

VISITOR ECONOMY: Innovative New Ventures

CASE MANAGEMENT SUPPORT – PILOT

OVERVIEW

Is your new tourism venture caught up in red tape?

Context:

The Small Business Regulatory Review (SBRR) is part of the Victorian Government's commitment to making it easier to establish and grow a small business in Victoria.

The SBRR for the Visitor Economy identified five areas for reform:

- 1 Small events and festivals
- 2 Innovative New Ventures**
- 3 Tourist road signage
- 4 Tour operator licensing
- 5 Small visitor accommodating providers

We want to provide real benefits to small tourism businesses and increase new tourism products onto the market by making it easier for you to navigate the red tape, so your business can grow.

The Innovative New Ventures pilot program will test ways we can reduce the regulatory burden and help new ideas to grow. The pilot will also provide important insights for Governments (State and Local) to consider a range of improvements in order to make life easier for small businesses in their efforts to grow and prosper.

Potential Support

The *Innovative New Ventures Case Management pilot* will provide one on one support to projects trying to navigate the regulatory landscape.

This could include:

- Access to targeted government (local and state) advice and case management support
- Assistance in navigating government regulations
- Support in preparing meetings with regulators
- Support with tracking applications to approval
- Access to information, tools and tips for tourism business.

Eligibility and Assessment

Are you a small tourism business who is having difficulty navigating the regulations required to get your new product into the market?

Expression of Interest (EOI) submissions are invited from small tourism businesses / projects in two categories:

1. Implementation stage
2. New initiative at concept stage.

We are seeking eligible businesses to participate in this trial program. Up to 15 projects will be selected from the EOIs. To be eligible, applicants must:

- Operate (or propose to operate) in Victoria
- Sole trader or employ up to 20 staff
- Value of project or enhancement (not total turnover) up to \$2 million
- Participate in future program evaluation (provide transparent information about your project).

The information requested in the EOI Form will be used to select projects to participate in the trial of targeted government support for new tourism ventures.

A review panel, comprised of State Government and industry representatives will assess EOIs and select up to fifteen projects from across Victoria.

Priority will be given to small businesses who are currently facing difficulty in the regulatory processes while trying to bring new (or modified) product to market. However, emerging innovative project concepts are also welcome to participate.

How we define regulation

Regulation can be defined as a set of rules, requirements, or procedures imposed by governments which place restrictions or requirements on the behaviour and actions of private actors.

A primary focus for this program will be to support business trying to navigate all relevant statutory approvals required to implement their project. i.e. Planning, Building, Environmental, Food & Liquor, Health and Safety. This does not include financing.

**EOI close on Thursday
28 February 2019.**

Please go to the website and complete the online EOI www.business.vic.gov.au/INV

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DJPR 12021/0119

For more information about this program visit www.business.vic.gov.au/INV

Contact your local;

- Regional Tourism Board
- Regional Development Victoria office
- Tourism Events and Visitor Economy
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For details of SBRR reforms and updates visit <https://engage.vic.gov.au/smallbizreview>