

Eat More NSW Seafood Program 2023 Guidelines

Introduction

The NSW Government in partnership with the NSW Seafood Industry Council wants to increase the economic and social values of the NSW seafood industry by encouraging consumers to eat more NSW seafood. The Eat More NSW Seafood Program 2023 (the Program) is a grant program, funded by the NSW Marine Estate Management Strategy, and is designed to build the marketing and promotional capacities of seafood businesses. The total funding available through the Program is \$500,000 (excluding GST), and eligible applicants can apply on a competitive basis for grants to fund small-scale local initiatives (less than \$10,000 excluding GST) and large-scale industry-wide or regional initiatives (\$10,000 to \$100,000 excluding GST).

Guidelines

In these guidelines, you will find the Program Objectives, Applicant Eligibility and Project Eligibility criteria, Grant Funding Streams available, Application Evaluation criteria, and information on How to Apply.

Program Objectives

The Program Objectives are to:

- promote the sustainability and quality of NSW seafood
- promote the health benefits of seafood consumption
- increase consumer purchasing options across a broader variety of seafood products
- educate consumers and the general community about the importance of sustainable fishing and aquaculture, and how they can help to achieve this through their seafood purchasing choices
- increase the awareness of the economic and social contributions by NSW seafood production to local and regional communities
- build community support for NSW commercial fishing and aquaculture.

Projects are not expected to deliver against all the above Program Objectives; however, projects that seek to achieve multiple outcomes will be considered favourably. Further, favourable consideration will be given to projects that align with and/or build on other related seafood marketing and promotion initiatives/programs such as the NSW Marine Estate Management Strategy Initiative 6 - Ensuring sustainable fishing and aquaculture (<https://www.marine.nsw.gov.au/strategy-implementation/ensuring-sustainable-fishing-and-aquaculture>); the Seafood Industry Australia's Great Australian Seafood Program; and the Love Australian Prawn campaign. Collaboration with other funding agencies, such as the Fisheries

Research and Development Corporation and other relevant granting entities, is also likely to increase the chance of application success.

Applicant Eligibility

To be eligible to apply for grant funding applicants must be one or more of the following:

- an owner of a registered seafood business in NSW (at least 50% of the applicant's business activity involves the production or sale (value or quantity) of NSW seafood)
- NSW commercial fishing licence holders
- a fishing business owner in NSW
- a holder of an aquaculture permit in NSW
- a seafood industry association or like-seafood industry entity whose members meet one of the above criteria.

In addition, applicants, or their representative organisations/employers, must hold an Australian Business Number/Australian Company Number, or be an incorporated association.

Project Eligibility

To be eligible for grant funding, projects must be relevant to the Program Objectives. **Projects must be completed by 30 June 2024.**

Examples of eligible projects are those:

- promoting events with retailers
- supporting and fostering local events showcasing seafood meals, including utilising lesser known and higher value species, and promoting the health benefits of consuming seafood
- demonstrating cooking with seafood through online print media and live events
- conducting food tours showcasing seafood outlets or producer operations
- educating consumers and the general community including children about the economic and social importance of sustainable fishing and aquaculture
- educating consumers and the general community including children about the impacts of sustainable fishing on the marine estate, and the impact of other users of the marine estate on sustainable fishing and aquaculture.

Examples of ineligible projects are those:

- not located within NSW
 - relating to non-commercial fishing
 - requesting grant funding to buy, lease or upgrade capital items
 - requesting grant funding for operational expenditure other than that directly relating to the project
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- requiring ongoing funding from the NSW Government beyond the end-date of the project
 - requesting grant funding for operational expenditure other than that directly relating to the project
 - requesting grant funding for a project that has already commenced unless the application clearly demonstrates how grant funding would add value to the project, e.g. by expanding the original projects objectives
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Grant Funding Streams

Up to \$500,000 excluding GST, is available under the Program, and offered through two streams:

- **Small-scale** less than \$10,000 excluding GST, for local initiatives and
- **Large-scale** \$10,000 to \$100,000 excluding GST, for industry-wide/regional initiatives.

Project progress payments will be made to successful applicants as follows:

1. A payment of 20% of the grant funding upon signing and returning the funding agreement (Milestone 1).
2. A payment of 30% of the grant funding upon a milestone determined by NSW DPI and NSW Seafood Industry Council in consultation with the successful applicant (Milestone 2).
3. A payment of 50% upon the completion of the project and submission of a Final Report which is approved by the Evaluation Panel to evidence expenditure and achievement of planned outcomes (Final Milestone).

The level of financial and/or in-kind contributions by applicants towards their projects will be considered favourably.

A maximum of 15% of total funding sought by the applicant may be applied to administrative expenditure directly relating to the project, eg, project management, project staff and office consumables.

Application Evaluation

Applications will be evaluated against the following attractiveness and feasibility criteria by an Evaluation Panel comprising an Independent Chair, Mr Peter Dundas-Smith AM, the Chair of the NSW Seafood Industry Council: Mr Bryan Skepper, and the Deputy Director General, DPI Fisheries, Mr Sean Sloan. The Evaluation Panel will make approval recommendations to the Minister for Agriculture and Western NSW.

When developing applications, applicants should ensure they adequately address the following attractiveness and feasibility questions. Applications which do not address the mandatory requirements may not be further considered by the Evaluation Panel.

Attractiveness:

- Does the applicant meet the eligibility criteria for applying for a grant under the Program (mandatory requirement)?
- Is the application relevant to the Program Objectives (mandatory requirement)?
- Is the need well-defined?
- Does the application identify the potential beneficiaries and the extent of impact of the project? Is the application supported by the appropriate industry businesses, communities, consumers and/or other potential beneficiaries?
- Are the planned outcomes well quantified and/or qualified in terms of the economic and/or social benefits to the NSW seafood industry and/or NSW local or regional communities?
- Will the planned outcomes, if achieved, provide a high benefit-cost ratio or a sound return on investment or value for money?
- Is there an appropriate level of collaboration between producers, retailers and/or marketing companies with appropriate expertise?
- Is the applicant, potential beneficiary or other entity making an appropriate financial contribution to the project?
- Does the applicant, potential beneficiary or other entity have the capacity to maintain the marketing or promotion activity beyond the end date of the project (mandatory requirement)?
- Is the project original? Does it add value to other similar activities?

Feasibility:

- Are the project objectives clearly specified, and are they consistent with the defined need?
- Are the marketing or promotion methods well described, and are they consistent with the project objectives?
- Is the delivery mechanism sound and capable of achieving the planned outcomes and within the specified timeframe?
- Does the applicant have the demonstrated capacity, experience, and commitment to achieve the planned outcome through robust project management?
- Do all parties involved have effective financial systems in place, and appropriate insurances (mandatory requirement)?
- For large-scale grants, is the application accompanied by a sound documented business case (mandatory requirement)?
- Is a project budget provided, and is it sound and realistic (mandatory requirement)?

How to Apply

Applicants seeking grant funding under the Program are to complete the Eat More NSW Seafood Program 2023 application form.

Eligible entities can apply for more than one grant.

Applicants must address each field of the application form and ensure they provide sufficient details to enable the Evaluation Panel to undertake a thorough evaluation based on the criteria outlined above.

Applicants must provide a description of their business and/or relevant business relationships, and evidence of how they are eligible to apply for grant funding under the Program. Applicants must also provide their Australian Business Number/Australian Company Number, or details of incorporated association; or those of their representative organisations/employers.

Applicants must provide the names and contact details of all project staff.

Applicants must make clear which type of grant funding they are seeking, i.e., a small-scale less than \$10,000 excluding GST or a large-scale \$10,000 to \$100,000 (excluding GST). Successful applicants will be required to enter a Project Agreement with the NSW Seafood Industry Council before the commencement of the project. The application will form part of the Project Agreement including reporting requirements based on the milestone schedule in the application.

The project Agreement will require the applicant to possess Public Liability Insurance in respect of \$10 million for each claim.

Project activities must be delivered in accordance with any NSW Health COVID-19 guidelines in force.

The Project Agreement will require the applicant to agree to use NSW DPI and NSW Seafood Industry Council, logos on Program material, and provide details of how this is to be affected.

Completed applications are to be emailed to: fisheriesgrants@dpi.nsw.gov.au

Key Dates

Applications will close **17 March 2023**.

It is expected that successful applicants will be notified by 30 May 2023 with the expectation that projects will commence by 30 June 2023 and be completed by 30 June 2024 (or other date as approved by the Review Committee).

Further Information

Queries about the Eat More NSW Seafood Program 2023 can be directed to Lyndall Hilder via fisheriesgrants@dpi.nsw.gov.au or 02 6391 3686.

