

TOURISM ACCOMMODATION AND ATTRACTIONS PROPOSALS (TAAP) PROGRAM

FREQUENTLY ASKED QUESTIONS



ABOUT THE PROGRAM

What is the TAAP Program?

The Tourism Accommodation and Attractions Proposals (TAAP) Program is a Tourism Western Australia (Tourism WA) initiative. It is designed to support the development of new and enhanced Tourism Accommodation and Visitor Attraction projects across Western Australia. The program provides funding to assist applicants with the planning and investigations required to progress projects towards approval, investment readiness and delivery.

What is the objective of the program?

The program aims to:

- support the development of high-quality tourist accommodation and attractions
- increase visitation, length of stay and visitor spend
- encourage dispersal to regional Western Australia
- assist applicants to progress projects towards approval, investment readiness and delivery.

How much funding is available?

Applicants may apply for up to \$50,000 (excluding GST) per project.

ELIGIBILITY

Who can apply?

- Individuals, local governments, and privately owned or commercial organisations with an Australian Business Number (ABN) or Australian Company Number (ACN) may apply.
- A legal entity capable of entering into a legally binding and enforceable funding agreement.
- A proposal for a destination-driving Tourism Accommodation or Visitor Attraction project in Western Australia must be provided.

Can Aboriginal businesses apply?

Yes. Aboriginal businesses and Aboriginal-led tourism projects are encouraged to apply where they meet the eligibility requirements.

Do I need to own the land?

Applicants must either own the land or demonstrate they hold secure tenure and have the legal right to develop and operate the proposed tourism project. Evidence of land ownership, tenure or development rights must be provided.

ELIGIBLE PROJECTS

What types of projects are eligible?

Eligible projects must satisfy all the eligibility requirements in Section 3 of the Program Guidelines including:

- deliver Tourism Accommodation or a Visitor Attraction in Western Australia
- demonstrate potential to drive visitation or enhance visitor experiences
- be a new development or significant upgrade of an existing tourism asset
- demonstrate a clear point of difference and market appeal.

What is considered Tourism Accommodation?

Tourism Accommodation refers to a high quality, design-led and experience-driven overnight visitor offering that provides a clear point of difference and contributes meaningfully to a destination's tourism appeal.

What is considered a Visitor Attraction?

Visitor Attractions include tourism assets, facilities, sites or natural features that attract visitors to a destination and form part of a commercial tourism offering.

Can an existing tourism business apply?

Yes. Existing operators may apply where the project involves a significant upgrade, repositioning or expansion of Tourism Accommodation or Visitor Attraction.

FUNDING

What can the funding be used for?

Funding may be used for studies and investigations required to progress a tourism project, included but not limited to:

- feasibility studies
- site surveys
- flora and fauna surveys
- site and soil assessments
- environmental assessments
- cultural heritage assessments
- Traditional Owner engagement
- geotechnical reports
- bushfire assessments
- hydrology studies
- master planning and other technical investigations.

Can the funding be used for construction?

No. Funding is not available for capital works, construction, operational expenses or project delivery costs.

Can the funding be used for marketing?

No. Marketing, advertising, signage and promotional activities are not eligible expenses.

Can the funding be used to purchase land?

No. The purchase of land is not an eligible expense.

Can wages and staff costs be funded?

No. Staff wages, training and general business operating costs are not eligible.

APPLICATION PROCESS

How do I apply?

Applications must be submitted through the online application portal. Applicants are encouraged to discuss their proposal with Tourism WA's Tourism Experience Development team prior to lodging an application. The team can be contacted at experiences@westernaustralia.com.

Do I need to provide quotations?

Yes. Applicants are required to provide a minimum of two quotations from suitably qualified professionals for each study or assessment for which funding is sought.

Can I submit additional information after the application closes?

No. Applications must be complete at the time of submission. Incomplete applications may not be accepted.

Can I submit more than one application?

Applicants may submit multiple applications provided each project is unique and meets the eligibility requirements. Tourism WA reserves the right to determine funding priorities and will assess each application on its merits.

Can I apply if I have already received State Government funding for this project?

Yes. Projects that have previously received WA Government funding for planning or feasibility activities may still be eligible for funding, provided additional investigations or assessments are required to secure development approval.

ASSESSMENT PROCESS

How will applications be assessed?

- Have visitor appeal and market opportunity.
- Align with tourism strategies and priorities.
- Show product readiness.
- Show financial capacity.
- Show its ability to contribute to Western Australia's visitor economy.

Who assesses applications?

An evaluation panel will be established to assess proposals against the criteria outlined in Section 6.2 of the Guidelines. The evaluation panel will be comprised of suitably experienced Government representatives, noting Tourism WA may seek the advice of technical experts, where required.

Are conflicts of interest managed?

Yes. Assessment processes are governed by probity requirements, including conflict of interest declarations and appropriate governance arrangements.

SUCCESSFUL APPLICANTS

What happens if my application is successful?

Successful applicants will enter into a funding agreement with Tourism WA outlining the approved activities, reporting requirements and funding conditions.

When will funding be paid?

Funding will be paid in 2026/27 in accordance with the terms of the funding agreement and any conditions specified by Tourism WA.

Will I need to provide an acquittal report?

Yes. Funding recipients will be required to provide evidence that funding has been spent on approved activities and comply with reporting and acquittal requirements.

What happens if my project changes after funding is approved?

Any significant variations to the approved scope of works must be discussed with Tourism WA and may require approval before proceeding.

OTHER QUESTIONS

Does receiving TAAP funding guarantee further government funding?

No. TAAP funding is intended to support project planning and development activities only. Successful completion of a TAAP-funded study does not guarantee access to future funding programs.

Does receiving TAAP funding guarantee development approval?

No. Applicants remain responsible for obtaining all necessary approvals, licences and permits. Funding support does not imply endorsement or approval by any regulatory authority.

Who can I contact for more information?

Contact the Tourism WA Tourism Experience Development team at experiences@westernaustralia.com.

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