

NATIONAL PARK TOURISM EXPERIENCES DEVELOPMENT PROGRAM

GUIDELINES FOR THE EVALUATION OF UNIQUE
TOURIST ACCOMMODATION PROPOSALS



Tourism
WESTERN AUSTRALIA

WESTERN
AUSTRALIA
WALKING ON A DREAM

📍 DIRK HARTOG ISLAND, SHARK BAY WORLD HERITAGE AREA

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1.0 INTRODUCTION

The National Park Tourism Experiences Development (NPTED) Program was established by the Western Australian Government in 2022 to facilitate the delivery of new tourism accommodation and experiences in and around the State's national parks, marine parks, and conservation parks.

Tourism Western Australia (Tourism WA) is administering the NPTED Program in partnership with the Department of Biodiversity, Conservation and Attractions (DBCA). A key deliverable of the program is to enable the development of unique tourist accommodation to meet gaps in commercial short-stay accommodation and to grow the density and diversity of tourism experiences across the State.

Tourism WA is seeking to assist proponents to deliver planned and aspirational accommodation projects that align with the aims of the NPTED Program. In doing so, Tourism WA is inviting individuals and businesses to apply for case management support and funding for the delivery of unique tourist accommodation projects through the NPTED Program. These Guidelines outline how the process will be administered, proposals evaluated, and decisions made.

The objectives of this program are to:

- expedite existing unique accommodation projects to an approval stage.
- support sustainable visitation to national, marine and conservation parks.
- assist and encourage proponents to meet commercial gaps and diversify accommodation options.
- provide proponents with technical expertise and tourism knowledge to improve accommodation outcomes.

Successful proponents will be allocated a Tourism WA project manager to manage assigned funding on their behalf and to assist with the delivery of their unique accommodation project.



2.0 ABOUT TOURISM WESTERN AUSTRALIA

Tourism WA's role as the Western Australian Government's tourism agency is to grow the industry by promoting the State as an incredible holiday and events destination and inspiring more people to visit.

Tourism WA focuses on:

- Marketing the State to the world through innovative campaigns. This includes working with partners such as airlines, travel wholesalers, retail and online travel agents, on domestic and international marketing campaigns to encourage more visitors to Western Australia. Tourism WA also focuses on developing and securing aviation routes to make it easier for people to travel to, and around WA.
- Developing, attracting and promoting major sporting, arts, cultural and business events. Tourism WA also bids for major international events to help support WA's major infrastructure, such as Optus Stadium.
- Working with Government and the tourism industry to improve access, accommodation and tourism experiences for visitors. Major focus areas include Aboriginal tourism, cruise tourism, workforce development, and helping tourism product investors navigate Government approval processes.
- Informing and empowering the WA tourism industry through sharing key insights, monitoring global trends and building strong relationships with domestic stakeholders. Tourism WA promotes strategic investment and tourism business development by keeping the industry updated with new research and data; responding to evolving industry needs; and providing leadership to the sector through clear and consistent communications.



3.0 ELIGIBILITY INFORMATION

3.1 Eligible proponents

Proponents must be an individual, a privately-owned, or a commercial organisation with an Australian Business Number, that is delivering a unique tourist accommodation project predominantly funded through private capital.

Unique tourist accommodation is defined as:

“an offering that provides a distinctive or unconventional experience for overnight visitors. The offering may be unique in its design, location, or operation, providing guests with memorable experiences and a connection to place.”

3.2 Eligible projects

To be eligible, projects must:

- a) meet the definition of unique accommodation provided in section 3.1 of this document;
- b) support sustainable visitation to a national park, marine park, conservation park; and
- c) propose a new tourism accommodation development.

In addition to the above, proponents must:

- d) provide evidence and demonstrate the financial means to construct the project;
- e) provide evidence and demonstrate that they have expended resources to progress the project;
- f) provide evidence that they either own or have the permission from the landowners to use the land for the proposed unique tourist accommodation.

3.3 Eligible project expenses

Proponents may apply for assistance to undertake studies and assessments required to progress their project. These may include, but are not limited to:

- Site surveys;
- Fauna and flora surveys;
- Site and soil assessments;
- Geotechnical reports;
- Bushfire assessments;
- Traditional Owner engagement;
- Cultural heritage assessments;
- Coastal assessments;
- Hydrology studies; and
- Master planning.

Other studies may be considered at the discretion of Tourism WA. Requests for funding must be supported with written quotations. A minimum of two quotations from suitably qualified professionals are to be provided for each study or assessment being sought as part of the application.

3.4 Ineligible projects or expenses

Funding is not available for the following:

- a) Capital works or construction costs.
- b) Projects located in residential areas, including land zoned residential and rural residential under a Local Planning Scheme.
- c) Projects that do not meet the definition of unique tourist accommodation as provided in this document, including short-term rental accommodation, caravan/holiday parks and campgrounds (however proposals which are ancillary to existing operations will be considered).

- d) Projects that have received funding through other State Government funding programs, other than Tourism WA and the Department of Biodiversity, Conservation and Attractions (DBCA).
- e) Projects requiring an amendment to a local government's planning scheme.
- f) Projects requiring ongoing funding by Government.
- g) Completed projects or projects that have been substantially commenced.
- h) The purchasing of plant and equipment including vehicles (or similar).
- i) General business operating costs, including:
 - 1) lease, rent and utilities;
 - 2) purchase or upgrade/hire of software and ICT hardware;
 - 3) capital expenses;
 - 4) marketing, advertising, or product promotion including signage;
 - 5) maintenance of existing infrastructure / assets;
 - 6) staff wages, training and development costs.
- j) The purchase of land.
- k) Projects where accommodation is to be strata titled.
- l) Projects where there is a risk that the development will not be used for tourism purposes or is unlikely to progress.



4.0 FUNDING INFORMATION

4.1 About the funding

Projects are eligible for a maximum of \$100,000 (ex GST) in funding. Funding may only be used for matters outlined in the proponent's proposal with all works being completed and acquitted by May 2026. Funds will be paid in alignment with their respective funding year and any unallocated funds following the completion of works will be retained by Tourism WA.

4.2 Delivery of funding

Successful proponents will be required to enter into a grant agreement with Tourism WA. Funding allocated to a proposal will be managed and held by Tourism WA (unless otherwise approved). The proponent will be required to demonstrate that the key milestones and outcomes identified in the grant agreement have been met prior to funding being released.

4.3 Breaches and termination

Tourism WA reserves the right to terminate support and seek the recovery of funds in the event of a breach of these Guidelines or the *NPTED Program – Terms and Conditions for Accommodation Proposals*.

Tourism WA reserves the right to terminate support after accepting a proposal if, in the opinion of Tourism WA, the project is not capable of progressing further or within a reasonable timeframe. Any unspent funds will be retained by Tourism WA.

5.0 ADMINISTERING THE PROCESS

5.1 Governance

Tourism WA will administer the process in accordance with these Guidelines.

5.2 Evaluation panel

An evaluation panel will be established to assess proposals against the criteria outlined in Section 6.2. The evaluation panel will comprise of suitably experienced representatives from Tourism WA and DBCA, and may seek the advice of technical experts and stakeholders, where required.

5.3 Probity

The evaluation of proposals and all negotiations with proponents will be undertaken with the highest levels of probity consistent with the public interest. The application of established probity principles aims to assure all parties of the integrity of the decision-making process. These include maintaining impartiality, accountability, confidentiality and transparency, managing potential or perceived conflicts of interest, and obtaining value for money.

A Probity Auditor may be appointed to provide independent advisory services to the evaluation process. The auditor may be in attendance at relevant meetings, including presentations from proponents.

5.4 Conditions

These Guidelines, the administration, and the receipt and evaluation of proposals submitted pursuant to the Guidelines are subject to the *NPTED Program – Terms and Conditions for Accommodation Proposals*.

5.5 Resource commitments and timeframes

Submitting a proposal is at the proponent's sole risk, cost, and expense. Support from Tourism WA through the NPTED Program does not forgo a proponent's responsibility to commit its own resources to progress its project.

5.6 Disclosure

Tourism WA is responsible for coordinating the public disclosure of proposals received under the NPTED Program. Government recognises the confidential nature of proposals received and will endeavour to treat them accordingly. Only personnel administering the NPTED Program or involved in the assessment of proposals will have access to the proponent's information.

Proponents will be formally notified whether their proposal has been successful, and Tourism WA will advise the successful proponent/s when information can be disclosed publicly.

5.7 Variation

Tourism WA reserves the right at its absolute discretion, at any time and from time to time, to (in whole or in part) cancel, vary, supplement, supersede or replace this Program and/or Guidelines. If Tourism WA cancels, varies, supplements, supersedes or replaces this Program and/or Guidelines, then:

- a) Tourism WA will advise each Applicant that the Guidelines and/or Program has been cancelled, varied, supplemented, superseded or replaced; and
- b) The Applicant shall not have any recourse against Tourism WA whatsoever including claims for any costs or expenses incurred by the Applicant in connection to their application for funding through this Program.

6.0 SELECTION PROCESS

6.1 Selection process

Tourism WA will assess each proponent's proposal and only those which, in the opinion of Tourism WA, meet the criteria will be considered for support.

Tourism WA is not obliged to progress any proposal and may reject any or all responses. Tourism WA reserves the right to discuss the proposal with relevant stakeholders, including relevant decision-making authorities.

6.2 Evaluation criteria

Tourism WA will assess each eligible proposal based on the proponents' response to the below weighted criteria. Proponents are encouraged to provide supporting information and examples to substantiate their responses where relevant and appropriate.

1. Demonstrated experience in developing and/or operating tourist accommodation and products. **(30%)**
2. The project will support sustainable visitation to either a national park, marine park or conservation park. **(20%)**
3. The project will create a unique accommodation offering in the locality or surrounds and will meet a commercial gap in the market. **(20%)**
4. The proponent has demonstrated how the project will be funded, has sufficiently justified the assistance requested from Government, and has provided written quotes to support requests for funding. **(20%)**

Note: Preference may be given to proposals which are supported by a business case.

5. The support from Tourism WA through the NPTED Program will have a meaningful contribution towards delivering the project. **(10%)**

6.3 Scoring and evaluation

The evaluation panel will determine an agreed score for each application against each of the selection criteria.

Unless otherwise stated, a score of five (5) will be given to a response to a criterion that is assessed as satisfactory for that criterion. Higher or lower scores will be given to reflect whether an application demonstrates greater or lesser satisfaction against each of the criteria respectively.

Applicants are required to submit information and documents as evidence to support and demonstrate their claims against each criterion.

The aggregate score of each proponent will be used as one of the factors in the final assessment of the selection criteria and in the overall assessment to determine which proponent will deliver the best business and management outcome for the State.

The scoring legend zero to nine is outlined as follows:

- 0** Does not address the criteria.
- 1** Limited understanding or capability, no confidence that criteria will be met.
- 3** Less than satisfactory understanding or capability, limited confidence that selection criteria will be met.
- 5** Satisfactory understanding or capability, reasonably confident that selection criteria will be met.

7 Good understanding or capability, confident that selection criteria will be met.

9 Excellent understanding or capability, complete confidence that selection criteria will be met.

Scores such as **2, 4, 6** and **8** may be used to reflect variation to these scores.

Proponents should also understand that the evaluation panel reserves the right to:

- not progress any proposal should it believe that none are appropriate; and
- not accept certain parts of a submission and discuss changes to proposals, with due regard to probity, so that an application can provide the best outcome for the State.

Each submission will be considered on its merits and if no submissions are acceptable, then none will be accepted.

6.4 Post evaluation process

Once the evaluation panel has made a decision, Tourism WA will formally advise each proponent of the outcome of their application.

Tourism WA will meet and work with successful proponents to deliver the unique tourist accommodation project.

7.0 HOW TO SUBMIT A PROPOSAL

Proponents must complete Section 8 of this document for their proposal to be considered. Proponents are encouraged to attach supporting information and approvals, where relevant and as appropriate.

Proposals should be submitted by email to utap@westernaustralia.com noting the following conditions:

- a) By submitting a proposal, the proponent is confirming that it has read and agreed to these Guidelines and the *NPTED Program – Terms and Conditions for Accommodation Proposals*.
- b) Receipt of the proposal will be determined by the date and time shown on the ‘in-box’ that the proposal was received.
- c) Lodgement of electronic files may take time and the proponent must make its own assessment of the time required for full transmission of its proposal.
- d) Tourism WA will not be responsible in any way for any loss, damage or corruption of the electronic copy of the proposal.
- e) If the electronic copy of the proposal becomes corrupted, illegible or incomplete as a result of transmission, storage, encryption or decryption, then Tourism WA may request the proponent to provide another copy of the proposal either electronically or in hard copy or both.
- f) If Tourism WA requests another copy of the proposal, then the proponent must:
 - 1) provide the copy in the form or forms requested within the period specified by Tourism WA; and
 - 2) provide a statutory declaration that the copy is a true copy of the proposal which was electronically submitted by the proponent and that no changes to the Proposal have been made after the initial attempted electronic submission.

Contact

For any enquiries regarding the NPTED Program or these Guidelines, please contact utap@westernaustralia.com.

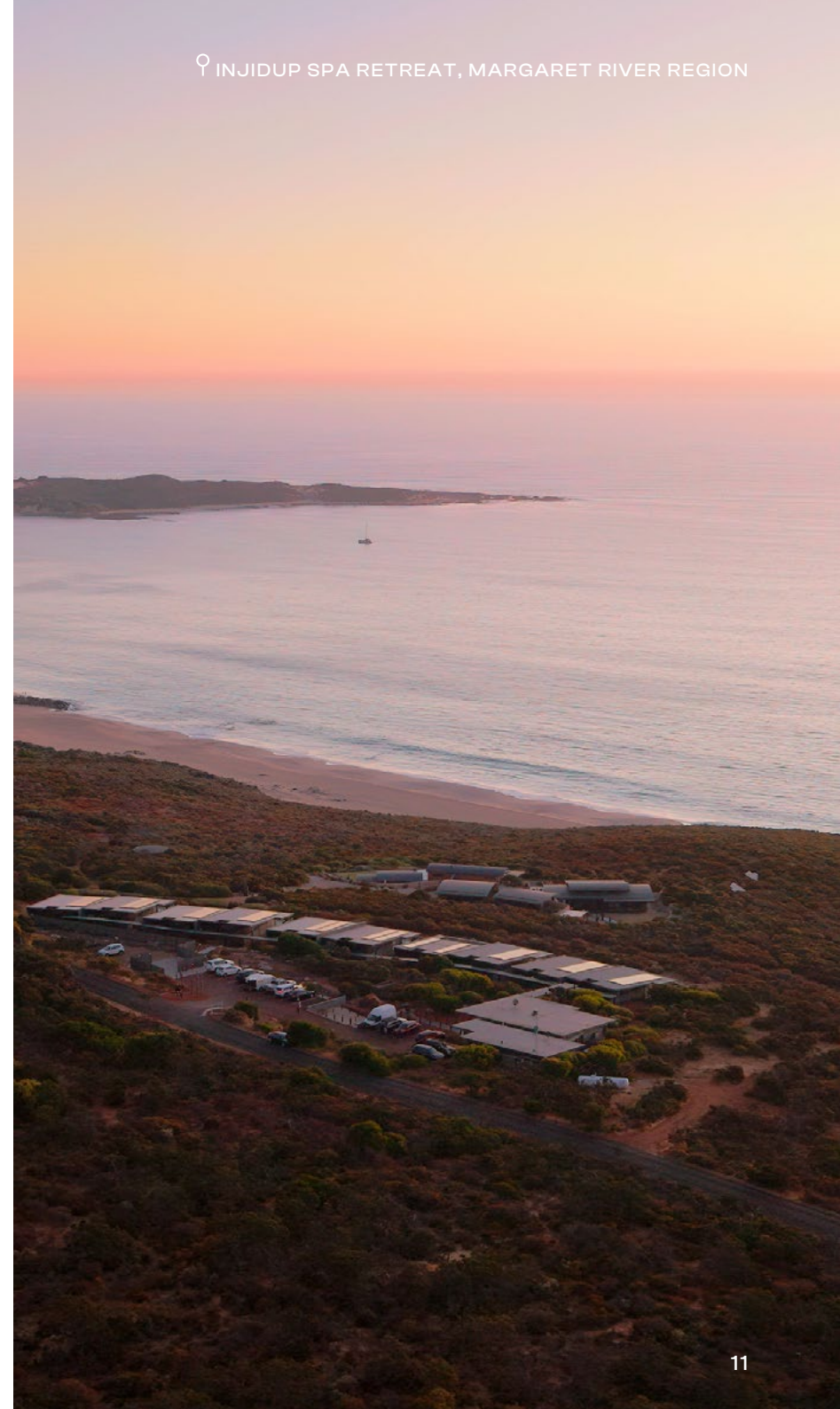


8.0 RESPONSE FORM

This form should be read in conjunction with the Guidelines and the *NPTED Terms and Conditions for Unique Accommodation (Terms and Conditions)*.

Please ensure that all sections are adequately addressed. Proponents are encouraged to provide additional supporting information/attachments.

Once this form is submitted, it will be reviewed by Tourism WA to ensure accuracy and compliance with the requirements of the Guidelines.



Section 1: Proponent Information

PROPONENT INFORMATION

Name of Legal Entity

Registered address or address of principal place of business if no registered address

Business name

Australian Business Number (ABN)

ACN (if a company)

Lead contact person(s), position title(s) and contact detail(s)

Is the Proponent acting as an agent or trustee for another person or persons?

If 'Yes', please provide details.

Has the Proponent engaged, or does the Proponent intend to engage another party to deliver / operate the Proposal?

If 'Yes', please provide details.

Section 2: Project Details

1. What is the name of your project?

2. Please explain how your project meets the definition of unique tourist accommodation. Unique tourist accommodation is defined as:

“an offering that provides a distinctive or unconventional experience for overnight visitors. The offering may be unique in its design, location, or operation, providing guests with memorable experiences and a connection to place.”

3. What is the estimated value of your project and how will it be funded?

4. What resources have you expended to date on this project?

5. Do you have permission to use land for the proposed unique tourist accommodation?

Note: In the case of projects on private land please show evidence that you either own or have permission to use the land and in the case of projects on Government land, please provide evidence that it is supported by the vested authority (e.g. DPLH, DBCA, local government, etc).

Yes No

Please provide evidence and details.

6. Will you have lodged an application for development approval by May 2026?

Yes No

7. What is the estimated timeframe to commence construction of your project?

Less than one year Between one to two years

Greater than two years

8. Do you have a project concept plan or drawing(s)? If yes, please include in your submission.

Yes No

9. Select the answer that best describes the location and tenure of your project.

Lease within a national park

Lease adjacent to a marine park

Lease within a conservation park

Lease on other Government owned land

Private (freehold) land that is in close proximity to a national park / marine park / conservation park

Other

Please provide details and provide attachments of the location of the proposal including an address if available, name of the park, local government area, and a map to define location if it cannot be specified:

10. Please explain in detail the studies/assessments that you require funding to deliver, and/or the case management support you are requesting from Tourism WA.

Note: Proponents will be required to provide two formal quotations for each of the required studies/assessments from suitably qualified professionals or consultants.

Section 3: Evaluation Criteria

Please detail how the proposed projects meets each of the following criteria.

1. Demonstrated experience in developing and/or operating tourist accommodation and products. **(30%)**

2. The project will support sustainable visitation to either a national park, marine park or conservation park. **(20%)**

3. The project will create a unique accommodation offering in the locality or surrounds, and will meet a commercial gap in the market. **(20%)**

4. The proponent has demonstrated how the project will be funded, has sufficiently justified the assistance requested from Government, and has provided written quotes to support requests for funding. **(20%)**

Note: Preference may be given to proposals which are supported by a business case.

5. The support from Tourism WA through the NPTED Program will have a meaningful contribution towards delivering the project. **(10%)**

Section 4: Other Considerations

Identify any important issues for the WA Government to consider.

OTHER CONSIDERATIONS

Provide details of any actual, potential, or perceived conflicts of interest that exist or may arise in relation to the Project that may, be seen as influencing delivery or performance.

Has the Proponent or any person responsible for the performance of key roles or tasks in the delivery of the Proposal been convicted of a criminal offence that is punishable by imprisonment or detention?

If 'Yes', please provide details.

Disclosure of any other information Tourism WA or the WA Government should be aware of.

Acknowledgement

This form is to be signed by the proponent or a duly authorised representative. In signing this form the proponent:

- warrants the information provided as being true and accurate;
- acknowledges, understands and agrees to the Guidelines and Terms and Conditions;
- acknowledges that Tourism WA is not obligated to accept the proposal; and
- acknowledges that the form will be used by Tourism WA to assess the proponent's suitability for support.

Full Name:

Company:

Position:

Signature:

Date:

Tourism Western Australia

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