



**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
HĪKINA WHAKATUTUKI

Innovation Programme for Tourism Recovery

November 2022



MBIE Karakia

Tāwhia tō mana kia mau, kia māia

Retain and hold fast to your mana, be bold, be brave

**Ka huri taku aro ki te pae Kahurangi,
kei reira te oranga mōku**

We turn our attention to the future, that's where the opportunities lie

Mā mahi tahi, ka ora, ka puāwai

By working together we will flourish and achieve greatness

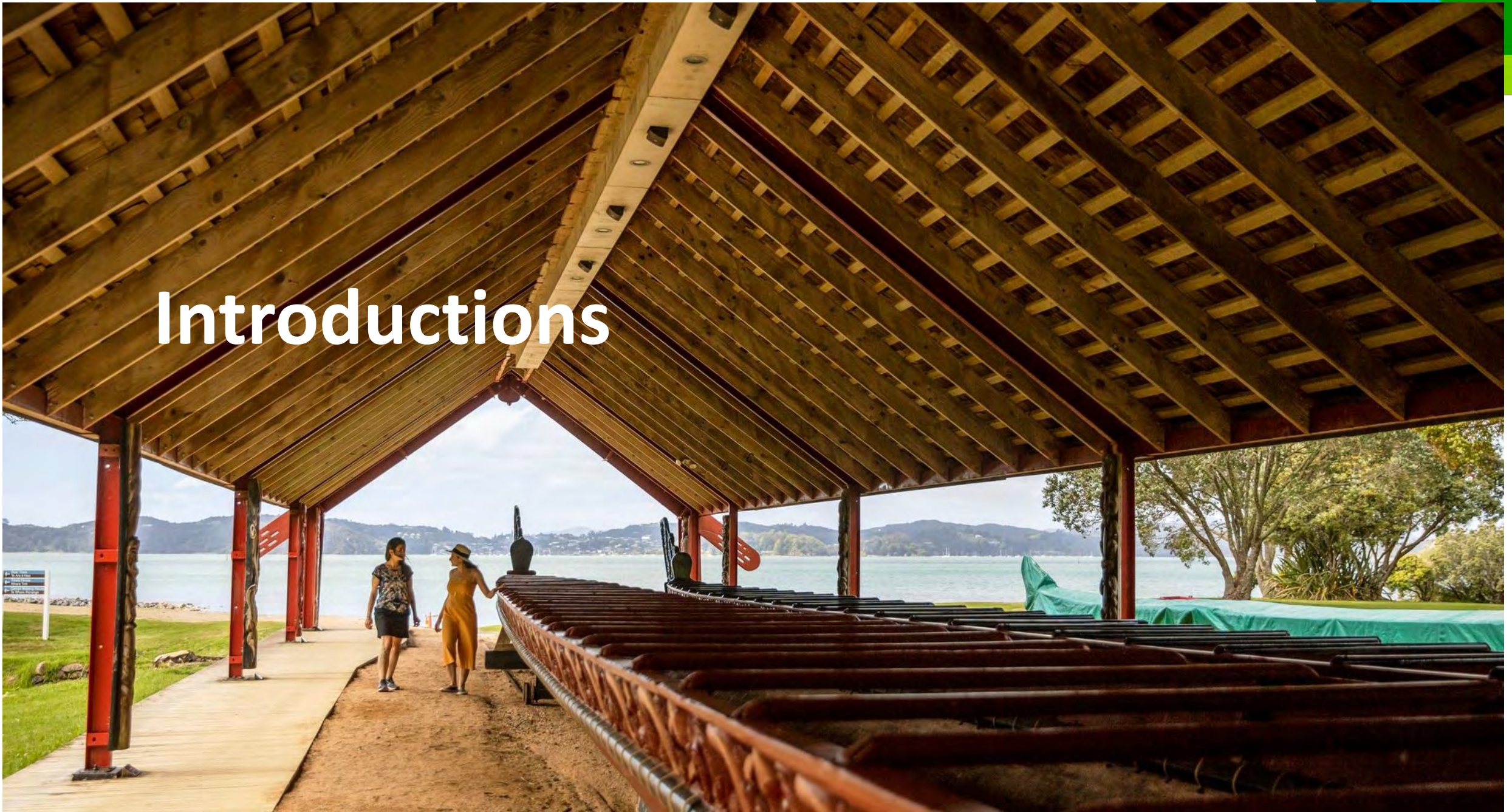
Ā mātua mahi katoa, ka pono, ka tika

Taking responsibility to commit to doing things right

TIHEI MAURI ORA

TIHEI MAURI ORA

Introductions



Webinar overview



1. Introductions
2. Innovation Programme's purpose
3. Stream One projects
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Innovation Programme's purpose



Who can apply?

The programme is open to individuals and organisations that can demonstrate a New Zealand presence.

Applications for a project led by a group of individuals or businesses are also welcomed and encouraged. This includes a group of different applicants (e.g., a private sector operator and local government).

The applicant must be responsible for the delivery of the project.

Central government agencies are not eligible for the programme's funding.

The purpose is to support projects that seek to:

1. Stimulate, catalyse, or achieve **transformative innovation**
2. Deliver on the **core values** of tourism
3. Seek to achieve at least one of the Programme's **five outcomes**, and
4. Are applicable to the **New Zealand-Aotearoa visitor journey**.

1. Stimulate, catalyse, or achieve transformative innovation

Transformative innovation is defined as:

a fundamental or disruptive shift towards new or different and better systems, business models, processes, experiences, or products that create a meaningful impact across the New Zealand-Aotearoa visitor journey.

MBIE won't provide guidance on what projects meet this definition – applicants should use the self-assessment tool on the website and guidance document to help frame their idea.

2. Deliver on the core values of tourism

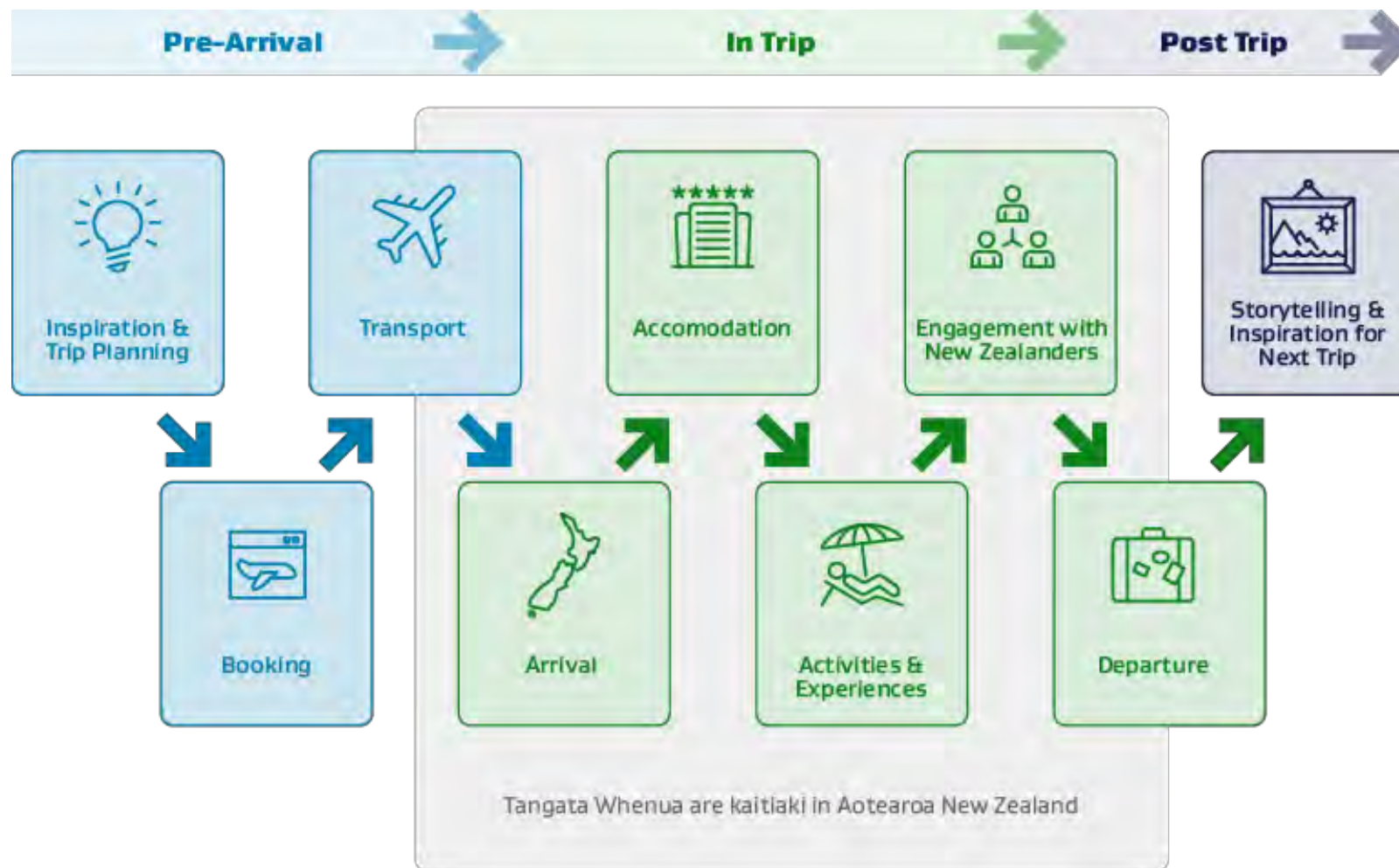


3. Seek to achieve at least one of the five outcomes



All five outcomes carry equal weighting. Projects can seek to achieve more than one outcome, and this may help boost your project's score compared to others.

4. Are applicable to the New Zealand-Aotearoa visitor journey



A project can be linked to other sectors/areas (e.g., tourism and education) but it is important to ensure that it meets the Programme's purpose and be relevant to visitors in New Zealand.

Equal weighting is given to projects focused on domestic visitors versus international visitors.

Are any activities excluded?

Funding cannot be used solely for any of the following activities:

- General 'business as usual'
- Upgrading a business or products to be more sustainable
- Marketing or brand development
- Drafting of Destination Management Plans (delivery or implementation of DMP activities could be eligible so long as it meets the Programme's purpose)
- Retrospective costs
- Qualifications
- Infrastructure (this includes horizontal and vertical infrastructure)



Stream One projects

Stream One: Discovery projects

Stream One funds innovative, solution-based projects that may require further feasibility work before applying for full development support.

\$1 million has been allocated for Stream One projects.

The government will contribute between **\$10,000 and \$25,000** per successful project.

Projects need to be completed within **4 months**.

Stream One: Discovery co-funding example



Stream One: Approved activities

Must be used for one or more of the following activities:

- concept validation or testing
- concept development, including design sprints
- sourcing relevant expertise, partners, or skillsets to deliver the project
- consultancy support to develop a project plan
- acceleration or scaling up testing / advice
- business / project plan preparation (e.g., staff time)

Applicants can use an external accelerator or incubator programme to deliver these activities if relevant and approved by MBIE.

A wooden suspension bridge with a metal mesh deck and railings spans across a lush green forest. Two cyclists, a man in a black shirt and a woman in a white shirt, are riding across the bridge. The sun is shining brightly through the trees, creating a lens flare effect. The bridge is supported by large wooden posts and cables. The surrounding forest is dense with green foliage.

Stream Two projects

Stream Two: Development projects

Stream Two funds innovative, solutions-based projects that are validated and have a full proposal and business case.

\$49.2 million has been allocated for Stream Two projects.

The government will contribute between **\$100,000 and \$10 million** per successful project.

Projects need to be completed within two years.

There is not a list of prescribed activities – but you cannot apply for funding for the excluded list of activities.

Stream Two co-funding

Stream Two: Development co-funding example



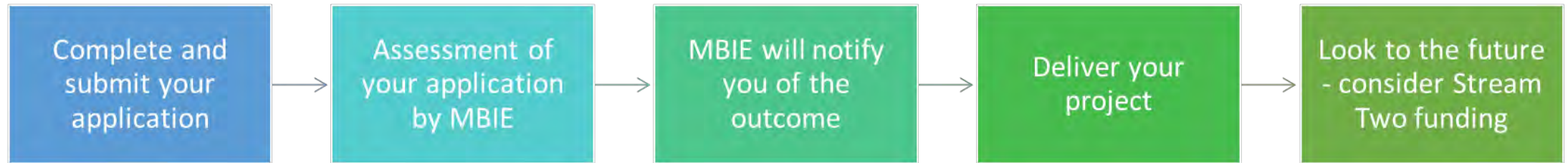
Stream Two: Development co-funding example (project with significant positive community-wide or sector-wide benefits)



Application process

An aerial photograph showing two yellow kayakers on clear, turquoise water. The kayakers are positioned vertically, with one slightly above the other. They are near a sandy beach that occupies the right side of the frame. The water is very clear, revealing the sandy bottom and some darker patches. The overall scene is bright and serene.

Stream One application process



- Stream One will be open for six months from 10 November 2022 until 3 May 2023.
- Applications will be assessed on a monthly basis and the first assessment round will take place at the end of November 2022.
- Applicants can refine and resubmit their application in a later assessment round if they are not successful.
- MBIE will make all funding decisions.

Stream One key dates

10 November 2022

Stream One opens for applications

December 2022 – May 2023

Stream One Applications assessed on a monthly basis by MBIE

3 May 2023

Closing deadline for all Stream One Applications

Note: Funding is allocated on a first-in-first-served basis. If all Stream One funding is allocated before 3 May, it will shut early.

Stream Two application process



- Stream Two is now open for EOIs. The final date for Stream Two EOIs is 1 September 2023.
- Members of the Expert Advisory Panel can be found on MBIE's website.

Stream Two funding rounds

- Stream Two will be open for one year from 10 November 2022 until 31 October 2023.
- Full Applications will be assessed in three rounds.
- Applicants can refine and resubmit their application in a later assessment round if they are not successful.



Do you need help with your application?

- Advice is available to all potential applicants who want to apply for funding, such as:
 - whether you are eligible for the Programme
 - how to prepare your application form or EOI
 - how to lift the quality of your application
 - where you may be able to source co-funding
 - how to prepare your business case for Stream Two
 - what other advice is needed to support your business case
 - potential community, sector or other partners for delivery of your project.
- You can submit multiple applications for different projects.

How do I get application support?

- If you would like advice on your application, nationwide advice is available for all applicants from **New Zealand Māori Tourism** and **Business South**.
- To access application support, please email tourisminnovation@mbie.govt.nz.
- You can let us know who you may wish to receive support from – this may depend on the type of innovation you have and your business, or require Kaupapa Māori support.



Summary: The Programme has two funding streams

	Stream One (Discovery)	Stream Two (Development)
Scope	<p>Projects that require feasibility work to enable completion of a full proposal and business case.</p> <p>The activities to be funded <u>must</u> be included on the prescribed list of Stream 1 activities.</p>	<p>Projects with a full proposal and business case, ready to be developed.</p> <p>The activities to be funded cannot be any of the activities listed on the excluded activities list.</p>
Delivery timeframe	Four months	Two years
Government contribution	\$10,000 - \$25,000 per project	\$100,000 - \$10 million per project
Co-investment requirement	At least 50 per cent	At least 50%, or at least 25% for projects with significant positive community or sector-wide benefits.
Total fiscal allocation	\$1 million	\$49.2 million

Questions



MBIE closing Karakia

Ka hiki te tapu

Kia wātea ai te ara

Kia tūruki ai te ao mārama

Hui e, Taiki e

Restrictions are moved aside

So the pathway is clear

To return to everyday activities

Enriched and unified.



Contact us

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