="text"/>	<input type="text"/>	<input type="text"/>
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Must be an Australian postcode.

Business Postal Address (If different from above)

Address

Suburb State Postcode

<input type="text"/>	<input type="text"/>	<input type="text"/>
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Must be an Australian postcode.

Phone Number *

Must be an Australian phone number.

Mobile Number (If other than above)

Must be an Australian phone number.

Email *

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Must be an email address.

Business Website and / or Facebook Page (If available)

Must be a URL.

Australian Business Number (ABN) *

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

Please list any associated entities, including company trusts

About Your Business

* indicates a required field

What is the nature of your business? *

I.e. Attraction, Hotel, Winery, Brewery, AirBnB, Tour Company

How does your business contribute to the Greater Shepparton Visitor Experience?

*

Please describe your focus on visitation and visitor experience

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What percentage of your business trade can be attributed to visitation to the Greater Shepparton region? *

- 80% -100%
- 60% - 79%
- 40% - 59%
- 20% - 39%
- 0% - 19%
- Unsure

To what degree COVID-19 has impacted on your business?

Loss of income (%), any other negative impact

What were your trading days and hours prior to the declaration of Emergency in Victoria due to COVID-19? *

List: Mon, Tue, Wed, Thu, Fri, Sat, Sun & hours for each day

What are your current trading days and hours? *

List: Mon, Tue, Wed, Thu, Fri, Sat, Sun & hours for each day

Is your business usually open on Public Holidays? (Please tick ALL Public Holidays that you are OPEN) *

- New Years Day
- Australia Day
- Labour Day
- Good Friday
- Easter Saturday
- Easter Sunday
- Easter Monday
- Melbourne Cup
- Boxing Day
- AFL Grand Final Public Holiday
- None of the above

Your Proposal

* indicates a required field

Please outline your project proposal in detail and how you intend to spend the grant funds? *

Word count:

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Must be at least 300 words.

What are you looking to achieve? Be as specific as possible

How does your proposal align with the current visitor experience and tourism product and/or potential gaps in the Greater Shepparton region? *

What is unique about your business and/or product? Does your proposal fill visitor experience gaps in the region?

How will your proposal contribute to the future capacity to attract visitation and re visitation and extension of stay of visitors? *

Explain how your proposal will attract visitors, keep your business viable, increase yield and add to the visitor economy and experience.

Will your proposal give capacity to increase staffing hours or new job opportunities and / or increase sustainability of the business during COVID-19 recovery? *

- Yes
- No
- Unsure

If Yes, please explain how?

Explain how the proposal will support your business specifically

Are you a current advertiser in the Greater Shepparton Official Visitor Guide? *

- Yes
- No

Have you been a previous advertiser in the Greater Shepparton Official Visitor Guide? (Tick all that apply) *

- Yes in 2015-2017 edition cover featured Moomaid on Victoria Park Lake with two adults and two small girls
- Yes in 2012-2014 edition cover featured dad and kids fishing on Victoria Park Lake
- Any editions prior
- No

Are you a current member of: (Tick all that apply) *

- Tourism Greater Shepparton (TGS)
- Victorian Tourism Industry Council (VTIC)
- Shepparton Chamber of Commerce and Industry
- None of the above

Do you provide information such as brochures and pamphlets about your business to the Greater Shepparton Visitor Center? *

- Yes

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- No
- No but I would like to in the future

Budget

* indicates a required field

Total Grant Amount Requested? *

\$

Must be a dollar amount and no more than 5000.

What Is Your Own Monetary Contribution To The Project (if any)?

\$

Must be a dollar amount.

Budget

Please provide breakdown and details of all project costs (all figures should be listed GST exclusive)

Expenditure	\$
	\$

Budget Totals

Total Expenditure Amount

\$

This number/amount is calculated.

One quote for projects up to \$5000, two quotes for projects up to \$15,000. Three quotes for projects over \$15,000.

Please attach quotes for the above listed expenditure *

Attach a file:

1 quote for a \$5000 project, 2 quotes for a \$15,000 project or more

Declaration and Privacy Statement

* indicates a required field

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Privacy Statement

Greater Shepparton City Council manages your personal information in accordance with its Privacy Policy and the Privacy and Data Protection Act 2014 (Vic). Your personal information is collected to communicate with you regarding your grant application. It is disclosed to Council Officers for review of your application and may be disclosed to other areas of Council to administer your grant application. If you do not provide the requested information we may be unable to process your application and keep you informed of the outcome of the application. Council may also use your personal information to contact you regarding future grant rounds. To opt out of future notification, gain access to or update your personal information please contact Council's Grants Coordinator on (03) 5832 5218.

Declaration

I certify that all details supplied in this application and in any attached documents are true and correct to the best of my knowledge and that the application has been submitted with the full knowledge and agreement of the management of my business.

I have read the accompanying guidelines for applicants provided with this application form.

I agree that I will contact the Greater Shepparton City Council immediately if any information provided in this application changes or is incorrect.

I understand that the information above will be used in accordance with relevant legislation and declare that this information is correct to the best of my knowledge.

Signatory Name *

Title	First Name	Last Name
<input type="text"/>	<input type="text"/>	<input type="text"/>

Position within business *

Owner, Manager, Director, CEO etc.