



Credit: Tourism and Events Queensland

# Tourism Business Capability Subsidy

Program Guidelines

May 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, May 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](mailto:corporate@dtis.qld.gov.au) or in writing to PO Box 15168, City East, Qld 4002

# Contents

- 1.0 Program overview .....4
- 1.1 Objectives .....4
- 2.0 Key dates Round 2.....5
- 3.0 Available funding .....5
- 4.0 Eligibility .....5
- 4.1 Eligible applicants.....5
- 4.2 Eligible training/accreditation activities.....6
- Table 1 – Eligible accreditation/training activities.....6
- 4.3 Eligible activities .....8
- 4.4 Ineligible activities .....8
- 5.0 Round 2: Application, approval and subsidy process.....8
- Step 1: Application and awarding of Subsidy.....8
- Step 2: Notification of outcome.....9
- Step 3: Tourism Operator Payment of Approved Activities .....9
- Step 4: Tourism Operator Completion of Approved Activities .....9
- Step 5: Tourism Operator Reimbursement of Approved Activities .....9
- 6.0 Survey .....9
- 7.0 Privacy .....10
- 8.0 Complaints .....10
- 9.0 Further information .....10
- Appendix 1 Definitions.....11

## 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. Training for 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 Round 2

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 business 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 2 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 2) will be available for activities that start within 30 business days of approval and be completed at the latest by 18 October 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 (LGA)**; and
- **primarily** operate for the tourism market; 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
- LGA, they must specify the owned tourism-focused business the training/ accreditation activities will be supporting.

\* for LGAs the tourism-focused business must have fewer than 200 full time equivalent employees, not the total LGA.

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 per round** 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)	<a href="#">QTIC Tourism Accreditation Package</a>
		<ul style="list-style-type: none"> <li>- Sustainable Tourism Program</li> <li>- Risk Management Program</li> <li>- Accessible Tourism Program</li> </ul>
	Caravan Industry Association of Australia	<a href="#">QTIC Accommodation Accreditation Package</a>
		<ul style="list-style-type: none"> <li>- Sustainable Tourism Program</li> <li>- Star Rating Program</li> <li>- Risk Management Program</li> <li>- Accessible Tourism Program</li> </ul>
EarthCheck	<a href="#">Caravan Industry Association of Australia National Accreditation Program</a>	
	<a href="#">Risk Management &amp; Business Operations Plan</a>	
		<a href="#">EventCheck</a>
		<a href="#">EarthCheck Evaluate</a>
		<a href="#">EarthCheck Certified</a>

	Ecotourism Australia	<p><a href="#">Strive 4 Sustainability Scorecard</a></p> <p><a href="#">ECO Tourism Certification:</a></p> <ul style="list-style-type: none"> <li>- Nature Tourism level</li> <li>- Ecotourism level</li> <li>- Advanced Ecotourism level</li> </ul> <p><a href="#">Sustainable Tourism Certification:</a></p> <ul style="list-style-type: none"> <li>- Sustainable Tourism level</li> <li>- Advanced Sustainable Tourism level</li> </ul> <p><a href="#">Renewals Only</a></p> <ul style="list-style-type: none"> <li>- <a href="#">ECO Certification</a></li> <li>- <a href="#">Respecting Our Culture Certification</a></li> <li>- <a href="#">Climate Action Certification</a></li> <li>- <a href="#">Sustainable Tourism Certification</a></li> </ul>
	Marina Industries Association	<p><a href="#">Gold Anchor Global Marina Accreditation</a></p> <ul style="list-style-type: none"> <li>- self-assessed unrated 3-year participation</li> <li>- rated 3-year participation</li> </ul> <p><a href="#">Clean Marina Program</a></p>
Training	Australian Tourism Export Council (ATEC)	<p><a href="#">Training Hub</a></p> <ul style="list-style-type: none"> <li>- Tourism Trade Ready</li> <li>- Domestic Ready</li> <li>- Accessible and Inclusive Host</li> <li>- India Host</li> <li>- Japan Host</li> <li>- Korea Host</li> <li>- China Host</li> <li>- Indonesia Host</li> <li>- Muslim Host</li> <li>- Digital marketing &amp; your online shopfront for Tourism</li> <li>- How to make sustainability your business</li> </ul>
	First Nations Cultural Awareness Training	<p><a href="#">The Australian Institute of Aboriginal and Torres Strait Islander Studies online course (AIATSIS) through Savannah Guides</a></p>
	Savannah Guides	<p><a href="#">EcoGuide Certification</a></p> <p><a href="#">EcoGuide Workshop</a></p>
	Tour Guides Australia	<p><a href="#">Tour Guiding Fundamentals Training</a></p> <ul style="list-style-type: none"> <li>- Individual</li> <li>- Business On-Site Package</li> </ul> <p><a href="#">Professional Guide Accreditation</a></p>
	Zoo and Aquarium Association Australasia (ZAA)	<p><a href="#">ZAA training</a></p> <ul style="list-style-type: none"> <li>- accreditation preparation and Five Domains animal welfare assessment</li> </ul>

### 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 2: Application, approval and subsidy process



### Step 1: Application and awarding of Subsidy

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.

To apply for this funding, applicants must:

- complete the online ROI form via the [SmartyGrants portal](#)
- confirm they meet all eligibility criteria
- 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 that they are an eligible applicant (Refer to [Section 4.1 - Eligible Applicants](#))

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 business 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 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.

## 6.0 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.

## 7.0 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 (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](http://www.dts.qld.gov.au).

## 8.0 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](mailto:tourism@dtis.qld.gov.au).

## 9.0 Further information

If you require further information or clarification of these guidelines, please email [tourism@dtis.qld.gov.au](mailto: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);

### **Queensland Local Government Authority**

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