



PROGRAM GUIDELINES

Tourism Business Digital Adaption Program Year 2

(February 2025)

Program Summary

The Tourism Business Digital Adaption Program (the Program) is a two-year, \$4.5 million initiative funded by the Queensland Government that aims to facilitate the uptake of digital technology and innovation by micro, small and medium-sized tourism businesses, assisting in improving business operations and delivering seamless events and exceptional tourism experiences.

The Program is assisting implementation of the *Our Thriving Digital Future: Queensland's Digital Economy Strategy* and to propel Queensland as a digitally thriving state. It is designed to meet some of the identified tourism industry digital gaps through a versatile array of digital enhancements so that businesses have the right technology and capabilities to excel.

The Program will consist of:

- i. free trial/s of selected products;
- ii. access to webinars and resources;
- iii. Digital Champions Network; and
- iv. rebates of up to \$2,500¹ to implement identified **new** digital product/s or an upgrade to an existing digital subscription that would support tourism businesses in areas such as:
 - Website creation
 - Online booking and ticketing
 - Payment Gateways
 - Point of Sale Systems
 - Back-end Financial Systems
 - Customer Relationship Management Systems
 - Integrated Social Media Engagement
 - Content Creation
 - Future focused digital support tools.

The Program will also provide support for tourism businesses to assess their current cyber security arrangements, and to develop strategies to protect themselves from an unwanted cyber event through the Cyber Wardens program. This support will include access to a recorded webinar on cyber security, as well as a free short course designed to help small businesses safeguard against cyber-attacks.

Tourism Businesses must purchase a subscription for an identified digital product available under this program before applying for a rebate. Please see list of approved providers [here](#), including which of their products are eligible for a rebate.



How the Program Works

1. Eligible tourism businesses complete an application form on the [Queensland Tourism Industry Council \(QTIC\) website](#).
2. Applications will be assessed and awarded to eligible applicants in order of receipt.
3. Applicants will be advised of the outcome of their application in writing from QTIC via the email address submitted with their application.
4. Successful applicants will be contacted with Program-approved products and packages from registered providers.
5. Successful applicants will take up trial periods of approved digital products (where offered by software providers) and if satisfied, sign up for an approved product which may consist of an annual digital subscription and approved implementation support costs where relevant.
6. In order to receive a rebate of up to a maximum of \$2,500 (plus GST) towards the approved products, businesses will be required to submit supporting information including:
 - a. Confirmation they are using the digital platform;
 - b. Confirmation that this is a new digital platform, or an upgrade from their current platform (providing details where necessary);
 - c. Provision of evidence (valid tax invoice and proof of purchase) of a product purchased on or after the date of the advice of application approval by QTIC, and up to and including 21 November 2025;
 - d. Provision of bank details and proof of a bank account in the same name as the approved applicant for processing the payment of the rebate.

Once validated, the rebate will be paid to the value shown on the valid tax invoice/s and proof of payment to a maximum of \$2,500 (plus GST).

7. Program participants will be surveyed on information such as the level of use of the new software, how digital skills have improved, and whether digital capabilities have positively impacted financial performance. It is a condition of the Program that recipients must complete and return the survey.

IMPORTANT NOTES:

- Approved Year 2 applicants may choose to implement one or a multiple number of new or enhanced eligible digital products and will be rebated up to the maximum aggregate value of \$2,500 (plus GST) per applicant in each year of the program. If the total cost of the eligible digital products purchased is greater than the maximum value of \$2,500 (plus GST), the applicant will cover any additional costs.
- Approved applicants from Year 1, whether they claimed a rebate or not, may apply again in Year 2 for a rebate up to an additional maximum \$2,500 for a new digital product/s not purchased in Year 1.
- In addition, approved applicants from Year 1 who claimed a rebate for an approved digital product/s are permitted to also apply and claim a renewal for second year's



subscription for the **same** approved product/s from Year 1, up to an additional maximum \$2,500 (plus GST).

- Receipt of a rebate in Year 1 of the Program does not automatically entitle a business to a rebate in Year 2 of the Program. Applicants will need to apply again to receive a rebate in Year 2.
- Businesses must ensure that they are approved into the program **before** they are invoiced by the approved provider.

Program key dates - Year 2

Activity	Date*
Applications open	9.00am (AEST), 6 March 2025
Application Assessment	complete applications are assessed in order of receipt
Outcome of applications advised	after completion of the assessment and approval procedures
Final rebate claim date	within 90 calendar days of approval**
Applications close	11:59pm (AEST), 21 November 2025 (or earlier if the funding allocation is exhausted prior to the closing date)

*Please note these dates are indicative only and may be subject to change.

**Once a business has been approved into the program, they have a period of 90 calendar days to claim the rebate, after which time their participation expires, and they will be required to re-apply to the program.

Eligible Applicants

For the purposes of the program, eligible tourism businesses must, at the time of applying:

- have **fewer than 200 full time equivalent employees***; and
- hold an **Australian Business Number**; and
- be **registered** for GST**; and
- have an **established operating base in Queensland** (refer to definition in [Appendix 1](#)); and
- operate in the **tourism and events industry in Queensland** (refer to definition in [Appendix 1](#)) or be a **Queensland Local Government Authority (LGA)**; and
- and have owners/directors who **are not** undischarged bankrupt; and



g. be solvent.

In addition, if an applicant is a:

- Non-profit organisation, they must be a charity or other not-for-profit entity that is incorporated under a law of the Commonwealth or in Queensland
- LGA, they must specify the owned tourism-focused business the digital product will be supporting.

* for LGAs the tourism-focused business must have fewer than 200 full-time equivalent employees, not the total LGA.

** eligible First Nations' tourism and events businesses as verified by one of the following organisations are exempt from requiring GST registration providing the ABN is current.

- [Queensland First Nations Tourism Council \(QFNTQ\)](#)
- [Independent Indigenous Tourism Operators of Queensland \(IITOQ\)](#)
- [Our Country Advisory Service](#)

State, Territory and Australian Government agencies or associated agencies such as statutory bodies or government owned corporations are not eligible for the subsidy.

Only **one new application per eligible applicant per Program year** can be approved, based on ABN.

In addition, approved applicants from Year 1 who claimed a rebate for an approved digital product or subscription/s are permitted to apply for and claim a **renewal for a second year's subscription for the same approved product**.

Program Eligibility Criteria

The rebate will only apply to approved applicants confirmed in writing by the Queensland Tourism Industry Council and with approved products purchased after the date of approval.

1. The business must purchase at a minimum an **annual** subscription to one approved digital product and be the identified subscription holder.
2. The business must provide evidence that the product has been paid for on or after the date of the advice of application approval by QTIC
3. The business must claim the rebate for an approved digital product/s within 90 calendar days, and prior to 11.59pm on 21 November 2025. If the rebate is not claimed within 90 calendar days, no rebate will be paid unless an extension has been granted in writing by QTIC prior to the claim cut-off date.

Eligible Products and Activities

The funding will be available for eligible Tourism Businesses to upgrade current business processes to incorporate the use of the most up-to-date and effective digital platforms and tools, to help increase productivity and support the delivery of seamless visitor experiences.



Successful applicants will be able to use up to \$2,500 (plus GST) for an annual subscription for a **new** or upgraded annual subscription on an identified digital product/s from an approved provider. Where identified as part of the program, businesses may also claim approved costs associated with implementing a new digital tool.

In addition, approved applicants from Year 1 who claimed a rebate for an approved digital product or subscription/s are permitted to claim a second year's subscription for the **same approved product**, up to an additional maximum of \$2,500 (plus GST).

Successful new Year 2 applicants will be able to select a product from a program-approved list available on the [QTIC program website](#).

The chosen product must be:

1. A **new** digital product not currently used by the business; or
2. An upgrade to an existing product used by the business with additional features that provide improved digital capabilities (eg a website that incorporates channel management).

Hardware is only eligible for specific products with approved vendors, where necessarily acquired as part of an annual subscription or licence. General hardware such as laptops, tablets and mobile phones are not included as part of the program.

The program will not include the cost of:

1. Renewals of existing products or software licences (except for an extension of an approved Year 1 rebated subscription) , or
2. Minor updates to existing products (eg software version updates), or
3. Products not approved by the program, or
4. Products purchased through a third party, or
5. Any product not licenced to the applicant for their own use, or
6. Any implementation costs for the installation or use of new digital products except those approved as part of the Program by approved vendors, or
7. Any products purchased prior to the date they receive the Program confirmation advice from QTIC.

Successful applicants are encouraged to view webinars and other materials and resources supplied by the software providers and/or arranged by QTIC.

Successful applicants are also encouraged to engage with and participate in a **Digital Champions Network** for their product category. This will be a *Community of Practice* forum for Program participants to share knowledge and experiences, ask questions and learn from users of the same platforms to maximise their digital capabilities.



Who can apply?

- The business owner or an authorised employee for that business can apply for a rebate on behalf of the business.
- Businesses need to submit their own applications. Application submissions from third parties are ineligible.

Assessment Process

1. Business ABN and GST status will be checked against the Australian Business Register for validity.
2. Businesses must provide a trading address for premises located in Queensland.
3. ANZSIC code will be checked through the Australian Bureau of Statistics website for validity. [[Australian and New Zealand Standard Industrial Classification \(ANZSIC\), 2006 \(Revision 2.0\) | Australian Bureau of Statistics \(abs.gov.au\)](#)]
4. Applications will be assessed on first come first serve basis.
5. Incomplete applications will not be assessed until all required information is received.

Compliance with laws and regulations

Businesses participating in the Program must comply with all Commonwealth and State financial regulations, privacy laws, and consumer laws and regulations.

Applicants agree that all application and survey information will be shared with the Queensland Government.

Program evaluation

- Applicants agree to comply with Program performance and evaluation monitoring, including evaluation surveys.
- Evaluation surveys to assess the effectiveness/impact of the Program will be required twice, at approximately at 6 and 12 months following successful application approval. Completion is a non-negotiable requirement for all Program participants. Non-compliance may impact future applications for Queensland Government programs. Program outcomes and participant experience may be used in Program evaluation reviews and marketing material.

Compliance & Audit

- Businesses will be ineligible for the Program if any information in their application is found to be false or misleading.



- If information on the application is found to be false or misleading, or funds are not applied for the purposes of the business in accordance with the terms of the funding as set out in these guidelines and the application, the rebate will be repayable on demand.
- A sample of approved businesses who have received a rebate will be selected to undertake an audit to ensure the grant has been spent as per the approved guidelines.
- Applicants will be required to retain all records associated with their application for a minimum of 12 months from Program end date.
- Grants are subject to the Goods and Services Tax (GST). Approved applicants will provide a valid tax invoice/s and proof of payment, with grant amounts paid including a grossed-up amount of GST to comply with taxation rules applicable to the assistance.
- Some grants are considered assessable income for taxation purposes, unless exempted by a taxation law. It is recommended that grant recipients seek independent professional advice on their taxation obligations or seek assistance from the Australian Taxation Office as QTIC does not provide advice on tax.

Privacy Statement

Personal Information provided for this program will be used by QTIC for the purposes of assessment of eligibility, program administration and program review. In registering for a rebate, the applicant applying on behalf of the entity consents to the sharing of information as outlined in the Assessment Process section above.



If there is an intention to include personal information about a third party in the application, the applicant applying must ensure the third party is aware of and consents to the contents of this privacy statement.

Where you choose to send us a completed electronic form that includes personal information, we may be kept on file (hard copy and/or electronic) for future reference by QTIC staff. This information includes items such as name, address, email address, phone number, business/organisation, region and job title. We will only collect personal information by lawful and fair means.

The information collected by email or electronic forms will be used only for the purpose for which it was provided.

Information including personal information will be shared with the Department of Environment, Tourism, Science and Innovation and other partner Queensland government departments and agencies and the Minister(s) responsible for the Program, as well as the applicants applicable Regional Tourism Organisation on a commercial-in-confidence basis. Applicants should note that broad details of successful applications (including business name), agreed outcomes, project progress and the level of funding awarded may be published by the Queensland Government. Some information may be used to promote funded business or other funding programs administered by the Queensland Government. Personal information will not be disclosed to any other third party without consent, unless required by law or for the purposes of the IP Act.

Other information

- QTIC is the delivery partner for this program, funded by the Queensland Government.
- QTIC reserves the right to amend these guidelines and application terms at any time.
- QTIC will endeavour to notify all businesses of the outcome of their application within 15 business days.
- Rebate recipients agree that de-identified statistical information will be shared by digital product suppliers to enable QTIC to measure program success.
- In the event the provider only offers a monthly subscription, evidence of a product purchase (a valid tax invoice/s and proof of payment) is required for two consecutive months in order to obtain the rebate for an annual subscription amount. At the end of the twelve-month period, you will be required to provide proof of payment of the full annual subscription costs.
- In the event the provider only offers a commission - based fee structure, for on-going arrangements, evidence of purchase (a valid tax invoice/s and proof of payment) will be required for three consecutive months which will be averaged and prorated for a twelve-month period in order to obtain the rebate for the average annual product cost.



- For any commercial arrangements between tourism businesses and program providers that do not fit an annual subscription model, rebate payments will need to be approved by QTIC.
- For enquiries contact QTIC on 07 3236 1445 or email digital@qtic.com.au or visit <https://www.qtic.com.au/tourism-business-digital-adaption-program/> for more information.



Appendix 1 – Definitions

Established operating base in Queensland means a business that is trading from premises located in Queensland.

ANZSIC means the document called ‘Australian and New Zealand Standard Industrial Classification (ANZSIC)’ published by the Australian Bureau of Statistics, as amended from time to time.

Note— ANZSIC is available on the Australian Bureau of Statistics’ website.

Tourism and events industry in Queensland means an industry classified under ANZSIC within the following class codes:

- accommodation providers (ANZSIC code 4400);
- food and beverage services including cafes, restaurants, taverns and clubs (ANZSIC codes 4511, 4513, 4520, 4530);
- interurban and rural bus transport – tour bus, scenic and sightseeing operation, shopping tours, long distance (ANZSIC code 4621);
- other road transport – hire car service with driver only (ANZSIC code 4623);
- water passenger transport - boat charter, lease or rental (without crew), ferry, water taxi, water launch, cruise (ANZSIC code 4820);
- road and water transport, including sightseeing (ANZSIC codes 4623, 4820, 5010);
- aviation - airport operations and other air transport support services (ANZSIC code 5220);
- rental and hiring services (ANZSIC code 6611);
- transport rental and hiring – aviation, boats, buses, caravans, houseboats, motorcycles, motorhomes without crew (ANZSIC code 6619);
- travel agencies (ANZSIC code 7220);
- event management (ANZSIC code 7299);
- heritage activities including museums, parks and gardens (ANZSIC codes 8910, 8921, 8922);
- performing arts venues (ANZSIC code 9003);
- amusement and other recreational services (ANZSIC codes 9131, 9139);
- performing arts operation (ANZSIC code 9001).

Queensland Local Government Authority

A Queensland Local Government Authority means local government authority as defined under the *Local Government Act 2009* (Qld).

First Nations Tourism Business is a business recognised as having 50% or greater ownership by Aboriginal or Torres Strait Islander people.