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Australian Government

Wine Australia

International Wine Tourism Competitive Grants

Grant program guidelines

November 2017

Opening date:	12 December 2017
Closing date and time:	5.00pm ACDT on 2 March 2018
Commonwealth entity:	Wine Australia
Enquiries:	If you have any questions, please contact Wine Australia, International Wine Tourism Competitive Grants, (08) 8228 2000 Email: grants@wineaustralia.com Questions should be sent no later than 22 February 2018
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- <http://erwsp.wineaustralia.com>,
- <https://www.grants.gov.au/>
- <https://wau-cp.enquire.cloud>

Contact

International Wine Tourism Competitive Grants

Wine Australia

Telephone: (08) 8228 2000

Email: grants@wineaustralia.com

Web: <http://erwsp.wineaustralia.com>

Postal address: PO Box 2733, Kent Town SA 5071

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Figure 1 Grant program process flowchart



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1 Program overview

The Australian Government's *Tourism 2020* strategy is focused on building the resilience and competitiveness of Australia's tourism industry and growing its contribution to the Australian economy. Australia's exceptional food and wine tourism are important planks in this strategy.

The Export and Regional Wine Support Package (the Package) has been designed to complement and contribute to the objectives of *Tourism 2020*. The Package is a \$50 million commitment, focused on building Australia's international wine exports in such a way that will benefit wine producers and assist export-focused businesses to grow. It is also designed to improve the wine tourism experiences and opportunities on offer and build *international wine tourism*. There are two grant components within the Package designed to support the growth of *international wine tourism* in Australia: *International Wine Tourism State Grants* (State Grants) and *International Wine Tourism Competitive Grants* (Competitive Grants).

The State Grants and the Competitive Grants are designed to be mutually reinforcing.

The Competitive Grants provide a range of stakeholders with opportunity to apply for funding on a competitive basis, towards initiatives which will grow either the number of and/or spend by international wine tourists in a particular region.

Totalling an investment of \$10 million over the life of the Package, \$5 million will be made available under each of the State Grants and the Competitive Grants. Cash co-contributions will be sought under each grant program to leverage additional investment and maximise impact.

2 Program objectives

The objective of the International Wine Tourism Competitive Grants program (the program) is to support stakeholders to implement initiatives, which will grow the number of and/or spend by tourists visiting a region of Australia for the purposes of *international wine tourism*.

All activities supported through the program will also need to be consistent with the broader strategic objectives of the Package.

3 Program evaluation

A mid-term review of the Package will be carried out in November 2018 and a final evaluation in May 2020. Both the review and the evaluation will examine the extent to which the competitive grants program is meeting its stated objectives and the degree to which it is contributing to the broader objectives of the Package.

Successful applicants may be invited to participate in the mid-term review and program evaluation.

Project level reporting and monitoring will be agreed with successful applicants when negotiating the terms of the grant agreement. For more information, see Section 16: Grant Agreement.

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4 How the grant program will operate

Under the Package, \$5 million dollars (GST exclusive) will be made available for this program.

Two categories of grants will be made available. Applicants will be able to make multiple applications for either or both categories. A separate application form will be required to be submitted in each instance.

Grant Category	Size of Grant (GST Excl.)	Total Amount Available	Minimum number of grants available	Minimum Cash Co-contribution
Small Grants	Up to \$50,000	\$2,000,000	40	Equal to the grant amount approved
Medium Grants	\$50,001 - \$250,000	\$3,000,000	12	Equal to the grant amount approved

Projects will be selected through a competitive merit-based process. Approval by the Wine Australia CEO will be based on the recommendations of an independent expert assessment panel.

Grant activities will be managed through a funding agreement between the grant recipient and Wine Australia. All project expenditure will need to be completed by April 2020. Grant recipients will be required to return any unspent grant monies to Wine Australia.

If the \$5 million is not fully committed through the first round of applications, a second funding round may be announced. The proportion of funding designated for the small and medium grant categories may be reviewed for the second funding round, dependent on applicant demand demonstrated in the first round. Full details will be announced on Wine Australia's website if a second funding round is to proceed.

If a balance of less than \$500,000 is uncommitted through the first funding round, a second funding round may not be offered. Instead, the balance would be reallocated within the Package. The reallocation will be informed by the findings of the mid-term review in November 2018.

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5 Program dates

Table 1 Program dates

Milestone	Anticipated date
Applications open	12 December 2017
Applications close	2 March 2018
Assessment panel sits	5 March 2018 to 30 March 2018
Approvals and funding agreement negotiations	From April 2018
Program ends	April 2020

6 Eligibility Criteria

6.1 Eligible applicants

Eligible applicants must:

- a. have an Australian Business Number (ABN)
- b. be one of the following:
 - i. A state or national industry association representing the interests of winemakers and/or winegrape growers, incorporated or registered under relevant state or federal legislation.
 - ii. A local governing body, as defined by the *Local Government (Financial Assistance) Act 1995* (Cth)
 - iii. An incorporated regional or local tourism or wine organisation, including body corporates established under a legislative instrument of a State or Territory provided those body corporates are not State government or Territory government.
 - iv. A not for profit organisation, defined through one of the following:
 - A. Current Australian Charities and Not-for-profits Commission's (ACNC) Registration
 - B. Registered as an incorporated association in a State or Territory
 - C. Constitutional documents and/or Articles of Association that demonstrate the not-for-profit character of the organisation
 - v. An Australian university, as defined by the *Higher Education Support Act 2003* (Cth)

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6.2 Eligible consortia

Each eligible consortium must:

- a. Have a nominated lead entity (the Lead Applicant) who will enter into the grant agreement on behalf of the consortium. The Lead Applicant will be required to execute a grant agreement with Wine Australia if the proposal is successful, and is responsible for the delivery of the proposal on behalf of the consortium and will be fully responsible to Wine Australia to carry out the obligations of the consortium.
- b. Have a Lead Applicant who meets the eligibility criteria as described in Section 6.1.
- c. Be comprised exclusively of members who are one of the following:
 - i. meet the eligibility criteria as described in section 6.1
 - ii. a state or territory government, or legal entities incorporated under State or Territory legislation
 - iii. a for-profit organisation, partnership or individual
- d. Agree to commit cash co-contributions to the project from each consortium member. There is no minimum amount required from each member, but failure to demonstrate this commitment will render the application ineligible.

6.3 Eligible project activities

The grant project must deliver against one or more of the eligible activities; not include any ineligible activities or expenditure; and adhere to the restrictions on funding for events and marketing.

6.3.1 Eligible activities are:

- a. Wine tourism marketing targeted at attracting international tourists, and within the limitations set out in section 6.3.3.
- b. Wine marketing campaigns targeted at attracting international tourists to a particular region.
- c. Wine events that aim to increase *international wine tourism* and visitor spend, and are within the limitations set out in section 6.3.3.
- d. Infrastructure (hard or soft) which aims to:
 - i. build the concentration of services, products and experiences that complement *international wine tourism* in a particular region or
 - ii. directly support *international wine tourism* and has benefit for multiple businesses in a particular region
- e. Innovative products or services which enable or complement *international wine tourism* and benefit multiple businesses in a particular region.

6.3.2 Ineligible activities and expenditure are:

- a. Marketing or sale support for wine product which is not targeted at increasing *international wine tourism*
- b. Funding for existing events (refer section 6.3.3: Funding for events and marketing)
- c. Preparation of application materials
- d. Activities of a distinctly commercial or proprietary nature that are aimed at selling or attracting investment

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- e. Any investment which is primarily of commercial benefit to a single business or group of businesses (e.g. cellar door improvements)
- f. Establishing new commercial ventures
- g. Creation of new legal entities
- h. Core business expenses not directly related to carrying out the project, including administrative, overhead and infrastructure costs, staff salaries, living allowances, and travel
- i. Funding for activities related to regulatory reform or changes to public policy
- j. Funding for activities for which the applicant/lead applicant or consortium members have previously received or are currently receiving funding from Wine Australia or any other source.

6.3.3 Funding for events and marketing

Funding for these events and marketing will only be approved in certain circumstances. It is intended as seed-funding to support inaugural events, trial new approaches or fund a one-off expansion of an existing event or activity. Applicants will need to clearly outline in their applications their strategy to fund future and expanded events or activities without Australian Government funding. Wine marketing campaigns will need to demonstrate how it will increase *international wine tourism* and sales. Core funding for business-as-usual will **not** be eligible.

6.4 Additional eligibility requirements

The grant project must also:

- a. Focus on growing *international wine tourism* by attracting and/or growing the spend of international tourists.
- b. Include collaborative activities between two or more entities from the following list. Collaboration can be between different entity types (eg. a state industry association and a local governing body) or between two of the same entity types (eg. two state industry associations):
 - i. A state or national industry association representing the interests of winemakers or winegrape growers, incorporated or registered under relevant state or federal legislation.
 - ii. A local governing body, as defined by the *Local Government (Financial Assistance) Act 1995* (Cth)
 - iii. An incorporated regional or local tourism or wine organisation, including body corporates established under a legislative instrument of a State or Territory provided those body corporates are not State government or Territory government.
 - iv. A not for profit organisation, defined through one of the following:
 - A. Current Australian Charities and Not-for-profits Commission's (ACNC) Registration
 - B. Registered as an incorporated association in a State or Territory
 - C. Constitutional documents and/or Articles of Association that demonstrate the not-for-profit character of the organisation
 - v. An Australian university, as defined by the *Higher Education Support Act 2003* (Cth)
 - vi. A for-profit organisation, individual or partnership.
 - vii. A state or territory government.

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- c. Agree to commit a minimum cash co-contribution at the rate of \$1 for every \$1 of grant funding.

7 Assessment Criteria

7.1 Assessment criteria

- a. Criterion 1: Cash co-contributions
Maximum 20 Points (20 per cent weighting)

Co-Contribution Ratio	Points
1:1	0
1:1.5	5
1:2	10
1:2.5	15
1:3 or higher	20

Please note that written letters of agreement or support confirming consortium members' agreement to commit to the stated cash co-contributions must be attached to the application.

- b. Criterion 2: Contribution to Program Objectives
Maximum 30 Points (30 per cent weighting)

Assessment of criterion will include consideration of:

- i. Alignment with the Export and Regional Wine Support Package objectives to:
 - A. Build a stronger pull for Australia's food, wine and experience tourism leading to more visitors and more resilient and competitive wine-based tourism businesses
 - B. See 40,000 more international tourists visit by 2019-20, delivering additional international tourism expenditure of \$170 million
- ii. Alignment with the International Wine Tourism Competitive Grants objectives (see Section 2: Program objectives)
- iii. How the project will deliver clear and measurable achievements against these objectives
- iv. The scale of measurable economic benefit of the project
- v. How many people are expected to benefit—directly and indirectly—from the project.

- c. Criterion 3: Sustainability
Maximum 20 Points (20 per cent weighting)

Assessment of criterion will include consideration of:

- i. Anticipated sustainability of the benefits of the project beyond the life of the grant
- ii. Long term value with relevant money of the project investment (including, but not limited to, consideration of information provided in 7.1.b.iv and v.).

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d. Criterion 4: Innovation

Maximum 10 Points (10 per cent weighting)

Assessment of criterion will include consideration of:

- i. The degree to which the project applies existing concepts, partnerships, approaches or technologies in new ways or contexts
- ii. The degree to which the project applies completely new concepts, partnerships, approaches or technologies to change the way impact is achieved
- iii. The degree to which the approach has potential for replication or to be scaled up.

e. Criterion 5: Risk

Maximum 20 Points (20 per cent weighting)

Assessment of criterion will include consideration of:

- i. How the applicant plans to deliver project outputs on time and within budget
- ii. Governance arrangements for the project, including the applicant's capacity for reporting and project management and the way in which partnerships (including but not limited to consortia) will operate, both administratively and practically
- iii. Strength of risk identification and mitigation planning
- iv. The linkages between the proposed project activities and the anticipated project outcomes
- v. The likelihood and potential impact of the cumulative risk factors for the project.

8 How to apply for funding

8.1 Application preparation

Applications can be made in the grant application online portal which can be accessed via: <http://erwsp.wineaustralia.com>.

Applications must be submitted in accordance with the instructions provided in the portal and be received by Wine Australia by the specified deadline published on the website. All applications will be registered and acknowledged by email.

If you experience any difficulties in accessing or using the online portal you can email grants@wineaustralia.com prior to the application closing date to request assistance.

Wine Australia may post Frequently Asked Questions (FAQs) about the application process on the Wine Australia website and in the grant application online portal.

When preparing the application, ensure that you have:

- a. Read and understood the program guidelines
- b. Met the eligibility criteria
- c. Used the grant application online portal
- d. Provided correct budget details
- e. Had an authorised person sign the form
- f. Uploaded any required supporting documentation
- g. Submitted the application by the deadline published on Wine Australia's website.

Any modifications to the application form – such as rewording or removing questions or sections – will render your application ineligible.

If you have questions, please read any FAQs provided on Wine Australia's website, or contact Wine Australia directly. Responses to questions will be provided and posted to the Wine

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Australia website within five business days of receiving the request for information. Questions may be received until 22 February 2018.

8.2 Attachments to the application

The following documents must be included with your application. They can be uploaded as attachments through the online application portal.

- a. Conflict of interest declarations to be provided where relevant for both applicant/lead applicant and consortium members
- b. Letters of support to demonstrate commitment to cash co-contributions.

8.3 Late applications

Applications that are not received by the published closing date cannot be submitted and may not be accepted. Wine Australia may consider the submission of late applications in the case that the delay is a result of an issue with Wine Australia's information and communication technology systems. Any decision by Wine Australia to accept or not accept a late application will be final.

8.4 Corrections

It is the responsibility of the applicant to ensure their application is complete and correct. Wine Australia will not accept responsibility for any misunderstanding arising from the failure by an applicant to comply with the guidelines, or any discrepancies, ambiguities, inconsistencies or errors in an application.

If an applicant discovers any material discrepancy, ambiguity, inconsistency or errors in their application, they must immediately bring it to the attention of Wine Australia in writing via grants@wineaustralia.com. Wine Australia may request clarifying information from an applicant and allow them to remedy any discrepancy, ambiguity, inconsistency or errors in an application. Wine Australia may consider information submitted by an applicant after the closing date for the purpose of resolving any material discrepancy, ambiguity, inconsistency or errors in an application. Wine Australia's decision will be final and will be made at its absolute discretion.

9 Conflict of interest

Any conflicts of interest could affect the performance of the grant. There may be a conflict of interest, or perceived conflict of interest, if Wine Australia's staff, any member of a committee or advisor and/or you or any of your personnel:

- has a professional, commercial or personal relationship with a party who is able to influence the application selection process, such as a Wine Australia officer
- has a relationship with, an organisation, or in, an organisation, which is likely to interfere with or restrict the applicants from carrying out the proposed activities fairly and independently or
- has a relationship with, or interest in, an organisation from which they will receive personal gain because the organisation receives funding under the Program.

You will be asked to declare, as part of your application, any perceived or existing conflicts of interests or that, to the best of your knowledge, there is no conflict of interest.

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If you later identify that there is an actual, apparent, or potential conflict of interest or that one might arise in relation to a grant application, you must inform Wine Australia in writing immediately. Committee members and other officials including the decision maker must also declare any conflicts of interest.

Wine Australia reserves the right to reject an application if it is not satisfied that arrangements are in place to address or manage a potential, perceived or actual conflict of interest.

Wine Australia will maintain a register of notified conflicts of interest throughout the application and assessment process. The register will list applicants' conflicts of interest and those of the assessment panel and Wine Australia officers. Those involved in the assessment process must sign and keep up-to-date conflict-of-interest declarations to ensure identification and management of any conflicts of interest.

10 False and misleading information

Intentionally giving false or misleading information is an offence under the *Criminal Code Act 1995* (Cth).

11 Confidential information

Applicants must identify information in their applications or in any supporting documents that they want treated as confidential and provide reasons for the request. Wine Australia reserves the right to accept or refuse requests to treat information as confidential.

Any information not granted confidentiality may be published or shared by Wine Australia. Confidential information may be released as required by law or parliamentary privilege.

Please also note Section 17 of these guidelines – 'Publishing information about successful applicants'.

12 Freedom of information

All documents held by Wine Australia, including those relating to the Competitive Grants applications and awarded projects, are subject to the *Freedom of Information Act 1982* (Cth) (FOI Act).

The FOI Act creates a general right of access to documents held by Wine Australia. Unless a document falls under an exemption provision, it will be made available to the public if requested under the FOI Act.

For more information about the FOI process or to make an FOI request, contact Wine Australia.

13 Privacy statement

'Personal information' means any information or opinion about an identified individual or an individual who is reasonably identifiable.

'Sensitive personal information' is a subset of personal information and includes any information or opinion about an individual's racial or ethnic origin, political opinion or association, religious beliefs or affiliations, philosophical beliefs, sexual preferences or practices, trade or professional associations and memberships, union membership, criminal record, health or genetic information and biometric information or templates.

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Wine Australia collects your personal information, as defined in the *Privacy Act 1988* (Cth), to assess your application and for related purposes. If you fail to provide some or all of the personal information requested in this form, Wine Australia will not be able to process your application.

Wine Australia may disclose your personal information to other Australian Government agencies, persons or organisations where necessary for these purposes, provided the disclosure is consistent with the *Privacy Act 1988* and other relevant laws. Your personal information will be used and stored in accordance with the Australian Privacy Principles.

See Wine Australia's Privacy Policy to learn more about accessing or correcting personal information or making a complaint. Alternatively, call Wine Australia on (08) 8228 2000.

14 How applications are assessed

Projects will be selected through a competitive merit-based process and approved by the Wine Australia CEO based on the recommendations of an independent expert assessment panel (the panel).

Wine Australia will appoint a panel of up to seven members to provide industry and technical expertise in the assessment of applications. Panel members will have relevant experience in regional tourism, wine tourism and/or regional economic development. Wine Australia will provide secretariat support to the panel.

Applications will be initially examined by Wine Australia officers to ensure applications meet the eligibility requirements as outlined in these guidelines. All eligible applications will be provided to the panel. Only eligible applications will be assessed by the panel.

Use of diagrams and images is permissible and can be uploaded as an attachment.

Eligible applications will be assessed individually by the panel against the assessment criteria.

Where information to support claims being made in the application is unclear, the independent expert assessment panel may request clarification information from the applicant. They may also seek information about you or your application from the Commonwealth, even if the sources are not nominated by you. The panel may also consider information about you or your application that is available through the normal course of business.

The assessment panel may be assisted by technical, financial, legal and other experts as required. The experts are not members of the panel, but are available, if requested by the assessment panel, to analyse applications and prepare factual reports against one or more of the assessment criteria for the assessment panel's consideration.

Following individual assessment and scoring by panel members, the panel will then meet to determine a final score and rank for overall merit against all other eligible applications received. Ranking of eligible applications will be in order of merit.

The panel will make recommendations to the Wine Australia CEO on applications which:

- Could be funded without change
- Could be funded subject to certain conditions being met
- Should not be pursued further.

In cases where an application is recommended for grant funding, and the grant is approved subject to certain conditions, Wine Australia will negotiate with the applicant based on the

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conditions of the funding approval. A grant may not be awarded where the applicant is unable or unwilling to meet the conditions of the recommendation.

The Wine Australia CEO will make the final decisions on which applications are approved for funding. All decisions are final and there is no right of appeal. Feedback will be provided to those applicants or consortium members who request it.

15 Notifying applicants of funding decisions

Successful applicants will receive notification via email followed by a letter of offer outlining the grant and the amount of funding they will be offered. The letter of offer does not constitute a grant agreement. Successful applicants must not begin a project until a grant agreement has been signed by Wine Australia and the successful applicant. Wine Australia reserves the right to negotiate with applicants on any aspect of the grant before signing the grant agreement.

Applications which don't meet the eligibility criteria will be assessed as ineligible and applicants will be notified by email. Unsuccessful applicants will be notified in writing by Wine Australia. See Section 19 (Handling applicant complaints) for information about lodging a complaint.

Feedback on unsuccessful applications will be available on request by contacting Wine Australia within 30 business days of the advice being provided to the applicant.

16 Grant agreement

Successful applicants must sign a grant agreement with Wine Australia.

The draft grant agreement contains the terms and conditions of the grant. Read the agreement before submitting your application. Consider seeking independent legal advice before entering into a grant agreement. No legally binding relationship exists until the agreement is signed by all parties.

Reporting requirements in the agreement will reflect the risk level of the project. Recipients may be asked to submit milestone and/or annual reports, financial acquittals and audited financial statements.

Successful applicants may be required to submit regular progress reports under the milestones in the agreement. These reports will cover the activities, outputs and outcomes and other evidence to verify results.

Grant recipients will also be asked to undertake baseline and monitoring surveys with project beneficiaries and/or stakeholders to track perceptions of international tourist services, products and experiences. These surveys will be standardised surveys, designed by Wine Australia, which generate numerical scores which can be aggregated across the program and used for comparative purposes over time.

If a grant recipient fails to comply with grant agreement requirements, they may have to repay some or all of the grant money received.

If a grant recipient exceeds the project budget in the course of implementing the grant activity no further grant funding will be made available. Any such costs will need to be borne by the applicant and/or any consortium members.

Timing of milestones and reports is negotiated as part of the grant agreement.

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17 Publishing information about successful applicants

If successful, your grant will be listed on the Wine Australia website (wineaustralia.com) and the GrantConnect website (grants.gov.au) 21 days after the date of effect as required by Section 5.3 of the *Commonwealth Grants Rules and Guidelines*. Information will include:

- name of the person or entity receiving the grant
- project title and purpose
- amount of funding received
- term of grant
- funding location.

By submitting an application for funding under this grant program, the applicant consents to this information being published on the GrantConnect website.

18 Management of grant agreements and evaluation

Wine Australia will manage grant agreements and Wine Australia staff and the Wine Australia CEO will make decisions about variations during the life of the agreement. Wine Australia officials and others may contact grant recipients during or after the grant as part of program evaluation.

19 Handling applicant complaints

Wine Australia does not have an appeal mechanism for unsuccessful applicants. If an applicant is dissatisfied with the way an application has been handled by Wine Australia, they can contact Wine Australia in writing and lodge a complaint. The complaint will be reviewed by one or more independent areas within Wine Australia.

If no resolution is achieved, the applicant can contact the Commonwealth Ombudsman. The Ombudsman will usually not investigate a complaint unless the matter has first been raised with Wine Australia and Wine Australia has been provided with a reasonable opportunity to respond.

20 Taxation

Funding may have taxation implications for your organisation. Consider seeking independent taxation and financial advice from a suitably qualified professional before submitting your application. GST is payable on grants and the grant agreement will include GST where applicable.

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Glossary

Cash Co-Contributions

means cash contributions, not including in-kind contributions, made to the project budget by the applicant, a consortium member, or another project stakeholder.

International wine tourism

means tourism undertaken by international tourists in Australia for the purposes of, or relating to, tasting, consuming or purchasing wine.

Contacts

International Wine Tourism Competitive Grants

Wine Australia

Telephone: (08) 8228 2000

Email: grants@wineaustralia.com

Web: <http://erwsp.wineaustralia.com>

Postal address: PO Box 2733, Kent Town SA 5071