



Credit: Tourism and Events Queensland

Tourism Business Capability Subsidy

Program Guidelines

February 2024



Queensland
Government



The Department of Tourism and Sport (the department) will provide and pay for qualified interpreting services for customers who are hearing impaired or have difficulties communicating in English. Please [contact the department](#) if you require interpreting services.

ACKNOWLEDGEMENT OF COUNTRY

The Department of Tourism and Sport respectfully acknowledges and recognises Aboriginal and Torres Strait Islander peoples as the Traditional Owners and Custodians of the lands, winds and waters where we live, learn and work.

We pay our respects to the Elders past, present and emerging for they hold the memories, the traditions and the cultures of Aboriginal and Torres Strait Islander people across the nation.

We will walk together with Aboriginal and Torres Strait Islander peoples, communities and organisations in our journey to enrich lives and strengthen community connections.

© The State of Queensland (Department of Tourism and Sport) 2024.

Published by the Queensland Government, February 2024,
1 William St, Brisbane Qld, 4000.

The Queensland Government supports and encourages the dissemination and exchange of information. However, copyright protects this document. The State of Queensland has no objection to this material being reproduced, made available online or electronically but only if it is recognised as the owner of the copyright and this material remains unaltered. Copyright enquiries about this publication should be directed to the Department of Tourism and Sport, by email to corporate@dtis.qld.gov.au or in writing to PO Box 15168, City East, Qld 4002

Contents

- 1.0 Program overview4
 - 1.1 Objectives4
- 2.0 Key dates*5
 - 2.1 Round One:.....5
 - 2.2 Round Two (subject to available funds):.....5
- 3.0 Available funding5
- 4.0 Eligibility6
 - 4.1 Eligible applicants6
 - 4.2 Eligible training/ accreditation activities6
 - 4.3 Eligible activity costs8
 - 4.4 Ineligible activities8
- 5.0 Round 1: Application, approval and subsidy process.....8
 - Step 1: Registration of Interest (ROI)8
 - Step 2: Notification of outcome9
 - Step 3: Tourism Operator Payment of Approved Activities9
 - Step 4: Tourism Operator Completion of Approved Activities9
 - Step 5: Tourism Operator Reimbursement of Approved Activities9
- 6.0 Round 2 (if available): Application, approval and subsidy process.....10
 - Step 1: Awarding of Subsidy10
 - Step 2: Notification of outcome10
 - Step 3: Tourism Operator Payment of Approved Activities11
 - Step 4: Tourism Operator Completion of Approved Activities11
 - Step 5: Tourism Operator Reimbursement of Approved Activities11
- 7.0 Survey11
- 8.0 Privacy12
- 9.0 Complaints12
- 10.0 Further information12
- Appendix 1 Definitions.....13

1.0 Program overview

The Queensland Government is assisting implementation of the Towards Tourism 2032 – Transforming Queensland’s visitor economy future, a tourism industry strategy (*Towards Tourism 2032*) that sets an ambitious target to more than double the state’s tourism overnight expenditure to more than \$44 billion a year by 2032. *Towards Tourism 2032* is the course for Queensland’s government-industry partnership to transform and grow the visitor economy and position for success leading up to Brisbane 2032 Olympic and Paralympics Games.

The \$2 million Tourism Business Capability Subsidy (Subsidy) is designed to boost the growth of Queensland’s tourism industry and directly support *Towards Tourism 2032* outcomes through targeted business capability development to help businesses thrive, deliver exceptional experiences and exceed visitor expectations.

The Subsidy will support sole traders, micro, small and medium size (0-199 employees) tourism and event businesses to undertake targeted tourism accreditation and/or training programs from a select number of pre-identified programs to meet their business needs. These Accreditation and/or training programs focus on areas including sustainability and ecotourism, trade distribution, cultural understanding, improving tourism quality, accessible tourism, marinas, zoos and aquariums, and caravan/holiday parks aimed at enhancing the visitor tourism experience and increasing positive visitor sentiment in Queensland.

Increasing the number of accredited Queensland tourism businesses is also supporting Tourism and Events Queensland’s Best of Queensland Experiences (BOQE) program.

Eligible tourism and events businesses can apply for a subsidy to support development in one or more of the below priority areas:

1. Accreditation
2. Trade/Business Development.

1.1 Objectives

The key objectives of the Subsidy are to:

- increase the number of tourism and events businesses with a recognised tourism accreditation
- increase the capabilities of tourism and events businesses across targeted areas to improve visitor experiences.

2.0 Key dates*

2.1 Round One:

Activity	Date*
Guidelines available and Registration of Interest opens	28 February 2024
Registration of Interest closes	11:59pm (AEST), 27 March 2024
Outcomes advised	5 April 2024
Training/accreditation must be registered to start	8 May 2024
Training/accreditation completion date	8 August 2024

*Please note these dates are indicative only and may be subject to change.

2.2 Round Two (subject to available funds):

Activity	Date*
Remaining eligible ROI applicants advised of funding	15 May 2024
Open for application for any remaining funds	15 May 2024 (assessed in order of receipt)
Additional applications advised (if available)	after completion of the assessment and approval process
Training/accreditation must be registered to start	within 30 calendar days of approval
Training/accreditation completion date	By 18 October 2024

*Please note these dates are indicative only and may be subject to change. Round Two will close when all available funds are exhausted, or at the discretion of DTS.

3.0 Available funding

A subsidy of up to \$2000 (GST exclusive) is available to eligible sole traders, micro, small and medium tourism and events businesses (0-199 employees) to undertake training and/or

accreditation activities from the list of [approved eligible training/accreditation activities](#). The Subsidy (Round 1) will be available for activities that start on or before 8 May 2024, and be completed at the latest by 8 August 2024.

Eligible applicants do not have to co-contribute to the cost of approved accreditation/training activities however successful applicants will need to cover any additional costs above the approved maximum funding amount.

4.0 Eligibility

4.1 Eligible applicants

To be eligible for the subsidy an applicant must, at the time of applying:

- have **fewer than 200 full time equivalent employees**; and
- hold an **Australian Business Number**; and
- be **registered** for GST; and
- have an **established operating base in Queensland** (refer to definition in [Appendix 1](#)); and
- operate in the **tourism and events industry in Queensland** (refer to definition in [Appendix 1](#)) or be a **Queensland Local Government Authority**; and
- **primarily** operate for the tourism market; and
- be registered on the [Australian Tourism Data Warehouse \(ATDW\)](#) unless you are an identified excluded business; and
- have owners/directors who **are not** undischarged bankrupt; and
- be solvent.

In addition, if an applicant is a:

- non-profit organisation, they must be a charity or other not-for-profit entity that is incorporated under a law of the Commonwealth or a State/Territory
- Local Government Authority, they must specify the owned tourism-focused business the training/ accreditation activities will be supporting.

Bodies not eligible for the subsidy:

- State, Territory and Australian Government agencies or associated agencies such as statutory bodies or government owned corporations.

Only **one application per eligible applicant** can be approved, based on ABN.

4.2 Eligible training/accreditation activities

All eligible training activities are outlined in Table 1 below. Eligible applicants may choose to undertake one or a multiple number of eligible accreditation/ training activities and will be subsidised up to a maximum of \$2000 (GST exclusive) per applicant.

Applicants can apply for accreditation/ training activities with a total cost higher than the maximum subsidy amount, however successful applicants will need to cover any additional costs above the approved maximum funding amount of \$2000 (GST exclusive).

Accreditation/ training activities not listed in Table 1 are not eligible for funding.

Table 1 – Eligible accreditation/training activities

Priority areas	Provider	Eligible accreditation/ training activities
Accreditation	Australian Tourism Industry Council (ATIC) / Queensland Tourism Industry Council (QTIC)	QTAB - Sustainable <ul style="list-style-type: none"> - Accessible Tourism Program - Risk Management Program - Camp and Adventure Accreditation Program Star rating
	Ecotourism Australia	Strive 4 Sustainability Scorecard ECO Certification: <ul style="list-style-type: none"> - Nature Tourism level - Ecotourism level - Advanced Ecotourism level Sustainable Tourism Certification: <ul style="list-style-type: none"> - Sustainable Tourism level - Advanced Sustainable Tourism level Renewals Only <ul style="list-style-type: none"> - ECO Certification - Respecting Our Culture Certification - Climate Action Certification
	EarthCheck	EventCheck EarthCheck Evaluate EarthCheck Certified
	Caravan Industry Association of Australia	Caravan Industry Association of Australia National Accreditation Program
	Marina Industries Association	Gold Anchor Global Marina Accreditation <ul style="list-style-type: none"> - self-assessed unrated 3-year participation - rated 3-year participation Clean Marina Program
	Zoo and Aquarium Association Australasia (ZAA)	ZAA training <ul style="list-style-type: none"> - accreditation preparation and Five Domains animal welfare assessment
Trade/ Business Development	Australian Tourism Export Council (ATEC)	Training Hub <ul style="list-style-type: none"> - Tourism Trade Ready - Domestic Ready - Accessible and Inclusive Host - India Host - Japan Host - Korea Host - China Host - Indonesia Host - Muslim Host - Digital marketing & your online shopfront for Tourism - How to make sustainability your business

4.3 Eligible activities

The subsidy will only apply to accreditation/ training activities confirmed in writing by the Department of Tourism and Sport (DTS), along with a Subsidy Claim Number.

The Subsidy Claim Number will be a number provided on the DTS confirmation letter for successful applicants. You will be asked to include this number when registering and paying for your approved accreditation/training activities on the Training Portal.

Applicants should research the [eligible accreditation/training activities](#) they are interested in undertaking and consider overall costs, time requirements and staff availability prior to applying.

4.4 Ineligible activities

Eligible applicants will not be subsidised for:

- any approved accreditation/training activities paid for or commenced prior to the date they receive the subsidy confirmation advice from DTS
- any accreditation/training activities not confirmed in writing by DTS along with a Subsidy Claim Number.

5.0 Round 1: Application, approval and subsidy process



Step 1: Registration of Interest (ROI)

For Round 1, ROIs may be assessed through a ballot process should the Subsidy be oversubscribed. Each eligible ROI has an equal opportunity to be selected. ROIs are not time sensitive and registrations can be completed anytime while Round 1 is open. The lodgement of an ROI does not guarantee that funding will be granted or approved.

To apply for this funding, applicants must:

- complete the online ROI form via the [SmartyGrants portal](#)
- confirm they meet all eligibility criteria
- provide any necessary information to support eligibility
- choose the activity/ies that will be completed
- submit the application by the closing date and time (Refer to [Section 2.0 – Key Dates](#)).

Eligibility Criteria

Applicants will need to confirm the following:

- a) they are an eligible applicant (Refer to [Section 4.1 - Eligible Applicants](#))
- b) accreditation/ training activities will be paid for, and commenced by, 8 May 2024

c) accreditation/ training activities will be completed by 8 August 2024.

Applicants need to submit their own applications. Application submissions from third parties are ineligible.

Step 2: Awarding of Subsidy/activities

If the Subsidy is oversubscribed, ROIs will be selected for assessment through a ballot process. Each ROI will have an equal opportunity to be selected for assessment.

The selected ROI's will be assessed in the order they are drawn in the ballot until the available funding is fully allocated to eligible ROI's.

Step 3: Notification of outcome

Applicants will be advised of the outcome of their ROI via the email address submitted with their application. Applicants should ensure their email address is current and correct. You should also check all your email folders including junk or spam folders to make sure you have not missed any notifications from DTS.

Successful applicants will receive a Confirmation Letter outlining the accreditation/ training activities approved as well as a Subsidy Claim Number to be used when registering and paying for the approved activities.

Step 4: Tourism Operator Payment of Approved Activities

Upon approval, businesses will need to register and pay for their approved accreditation/ training activities by 8 May 2024 through the Training Portal, including entering the Subsidy Claim Number. If this date is not met, the offer will lapse and the approved funding amount will be returned to the Subsidy budget.

Approved accreditation/ training activities are guaranteed to be subsidised if completed by 8 August 2024, up to the maximum approved amount.

Step 5: Tourism Operator Completion of Approved Activities

Once registered and paid, businesses can undertake the approved accreditation/ training activities.

All accreditation/training activities must be completed by 8 August 2024. If the approved accreditation/ training activities are not completed by this date, no subsidy will be paid unless prior approval for an extension has been granted in writing by DTS.

Step 6: Tourism Operator Reimbursement of Approved Activities

Upon completion of the approved accreditation/training activities on or before 8 August 2024, applicants will be reimbursed the approved cost of the completed activities. The reimbursement will be made to the same method of payment as the original payment occurs (credit card or bank account). Funds cannot be reimbursed to a different credit card or bank account than the original payment came from.

Only approved and completed accreditation/training activities will be reimbursed. No subsidy will be paid for incomplete training/accreditation activities or for accreditation/training activities which were not originally approved to receive the Subsidy.

A maximum of \$2000 (GST exclusive) will be reimbursed to an approved applicant. If the total of the approved accreditation/training activities are greater than \$2000 the approved applicant will need to cover any additional costs.

6.0 Round 2 (if available): Application, approval and subsidy process

Step 1: Application and awarding of Subsidy

If Subsidy funding is still available after Round 1, DTS has the right to decide whether a second round of funding will be opened.

If a Round 2 Subsidy funding is available, in the first instance any remaining ROIs from Round 1 will be entered into a second random ballot. Each ROI will have an equal opportunity to be selected for assessment.

The selected ROIs will be assessed in the order they are drawn in the ballot until the available funding is fully allocated to eligible ROIs. The lodgement of an ROI does not guarantee that funding will be granted or approved. Outcomes will be advised by 15 May 2024.

If there are more funds available than remaining eligible applications from the Round 1 ROI process, Round 2 will be open to new applicants on 15 May 2024.

New applications for Round 2 will be awarded to eligible applicants in order of receipt. Incomplete applications will not be assessed until all required information is received.

Applicants need to submit their own applications. Application submissions from third parties are ineligible.

Step 2: Notification of outcome

Applicants will be advised of the outcome of their application via the email address submitted with their application. Applicants should ensure their email address is current and correct. You should also check all your email folders including junk or spam folders to make sure you haven't missed any communications from DTS.

Successful applicants will receive a Letter of Approval outlining the training/ accreditation activities approved along with a Subsidy Claim Number.

Step 3: Tourism Operator Payment of Approved Activities

Upon approval, businesses will need to register and pay for their approved training/ accreditation activities within 30 calendar days of approval through the Training Portal, including the Subsidy Claim Number. If this date is not met, the offer will lapse and the approved funding amount will be returned to the Subsidy budget.

Approved accreditation/ training activities are guaranteed to be subsidised if completed by 18 October 2024, up to the maximum approved amount.

Step 4: Tourism Operator Completion of Approved Activities

Once registered and paid, businesses can undertake the approved accreditation/training activities.

All accreditation/training activities must be completed by 18 October 2024. If the approved accreditation/ training activities are not completed by this date, no subsidy will be paid unless prior approval for an extension has been granted in writing by DTS.

Step 5: Tourism Operator Reimbursement of Approved Activities

Upon completion of the approved accreditation/ training activities on or before 18 October 2024, operators will be reimbursed the approved cost of the completed activities. The reimbursement will be made to the same method of payment as the original payment occurs (credit card or bank account). Funds cannot be reimbursed to a different credit card or bank account than the original payment came from.

Only approved and completed training/accreditation activities will be reimbursed. No subsidy will be paid for incomplete training/ accreditation activities or for accreditation/ training activities which were not originally approved to receive the Subsidy.

A maximum of \$2000 (GST exclusive) will be reimbursed to an approved applicant. If the total of the approved training/accreditation activities are greater than \$2000 the tourism operator will cover any additional costs.

7.0 Survey

DTS may issue an online survey to recipients after completion of the Subsidy program which will include questions about how the funded accreditation/ training activities have benefited recipients. As a condition of the Subsidy program, recipients must complete and return the survey to DTS.

8.0 Privacy

The Queensland Government, through its online application portal (Smartygrants), collects and collates information from the application form to assess applications for the Tourism Business Capability Subsidy. DTS recognises that some of this information may be personal information as defined in the [Information Privacy Act 2009](#) (the IP Act). Only authorised departmental officers and approved grant assessors will have access to this information for the purposes of assessing the grant applications and administering the grant. Information may be shared with the Australian Tourism Export Council and other third-party providers of training/ accreditation courses for the purpose of administering the Subsidy. Information may be shared on a commercial-in-confidence basis with partner Queensland government departments and agencies and the Minister(s) responsible for the Subsidy.

Applicants should note that broad details of successful applications, agreed outcomes, project progress and the level of funding awarded may be published by the Queensland Government. Some information may be used to promote funded business or other funding programs administered by the department.

Personal information will not be disclosed to any other third party without consent, unless required by law or for the purposes of the IP Act.

For audit purposes, the Queensland Government is required to retain the applications and other supplied supporting material.

Applicants are reminded that the provisions of the [Right to Information Act 2009](#) may also apply to information provided to or created in the course of assessing and administering the Subsidy.

Information regarding the department's privacy policy can be found at www.dts.qld.gov.au.

9.0 Complaints

All decisions made in relation to applications are final. Under the department's Complaints Management Policy, DTS has established processes for dealing with complaints and is committed to effectively managing concerns in a fair, transparent and timely manner.

If an applicant has any concerns in relation to the application or assessment process, a formal complaint may be submitted to the department by emailing tourism@dtis.qld.gov.au.

10.0 Further information

If you require further information or clarification of these guidelines, please email tourism@dtis.qld.gov.au.

Appendix 1 Definitions

Established operating base in Queensland means a business that is trading from premises located in Queensland.

ANZSIC means the document called 'Australian and New Zealand Standard Industrial Classification (ANZSIC)' published by the Australian Bureau of Statistics, as amended from time to time.

Note— ANZSIC is available on the Australian Bureau of Statistics' website.

Tourism and events industry in Queensland means an industry classified under ANZSIC within the following class codes:

- (a) accommodation providers (ANZSIC code 4400);
- (b) food and beverage services including cafes, restaurants, taverns and clubs (ANZSIC codes 4511, 4513, 4520, 4530);
- (c) interurban and rural bus transport – tour bus, scenic and sightseeing operation, shopping tours, long distance (ANZSIC code 4621);
- (d) other road transport – hire car service with driver only (ANZSIC code 4623);
- (e) water passenger transport - boat charter, lease or rental (without crew), ferry, water taxi, water launch, cruise (ANZSIC code 4820);
- (f) road and water transport, including sightseeing (ANZSIC codes 4623, 4820, 5010);
- (g) aviation - airport operations and other air transport support services (ANZSIC code 5220);
- (h) rental and hiring services (ANZSIC code 6611);
- (i) transport rental and hiring – aviation, boats, buses, caravans, houseboats, motorcycles, motorhomes without crew (ANZSIC code 6619);
- (j) travel agencies (ANZSIC code 7220);
- (k) event management (ANZSIC code 7299);
- (l) heritage activities including museums, parks and gardens (ANZSIC codes 8910, 8921, 8922);
- (m) performing arts venues (ANZSIC code 9003);
- (n) amusement and other recreational services (ANZSIC codes 9131, 9139);
- (o) performing arts operation (ANZSIC code 9001);

Australian Tourism Data Warehouse

The [Australian Tourism Data Warehouse \(ATDW\)](#) is Australia's national platform for digital tourism marketing in Australia and is jointly owned and managed by all Australian state and territory government tourism bodies.

Queensland Local Government Authority

A Queensland Local Government Authority means local government authority as defined under the *Local Government Act 2009* (Qld).