

# TOURISM ACCOMMODATION AND ATTRACTIONS PROPOSALS (TAAP) PROGRAM

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## GUIDELINES FOR THE EVALUATION OF TOURISM ACCOMMODATION AND ATTRACTIONS PROPOSALS



# CONTENTS

|                                          |           |
|------------------------------------------|-----------|
| 1.0 Introduction .....                   | <u>3</u>  |
| 2.0 About Tourism Western Australia..... | <u>4</u>  |
| 3.0 Eligibility Information .....        | <u>5</u>  |
| 4.0 Funding Information .....            | <u>8</u>  |
| 5.0 Administering the Process .....      | <u>9</u>  |
| 6.0 Selection Process .....              | <u>12</u> |
| 7.0 The Application Process.....         | <u>14</u> |

# 1.0 INTRODUCTION

The Tourism Accommodation and Attractions Proposals (TAAP) Program has been established by the Western Australian Government to support the development of new and enhanced tourism products across the State, including high-quality Tourism Accommodation and Visitor Attractions.

The Western Australian Tourism Commission, trading as Tourism Western Australia (Tourism WA), administers the TAAP Program to assist applicants in progressing projects that strengthen Western Australia's tourism offering, increase visitation and deliver compelling, experience-led visitor outcomes.

Tourism WA will assist applicants to deliver planned and aspirational accommodation and attraction projects that demonstrate a clear point of difference and contribute meaningfully to the State's tourism appeal.

The TAAP Program is designed to support early-stage planning, feasibility and pre-development activities that enable accommodation and attraction projects to progress toward approval, investment and delivery. Funding is not intended for capital works, construction or operational expenditure. Instead, it supports applicants to undertake the studies, assessments and planning required to de-risk and advance projects.

Tourism WA is inviting individuals and businesses to apply for funding to progress eligible projects.

These Guidelines outline how the process will be administered and how applications will be evaluated to grant the funding.

## **The objectives of this program are to:**

- support the development of high-quality Tourism Accommodation and Visitor Attractions
- increase visitation, length of stay, and visitor spend
- encourage dispersal to regional Western Australia
- assist applicants to progress projects toward approval, investment readiness and delivery.

## 2.0 ABOUT TOURISM WESTERN AUSTRALIA

Tourism WA is the Western Australian Government's tourism agency, responsible for growing the State's visitor economy and enhancing Western Australia's reputation as a world-class destination. Guided by the *Western Australia Visitor Economy Strategy 2033* (WAVES 2033), Tourism WA works with industry, government and community stakeholders to increase visitation, grow visitor expenditure and support sustainable tourism development across the State.

Tourism WA focuses on:

- promoting Western Australia through domestic and international marketing, destination branding and partnerships that encourage visitation and attract high-value travellers
- growing aviation access by attracting new domestic and international air services and improving connectivity to and within Western Australia
- developing, attracting and promoting major sporting, cultural, arts and business events that increase visitation, generate economic benefits and enhance Western Australia's reputation as a leading events destination
- supporting the development of accommodation, attractions, tourism infrastructure and visitor experiences that strengthen Western Australia's tourism offering and destination appeal
- supporting the growth of authentic Aboriginal tourism experiences and positioning Western Australia as Australia's leading destination for Aboriginal cultural tourism
- supporting a high-performing, sustainable and resilient tourism industry through industry development, workforce initiatives, research, market intelligence, innovation and stakeholder engagement
- working towards the WAVES 2033 goal of growing Western Australia's visitor economy to \$25 billion in annual visitor expenditure by 2033.

## 3.0 ELIGIBILITY INFORMATION

### 3.1 | ELIGIBLE APPLICANTS

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

#### DEFINITIONS

##### **Tourism Accommodation:**

An accommodation offer that delivers a high-quality, design-led and experience-driven overnight stay for visitors. The accommodation must demonstrate a clear point of difference through its design, setting, level of service, visitor experience and/or integration with the surrounding environment. The accommodation must be of a scale and standard that contributes meaningfully to the destination's tourism appeal and needs.

##### **Visitor Attractions:**

Visitor attractions are physical tourism assets or built/natural features that attract visitors to a destination and enhance their stay. This may include natural attractions, cultural sites, built infrastructure or tourism-focused facilities that form part of a commercial tourism offering.

### 3.2 | ELIGIBLE PROJECTS

##### **To be eligible, projects must:**

- a) deliver Tourism Accommodation or a Visitor Attraction in Western Australia
- b) demonstrate the potential to drive visitation or enhance visitor experience
- c) be a new development/s or significant upgrade or repositioning of existing tourism assets
- d) demonstrate a clear point of difference and market appeal.

##### **In addition to the above, applicants must:**

- e) provide evidence that they have the financial means to construct the project.
- f) provide evidence that they have expended resources to progress the project.
- g) demonstrate that the project is located on privately owned land, or land where the applicant holds secure tenure and has the legal right, approvals and permissions necessary to develop and operate the proposed Tourism Accommodation and/or Visitor Attraction. Evidence of such ownership, tenure, rights, approvals and permissions must be provided.

### 3.3 | ELIGIBLE PROJECT EXPENSES

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

- feasibility studies
- site surveys
- fauna and flora surveys
- site and soil assessments
- environmental assessments
- cultural heritage assessments
- traditional Owner engagement
- geotechnical reports
- bushfire assessments
- hydrology studies
- 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 requiring an amendment to a local government's planning scheme
- d) projects requiring ongoing funding by Government
- e) completed projects or projects that have been substantially commenced
- f) the purchasing of plant and equipment including vehicles (or similar)
- g) 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
- h) the purchase of land
- i) projects where accommodation is to be strata titled
- j) 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

A total of \$500,000 is available through the TAAP Program in the **2026/27** financial year. Applicants within this period can apply for up to \$50,000 (ex GST) per eligible project. Funding may only be used for activities outlined in the applicant's proposal, with all funded works to be completed and acquitted by June 2028. Successful applicants will receive funding during the 2026/27 financial year in accordance with the terms of their funding agreement. Following completion of the funded works any unspent or unallocated funding remaining must be returned to Tourism WA.

### 4.2 | DELIVERY OF FUNDING

Successful applicants will be required to enter into a funding agreement with Tourism WA. Funding will be provided to successful applicants upon execution of the funding agreement and by satisfying any conditions specified in the agreement. Applicants will be required to deliver the approved project and comply with all reporting, acquittal and other obligations outlined in the funding agreement.

### 4.3 | BREACHES AND TERMINATION

In the event of a breach of the funding agreement, Tourism WA may suspend or terminate funding and may require repayment of all, or part of, the funding, in accordance with the funding agreement. Tourism WA reserves the right to withdraw approval prior to the execution of the funding agreement.

### 4.4 | CONFLICTS OF INTEREST

Applicants are required to disclose any information that may be relevant to an actual, likely or perceived conflict of interest. Tourism WA reserves the right not to support an application if it is not satisfied that adequate arrangements are in place to appropriately address and manage an actual, likely or perceived conflict of interest.

## 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 applications 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.

### 5.3 | PROBITY

The evaluation of proposals and all negotiations with applicants will be undertaken with the highest levels of probity consistent with public interest. The application of established probity principles aims to assure 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.

### 5.4 | RESOURCE COMMITMENTS AND TIMEFRAMES

Submitting a proposal is at the applicant's sole risk, cost, and expense. Support from Tourism WA does not relieve an applicant of its responsibility to commit its own resources to progress its project.

### 5.5 | CONFIDENTIALITY, FREEDOM OF INFORMATION AND DISCLOSURE

Tourism WA and the State may disclose information provided by an applicant:

- a) to Government Ministers, other State Government agencies and persons involved in the administration, assessment, audit, monitoring or evaluation of the TAAP Program
- b) to advisers, consultants, contractors and other persons engaged to assist with the administration or assessment of the TAAP Program or the management of funding provided under it
- c) where required or authorised by law

- d) in connection with accountability requirements of Government, including disclosures to the Parliament of Western Australia and its committees
- e) for the purpose of obtaining advice, conducting due diligence or verifying information provided by an applicant
- f) with the consent of the applicant

Applicants should be aware that documents and information held by Tourism WA may be subject to the *Freedom of Information Act 1992 (WA)* and other legislative and administrative accountability requirements.

Information concerning successful applicants and funded projects may also be publicly disclosed, including the name of the successful applicant, the name and description of the project and the funding amount provided.

Applicants should clearly identify any information they consider to be confidential or commercially sensitive. The identification of information as confidential or commercially sensitive does not prevent its disclosure where disclosure is required or authorised by law or otherwise permitted under these Guidelines.

## 5.6 | VARIATION

Tourism WA reserves the right at its absolute discretion, at any time and from time to time, to 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
- 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 with their application for funding through this Program.

## 5.7 | INTELLECTUAL PROPERTY

Any intellectual property rights that may exist in the application will remain the property of the applicant or the rightful owner of those intellectual property rights. Any part of the application considered to contain any intellectual property rights should be clearly identified by the applicant. The applicant grants Tourism WA a permanent, non-exclusive, irrevocable licence to use, communicate and reproduce the intellectual property in the application for the purpose of administering the TAAP Program.

## 6.0 SELECTION PROCESS

### 6.1 | SELECTION PROCESS

Tourism WA will assess each applicant's proposal. Only those which, in the opinion of Tourism WA and the selection panel, 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 applicant's response to the below weighted criteria. Applicants are encouraged to provide supporting information and examples to substantiate their responses, where relevant and appropriate.

1. The project will support sustainable visitation, enhance the visitor experience, deliver a distinctive and high-quality tourism product, and address an identified market need or opportunity (30%).
2. The project aligns with the strategic priorities of WAVES 2033, relevant Tourism Destination Management Plans, regional tourism strategies, and other priorities that support sustainable growth of Western Australia's visitor economy (20%).
3. The applicant has demonstrated how the project will be funded, has sufficiently justified the assistance requested from the WA Government, and has provided written quotes to support requests for funding (20%).
4. The support from Tourism WA will make a meaningful contribution towards delivering the project (15%).
5. The applicant has demonstrated experience delivering and/or operating tourism products (accommodation and/or attractions) (15%).

### 6.3 | SCORING AND EVALUATION

The evaluation panel will determine an agreed score for each application against each criterion.

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

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

**The scoring legend zero (0) to nine (9) is outlined as follows:**

|          |                                                                                                             |
|----------|-------------------------------------------------------------------------------------------------------------|
| <b>0</b> | Does not address the criteria.                                                                              |
| <b>1</b> | Limited understanding or capability, no confidence that criteria will be met.                               |
| <b>3</b> | Less than satisfactory understanding or capability, limited confidence that selection criteria will be met. |
| <b>5</b> | Satisfactory understanding or capability, reasonably confident that selection criteria will be met.         |
| <b>7</b> | Good understanding or capability, confident that selection criteria will be met.                            |
| <b>9</b> | 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.

Applicants should note that the evaluation panel reserves the right to:

- not progress any proposal should it believe that none are appropriate
- 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 by its merits and, if no submissions are acceptable, then none will be accepted.

## 6.4 | POST EVALUATION PROCESS

Once the evaluation panel's recommendation has been approved by the Tourism WA Board and endorsed by the Minister for Tourism, Tourism WA will formally advise each applicant of the outcome of their application.

## 7.0 THE APPLICATION PROCESS

Applicants are encouraged to discuss their application with the Tourism WA Tourism Experience Development team prior to applying for funding. To contact the team, please email [experiences@westernaustralia.com](mailto:experiences@westernaustralia.com).

Applicants must complete an application through the Tourism WA funding portal, accessible through <https://tourismwa.smartygrants.com.au/taap>.

The portal will be accessible between 9:00am (AWST) Thursday 22 October 2026 and 5:00pm (AWST) Monday 14 December 2026 (applications will not be accepted after this time).

Please note, only applications received through the online portal will be considered; no other format of application will be accepted.

Applicants are required to complete the full online application and provide all the required supporting material. Incomplete applications will not be accepted, and additional information cannot be submitted after the deadline.

Applicants will automatically receive a confirmation email with a PDF of their completed application.

If this email is not received, contact Tourism WA at [experiences@westernaustralia.com](mailto:experiences@westernaustralia.com).

## CONTACT

For any enquiries regarding the TAAP Program or these Guidelines, please contact [experiences@westernaustralia.com](mailto:experiences@westernaustralia.com).

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