

-----Original Message-----

From: Cameron Simpkins [mailto:pacceo@pacc.pilbara.net]

Sent: Saturday, 16 July 2005 11:27 AM

To: Sands, Alistair (SEN)

Subject: RE: F&PA Committee - inquiry hearings in Port Hedland, 14 July 2005



Alistair,

Great to meet you and the committee. I'm only sorry that we couldn't show you more of the Pilbara (and the work we're trying to do) during your time here.

Attached is the email that Sen Forshaw requested regarding the NW Dive Safaris interviews.

The spreadsheet etc that he was seeking are all attached to the email.

Ok, hope this helps, let me know if there is anything else you want me to provide.

all the best.

Cameron Simpkins.

Noble, Melinda (SEN)

From: richard edwards [eddyindiving@hotmail.com]
Sent: Thursday, 15 January 2004 11:57 AM
To: pacceo@pacc.pilbara.net
Subject: Regional Partnership application



Business plan.doc (83 KB) RP Application Form Break down costs cash flow year cash flow year
no waterma... for trip.xls ... BEST case.xls (... WORST case.xls ...

Well here it is the best

we could do. I am sending it to you, for review.
Let me know where to send it if all is ok.

I also need to send photo copies of the documents that they are asking for
let me know where to send those.

Thanks for your help.

Richard

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<http://ninemsn.com.au/premium/landing.asp>

North West Dive Safaris
Kalbarri, Monkey Mia, Coral Bay, Onslow, Karijini

THE BUSINESS

Travellers come to the west coast and travel up north on backpacker transport to see the sites on the way and to have fun. When they get up north they often start scuba diving course in places like Coral Bay and Exmouth. I plan to incorporate this adventure into several packages. Offering the traveller a unique service of both cheap travel and dive course to the north of Western Australia. All the trips start from Perth and travel north; on route I would offer diving and site seeing adventures.

THE TRIPS

Northern Exposure (18m Dunk)

The trip will start in Perth and travel up to Onslow stopping at major tourist locations along the way, such as Window to the World, Shell beach and Monkey Mia Dolphins. The stops will be close enough to complete all requirements for the PADI dive course. The customers again will be picked in Perth. At the completion of the tour the students may be dropped off in Perth or may continue their backpacking tour from Onslow.

COSTS The charge will be \$1350 per person.

This is for 9 days,

- Accommodation,
- 9 Breakfast meals,
- Dive lessons,
- Site seeing WA,
- Camp equipment,
- Cook wear,
- National park entry,
- Pool entry.

This price is an excellent price, value for money. They learn to dive and see the WA coastline for only \$135 per day.

The Non Diver

The non-diver is also catered for those who prefer to travel in pairs or groups. They will be offered the trip for \$700 as long as the person has a friend who is doing the Open Water Course. They will see everything along with the rest of the group but will not participate in the scuba diving. They will be offered the chance to complete the Discover Scuba Diving program at an addition cost.

When the group is in the pool or on the ocean doing the ocean dives the other people can visit local town ships or go sightseeing.

Other Courses Offered

The cost of the continuing education course will depend on the location the diver wishes to go to, however I am able to run offer courses such as Deep Diver, Night Diver, Nitrox Diver and other assorted speciality course.

The Divemaster candidates will also help me in the running of the open water course and get a real appraisal of what a PADI Divemaster does. I should be able to finish the course with them in 4 weeks. (Seats permitting.)

WHAT IT COST TO RUN

See attached cash flow projections for cost of trip.

TYPE OF BUSINESS

The type of business is transport training and tourism.

SWOT Analysis

Strengths

I have been involved in recreational scuba diving for 4 years and have worked for business that offer very basic structures for their open water dive courses. I have worked in some areas that have compromised on doing the job quickly rather than doing it properly.

I am very motivated and have a great desire to succeed and do the job correctly.

I have gained many skills within the recreational scuba community and have enhanced my own personal skills with the help Australian Army reserves. Skills such as time management, medical skills, driver skills, and leadership all of which have increased my determination to succeed. The mentioned skills and the combination of running a tour and scuba diving lessons into one package makes this venture and very unique and marketable product.

Using new equipment and keeping the class sizes small and personalised will make the product very attractive to the target market.

WEAKNESSES

This being my first business I will have problems with the day to day management of the business. I may also have mechanical problems along the trip. These will be overcome with the use of a book keeper who will keep track of my legal requirements and financial returns. I plan to use a newish motor vehicle in which I plan to keep it regularly serviced and maintained, which I have budgeted for in my costing.

OPPORTUNITIES

The structure of the business enables it to grow, with the introduction of more vehicles and more tours on the calendar. I will need to hire more staff and purchase more equipment bring more strength to the business.

THREATS

The biggest threat I face is other tour companies introducing a similar package. However they will have to change exciting packages. They will also have to employ dive instructors and tour drivers.

I may come across limited interest in the business and have to change my tours to facilitate what my customers are after from this type of tour. An example would be to make the trip shorter or change my route to finish in Karratha to make it more accessible for the patrons to continue there Western Australian tours to places like Broome.

OTHERS BUSINESS DOING SOMETHING SIMILAR

Easy Rider backpacker transport 92260307

4 day tour to Exmouth jump on jump off.

Customers pay for own accommodation on route.

No food included

Cost \$329

Plant Perth Tours 9225 6622

5 day tour to Exmouth

Food included

Accommodation included

Snorkel tour included

Cost \$535 YHA/VIP

\$ 600 no discount card.

Grey Hound 13 14 99

One Way \$ 165

RTN \$ 314

These businesses only run sightseeing adventures up the coast, they do not incorporate scuba diving. If people were to go and use this service instead of my service they would need to find somewhere to stay in Exmouth, (19.50 per night) they would need to get a dive medical in Exmouth (\$110). They would need to buy food for 5 days. Their long-term costs would be greater than their initial out put.

The dive course in Exmouth is \$395 at present and is between \$250 and \$550, courses provide students with different materials, and they chose to shore dive or boat dive. Dive medicals can be done 9221 4747 \$77 (takes half hour.) at central city medical centre in Wellington street.

North West Dive Safaris is the only business that offers this type of package. North West Dive Safaris make this possible by combining the tour guide and instructor as one person. This is a owner operator business, which makes it very possible to succeed.

EQUIPMENT I NEED TO START THIS BUSINESS

See the attached Establishment Costs.

WHO I NEED TO HIRE

At present I am a qualified and insured PADI instructor and have the required motor vehicle licence to drive the motor vehicle. During the time away I will employ a person to take bookings and give advice on the tour.

MARKETING STRATEGY

The backpacking market is my first preference while the local market is my second preference.

Firstly to attract the backpacker market I need to get my customers before they book on other transport and tour packages. Holding information nights at local hostel and presenting a power

point presentation informing potential customers on the tours and services I provide. This way they will be able to ask questions and find out first hand what the trip is and what is involved and what they get for their money. After a while word of mouth is very powerful within this market. They meet and talk to possible other customers that may I want to take this type of package.

I will need to spend money and advertise in monthly magazines. My choices are TNT and GO WEST. They are free to buy and are funded by the advertising and are found in all backpacker hostels.

I am developing an A4 poster with details and a trip itinerary, which will be placed in all the hostels in the Perth area. This will give them a chance to phone and find out more information. It will get the tour advertised and the customers who have seen the presentation will be able to give others an idea of what the tour is and how it works.

The second market is the local market. This will be reached in a similar way, advertising at the local university in the Perth area. Also places like local hospitals, this industry employs a large number of touring nurses who are willing to learn new skills and experience a very unique experience.

Major obstacles that I will encounter will be time spent away when customers will call and want to find out information on the tour. This will be overcome by employing a friend who does not work, She will be able to take bookings and offer advice to potential future customers.

When I return from my trip I will need to revisit the major areas that I am receiving my market from and promote the service further.

Local schools will be contacted and given a package for the trip for those who wish to incorporate a school holiday sport package. Similar presentations will be delivered to give to schools and explain how the trip works and runs. The advantage of the vehicle is having extra seats which school staff member could use to oversee the trip.

PROPOSED ADVERTISING METHOD

- Small pamphlets made and distributed to local information and booking centres around the Perth CBD, and delivered to all the backpacker accommodation hostels.
- Posters will be made and sent to local backpacker accommodation.
- The van would be placed in popular locations advertising the business.
- Business cards made up and placed in hostels.
- Advertising in magazines such as GO WEST, TNT and Backpacker world. I plan to market the product at local tour operators and local backpacker hostels in the Perth area.

MANAGEMENT

- Richard William Edwards
- 19 B Wittenoom St East Perth
- 0418 904 932
- Single
- Male
- 03/07/1976

- No Dependants

QUALIFICATIONS AND SPECIAL SKILLS

Qualifications I have are

1. PADI Master Scuba Diver Trainer
2. WA Coxswain ticket
3. Omni bus licence, old "F" class.

Skills I have

1. Worked in the tourist industry for the past 3 years
2. Been a tour bus driver in the northwest, running tours and safaris for ECTV safaris.
3. Knowledge of the north west and WA coastline.
4. Time management and people management skills learned by being a member of the Army reserve in WA for the past 8 years.
5. Working in the northwest with the army.
6. Advanced Combat Medic qualification.
7. Army motor vehicle driver training.

Job History

Period employed from – to	Employer	Job Description	Reason for Leaving	Relevant Experience/Skills Gained
12 November 2001 to 1 October 2003	Village Dive	Dive instructor Dive guide Boat coxswain Tour guide	Wish to start working for myself	Running and operating a dive shop. Running a dive boat. Running PADI dive course.
2000	P & O Australian resorts. Dunk Island.	Water sports attendant.	Move back to WA	Customer service with international tourists.
2000	Palm Cove Novatel Cairns QLD	Activity Department attendant.	Start job on Dunk Island	Customer service, time management.

KEY OWC = Open Water Course
 CWD = Confined Water Dive
 KD = Knowledge Development

POSSIBLE TIMETABLE

18m Dunk package

Day	Driving	Diving	Sightseeing	Meals	Loc night
Mon 1	To gero Vid 1,2,3	Equipment Ass/diss	Pinnacles Sand boarding		Gero KD 1,2,3
Tues 2	To Kalbarri Vid 4,5	CWD 1,2,3 Pool # 9921 8844 3.80p/p air 10tanks	Natures window	B	Kalbarri KD 4,5 99371005 5people \$45
Wed 3	To Hamel Hstd	Air	Z-bend Gorges	B D	Nanga bay resort (hot spa) 99483992
Thur 4	To Monkey Mia and Coral Bay		Swim with dolphins Shell Beach Hamel Pool	B	Coral Bay 9942 5934
Fri 5	To Exmouth	CWD 4 5	T-Bay Yardie Creek, Lighthouse,	B	Exmouth
Sat 6	To Onslow	Night spent on ISLAND OWD 1,2		B L D	ON ISLAND
Sun 7		OWD 3,4 On Boat, Fishing		B L	Onslow Hotel
Mon 8	Onslow To Karrijini NP		Karrijini NP Calm 9842 4500	B D	Karrijini
Tues 9	To Cue		Karrijini Leave late arvo	B L	Cue
Wed 10	TO PERTH			B	

Includes:

All Dive Equipment. All National park and pool entry. All snorkelling equipment. All travel. All Meals as indicated.

What to Bring

Clothes, dive medical (must be completed before trip starts), sunscreen camera, hat, towels.

ESTABLISHMENT COSTS

Motor Vehicle Ford Transit Van	\$23000
Dive Gear	\$8905
Camping Equipment	\$950
Trailer	\$2700
Brochures	\$1000
TC plates	\$185
Insurance	\$1500 per year
TOTAL	\$38240

DIVE GEAR CAPE BRYON IMPORTS

ITEMS	NEED	COST	TOTAL
MR 12 Proton	3	347.50	1042.5
Vector BCD	4	362.49	1449.96
Proton Occey	3	172.50	517.5
Gauges with computer	3	380.00	1140
			1262.49
Tanks	5	285.00	1425.00
Masks	5	27.71 22.41	138.55 44.82
Snorkel	5	14.22	71.10
Fins	10 4/4/2	60	600
Boots	20	274.52	550.40
Weight belts	6		
Wetsuits Abyss 5mm 1 with hoods	10	175.00	1750.00
Dive Bags		35.13	175.65
			8905.48

Camping Equipment

Item	Price
Pavilion shade cloth	\$149
Chairs	\$99.75
Stove Coleman	\$139.95
Ozi BBQ	\$79.95
Hot plate	\$30.95
Toasters	\$4.50
Esky 105L	\$290.00
Plates 6.95e x 5	\$34.95
Bowls 6.95e x 5	\$34.95
Cups 5.50e x 5	\$27.50
Kookaburra KFS set	\$40.00

TRAILERS

John Papas

9242 2772 \$2700 with out gravitated \$3200 with.

Licensed with one year rego, extra for spare wheel.

Sign writing costs

To be established after tour commences.



Regional
PARTNERSHIPS

APPLICATION FORM



A Commonwealth Government initiative

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BEFORE YOU BEGIN

Before completing this application you should have:

1. Read **Regional Partnerships** guidelines: www.regionalpartnerships.gov.au
2. Completed the eligibility check : www.regionalpartnerships.gov.au
3. Consulted with your Area Consultative Committee (ACC) www.acc.gov.au

Your ACC is a primary source of information and assistance in the development of applications. Your ACC can:

- provide you with advice on obtaining and providing evidence of broad community or business support for the project;
- assist with identifying other project partners; and
- ensure your application form is completed in sufficient detail.

Your ACC plays a major role in providing the Department of Transport and Regional Services (the Department or DOTARS) with advice, in the form of comments and a recommendation on all applications.

Involving your ACC early in the project and application development phase will reduce the assessment time with the Department.

4. Read *information you should know* in the application form (see below).

INFORMATION YOU SHOULD KNOW

APPLICATION AND ASSESSMENT PROCESS

Applications to **Regional Partnerships** can be submitted at any time. There are no closing dates or rounds to submit applications and no specific dates for announcements.

Submitting your application with the Department electronically is faster and preferable. Refer to www.regionalpartnerships.gov.au to submit your application.

Refer to *Contacts* below for information about where to send your application via mail.

The following is the **Regional Partnerships'** application process:

- The applicant:
 - completes an eligibility check to determine eligibility (optional);
 - develops the application, in consultation with the ACC; and
 - completes and submits the application to DOTARS.
- DOTARS:
 - sends a copy of the submitted application to the ACC for comment and recommendation.
 - confirms receipt of the application to the applicant.
 - assesses the application to determine if the project is suitable for **Regional Partnerships** funding.
 - then makes a recommendation to the Federal Minister for Transport and Regional Services or the Federal Minister for Regional Services, Territories and Local Government.
- The applicant will then be advised of the Minister's decision.
- If approved, DOTARS will contact the applicant to prepare and sign the Funding Agreement.

To ensure the most effective use of **Regional Partnerships** funds, priority will be given to those projects that achieve their outcomes through the most efficient and effective means – in other words ‘value for money’.

‘Value for money’ will be determined by taking into account the total request for **Regional Partnerships** funding and the application meeting the following assessment criteria:

- Outcomes
- Partnerships and Support
- Project and Applicant Viability

Also considered in the assessment are the ACC’s comments and recommendation, the outcome of the independent risk assessment (where applicable) and other information made available to the Department about the project or applicant.

Regional Partnerships is a discretionary grant programme. The funding of projects, by **Regional Partnerships**, is at the discretion of the Federal Minister for Transport and Regional Services or the Federal Minister for Regional Services, Territories and Local Government, therefore meeting the assessment criteria does not guarantee funding.

IF YOU NEED ASSISTANCE

Contact your ACC www.acc.gov.au for assistance with:

- finding possible partners in addition to **Regional Partnerships**
- developing your project and completing the application form
- contact details for ACCs

Contact the Commonwealth Regional Information Service (CRIS) to obtain the

- contact details for ACCs
- mailing address detail for the Regional Office (also at www.regionalpartnerships.gov.au)

CRIS can be contacted on Freecall 1800 026 222 9am to 6pm (Eastern Standard Time and Eastern Daylight –Saving Time) Monday to Friday.

Contact the Australian Taxation Office www.ato.gov.au or 13 28 66 for assistance with:

- Goods and Services Tax (GST)
- Australian Business/Company Number (ABN/ACN)

CONFIDENTIALITY

In certain circumstances the Department will treat application and Funding Agreement information as confidential. These circumstances include those required under legislation and where the applicant has made a claim for confidentiality and the Department agrees to the request. As the Department does not automatically classify commercial information as confidential the applicant must contact the Department to make a claim for confidentiality and obtain the Department’s agreement to the classification.

In considering whether to accept a claim for confidentiality the Department will consider a number of issues including how specific the information to be protected is, the true commercial nature of the information, the detriment that would be caused by disclosure of the

information and whether the information was provided under any understanding that it would remain confidential.

It should be noted that the Commonwealth is subject to requirements that result in disclosure of some application and contract information. Also, Parliament and its committees have the power to require the disclosure of Commonwealth contracts and contract information. These requirements override the protection provided by a confidential classification.

ACCOUNTABILITY REQUIREMENTS

Successful applicants (or sponsoring organisation, where applicable) will be required to enter into a Funding Agreement with the Commonwealth. This will include:

- negotiated schedule of payments linked to agreed milestones, outcomes and timeframes;
- professional indemnity and public liability insurance requirements; and
- other reporting requirements as determined by the Commonwealth.

To view a template of the Funding Agreement go to www.regionalpartnerships.gov.au

PART A APPLICANT AND PROJECT DETAILS

APPLICANT INFORMATION (INCLUDING SPONSORING ORGANISATION)

You are not eligible to apply for **Regional Partnerships** funding if you are one of the following:

- an Area Consultative Committee;
- a Commonwealth or State government department;
- an individual;
- a private enterprise or a co-operative, that is considered a commercial enterprise, requesting funding for planning, studies or research; or
- a third party seeking funds on behalf of others.

I. Registered applicant (the applicant) or sponsoring organisation's information.

Do you have a sponsor for this application?

A sponsor is an organisation that will administer the grant on your behalf. You will need a sponsor if your organisation is not registered under State or Commonwealth legislation eg Corporations Act 2001.

Yes - complete the sponsoring organisation's details here.

No - complete your organisation's details here.

Legal name of organisation: Northwest Dive Safaris		
Short Name or Trading Name:		
Type of organisation:	<input checked="" type="checkbox"/> Private Enterprise or for-profit entity <input type="checkbox"/> Non-profit entity, including registered charities <input type="checkbox"/> Association	<input type="checkbox"/> Local Government <input type="checkbox"/> Community Council (Indigenous Council) <input type="checkbox"/> State Government funded agency
Address of organisation	Street/Unit/Lot No Street Name Town/Suburb City State/Territory Postcode	19B Wittenoom St East Perth WA 6004
Internet Details	Website Email address	 eddyindiving@hotmail.com
Postal Address (if different from above)	PO Box Town/Suburb City State/Territory Postcode	

3. Contact Details

Organisation Contact (primary)	Salutation Given Name Family Name Position Phone 1 Phone 2 Facsimile Email address	Mr Richard Edwards Owner 0418904932 92210024 N/A eddyindiving@hotmail.com
Project Contact (primary) <i>Please ensure that this person is well acquainted with the details of the application and project</i>	Salutation Given Name Family Name Position Phone 1 Phone 2 Facsimile Email address	AS ABOVE
Project Contact (secondary) <i>Please identify a person that can be contacted about the project and application if the nominated contact is not available</i>	Salutation Given Name Family Name Position Phone 1 Phone 2 Facsimile Email address	N/A

PROJECT INFORMATION

4. **Project name (short title):** North West Dive Safaris

We will use this name in general correspondence and communication

1 March 2004

5. a) **Anticipated project start date:**

Continuing

b) **Anticipated project end date:**

6. Project location.

Only answer this question if the project is not located at the applicant's location address. If the project is not located in one place, state the town where the majority of project funds will be spent.

Street/Unit/Lot No./RMB	Funds will be spent in Perth to establish a business that Will operate and generate expenditure in the Gascoyne Region, particularly Onslow.
Street/Property Name	
Town/Suburb	
City	
State/Territory	
Postcode	

7. List other areas that will directly benefit from your project.

If your project is delivering outcomes across a number of postcodes please list these.

Postcode: 6710 primarily
Postcode: 6707
Postcode: 6530, 6751, 6537, 6701

8. Please provide a list of referees who can be contacted to confirm the capability and experience of your organisation to manage your project (minimum 2).

Organisation name	Contact (Salutation, First Name, Last Name and Position)	Phone 1	Phone 2
Army	Lieutenant Mark Reuben, Army Officer	0409580 344	0899493 287
Bay Dive and Adventures	Mr Dan Bish, Owner/Manager	0897568 577	

9. Tell us about your project partners.

Partnerships are established where individuals, private sector businesses, community/not-for-profit organisations, other organisations and any local, state and/or Commonwealth agencies make a financial and/or in-kind contribution to your project.

a) How much funding are you seeking from Regional Partnerships (GST exclusive)? \$11749.50

b) Make copies of the table below and complete for:

i) your organisation's contributions, and

ii) each of your partners (one table per partner).

Source of funds		
Your organisation type <i>(tick Applicant box for your own contribution)</i>	<input type="checkbox"/> Individual	<input type="checkbox"/> Community/not-for-profit
	<input type="checkbox"/> Commonwealth Government	<input checked="" type="checkbox"/> Private Enterprise, or for-profit entity
	<input type="checkbox"/> State Government	<input type="checkbox"/> Association
	<input type="checkbox"/> Local Government	<input type="checkbox"/> Co-operative
	<input type="checkbox"/> Community Council (Indigenous Council)	
<input type="checkbox"/> Applicant		
Name of funding programme <i>(if applicable)</i>		
If an in-kind contribution, how did you calculate the \$ value?	Equipment already owned	
Amount (\$)	Cash	Approx \$25,000 (Purchase of bus)
	In-kind	\$2,500
Status of partnership	<input type="checkbox"/> Application submitted/contribution requested <input type="checkbox"/> In negotiation <input type="checkbox"/> Contribution committed and yet to be received <input type="checkbox"/> Contribution received <input checked="" type="checkbox"/> Own contribution	
Duration of contribution	Ongoing	
Describe any conditions on the contribution		
Partner's contact person	N/A	
Salutation		
First Name		
Last Name		
Position		
Phone 1		
Phone 2		
Facsimile		
Email		

If after submitting this application form the details of this schedule change please advise the relevant DOTARS Regional Office as soon as possible.

*The Department may confirm these details during the assessment of your application. If your application for **Regional Partnerships** funding is successful confirmation of partnership contribution(s) will be required before **Regional Partnerships** payments are made. The Department may seek your assistance in obtaining the confirmation.*

10. Have you applied for commonwealth, state or local government funding for any other project in the last 5 years?

No – continue to the next question.

Yes – complete the table below.

Source of funds <i>eg Department Name</i>	Name of funding programme (if applicable)	Funding outcome	Amount provided or requested (\$)	Please provide brief details about the project	Source contact details	
		<i>Indicate which:</i> • <i>Contribution received, or</i> • <i>Under negotiation, or</i> • <i>Unsuccessful.</i>			Salutation First name Last name	Phone number (include STD code)

11. Project Budget.

Provide a breakdown of the various project cost items. Include evidence of these costs (eg quotes, market comparisons, valuations). *Attach evidence separately.*

Cost Item	Estimated Cost (\$ GST Exclusive)	Description	Funds sought from Regional Partnerships (\$ GST exclusive)	Other Partner/Applicant Contributions		
				\$ (GST exclusive)	Type (cash/in-kind)	Partner's name /applicant
Wages, salary and superannuation			\$Nil	\$		
Labour on-costs			\$Nil	\$		
Consultant/Contractors			\$Nil	\$		
Travel			\$Nil	\$		
Materials			\$Nil	\$		
Equipment Purchase	\$11,749.50	Additional Diving Eqpt, trailer, camping equipment.	\$11,749.50	\$25,000	\$2,500	N/A
Audit			\$Nil	\$		
Evaluation			\$	\$		
Other Costs			\$	\$		
TOTAL (\$)			\$11,749.50	\$25,000	\$2,500	N/A

Insert or delete rows as required.

12. Project Timetable.

Please break your project down into key milestones and the required payments. **Regional Partnerships** payments are linked to the achievement of milestones.

Milestone number	Milestone name	Milestone description	Due date	Estimated cost \$ (GST exclusive)	Cost items associated with milestone	Payment required \$ (GST exclusive)			Is this a critical milestone? Yes/No	Reason for being a critical milestone
						Regional Partnerships	Other Partner's/ Applicant's Payment	Partner's name/Applicant		
1	Commence	Purchase Bus	15 Feb 04	\$25,000	\$25,000	\$Nil	\$25,000		Yes	Basic to business
2	Implement	Purchase equipment in order to commence tours	17 Feb 04	\$11,749.50	Equipment – schedule attached, quotes forwarded under separate cover.	\$11,749	Nil		Yes	Basic to business
-	Pre-condition	Qualifications/Equipment/Insurance	N/A	\$10,000	Achieved	Nil	\$10,000		Yes/Already achieved	required for business
Total				\$46,749.50	\$25,000	\$11,749	\$35,000			

Insert or delete rows as required.

PART B OUTCOMES

13. Tell us about your project.

a) Tell us what your project is about. If relevant, tell us what phase Regional Partnerships funding will be used for. (250 word limit)

If your project involves appointing a consultant, attach a copy of the consultant's brief or job description you will be using to engage the consultant for the project.

If your project includes a survey (funded by the Commonwealth) directed to 50 or more businesses, the survey is subject to clearance by the Australian Bureau of Statistics Statistical Clearing House www.sch.abs.gov.au/ Please contact your ACC for more information.

The project is to establish a Dive Tour business offering a unique service of both cheap travel and diving courses/adventure to the Gascoyne region. The target market is the backpacker/adventure traveller who will be collected from Perth and taken to the Gascoyne for diving/camping/tourism experience of 7-10 days primarily in Onslow.

b) Tell us why your project is needed (ie the rationale). (250 word limit)

Please provide evidence of your project's rationale eg outcomes of consultations, surveys, community meetings, business plans, feasibility study, alignment to the region's identified priorities, including those identified by your ACC in its Strategic Regional Plan (include attachments if needed).

There are no other operators offering this service from Capital City Perth. WA North Coast diving is acknowledged as world class. There are a significant number of youth/backpacker/adventure travellers coming to WA who bypass the Gascoyne by going direct to other destinations such as Ningaloo Reef, Broome and the Great Barrier Reef.

This project is the only current activity or proposal that intends to take tourist dollars associated with diving to Onslow resulting in local economic benefit.

Consultation has occurred with seasonal diving visitors, local business in Onslow and Onslow Shire Council. No advertisements in Perth tourist outlets indicate any other business operating this type of diving tour to the north of WA.

c) Provide a description of how the project will be implemented (ie the methodology). (250 word limit)

Attach relevant documents that support the methodology eg project plan, feasibility study etc.

If your project is to produce a plan or feasibility study describe how the results of the plan or study will be implemented. The project should demonstrate clear pathways to the next stage. Ideally this would include already having commitment, such as funding, for the implementation of the plan or study.

I intend to purchase a 14 seater bus and trailer, additional diving and camping equipment and conduct 7 to 10 day tours to the Gascoyne region for diving instruction and recreational diving and tourism. I intend to commence two tours per month, with an initial aim of four paying diving customers per trip. The business will grow to eventually take 8 paying customers per trip as income allows growth in equipment. I hold all appropriate diving, driving, boat handling and first aid qualifications. The business plan is attached.

d) Provide a description of your project's expected outcome(s). (250 word limit)

The expected outcome is the successful establishment of a business that will bring overseas tourists and Perth based divers to the Gascoyne and see the establishment of a diving industry to challenge other dive destinations in WA.. A continuous stream of divers will add to the local economy and may stimulate repeat visits.

14. Tell us how you will measure your project's outcomes? (250 word limit)

Include the outcome, the timeframe, how it will be measured, by who and how they will report on the outcomes.

You should consider the resources required in monitoring and gathering the performance information. The resources required to measure the performance information are related to the size and complexity of your project and its outcomes. Your ACC can assist you in this part of your project's planning.

Outcome	Time	Performance measure	Monitoring
Commence tours	Early Mar 04	Commence operation	Advice to ACC
Complete first tour	By end of Mar 04	Successful completion of first tour	Advice to ACC
End of season result	Late Oct 04	Number of completed tours to exceed 7.	Report to ACC.

*If you are successful in receiving funding through **Regional Partnerships** a more detailed schedule of project outcomes will form part of the Funding Agreement. This information will be used for evaluation purposes.*

15. Tell us how your project will impact on other businesses or groups in your region. (250 word limit)

This question relates to whether there will be duplication of or competition with existing businesses/organisations or whether this project will complement or enhance existing operations. Tell us about how your project will:

- *meet an unsatisfied demand for the product/service,*
- *present the product/service in a new or different way, and/or*
- *enhance or diminish the product or service of other businesses or groups in your region.*

No current dive tours are operating to Onslow.
Contribute to local business through purchase of goods and services including food, drink, recreation, accommodation, fuel etc.

PART C PARTNERSHIPS AND SUPPORT

PARTNERSHIPS

Partnerships are established where individuals, private sector businesses, community/not-for-profit organisations, other organisations and any local, state and/or Commonwealth agencies make a financial and/or in-kind contribution to your project.

16. Does your project have commitment from the local government(s) to (where appropriate):

- *provide formal statutory approvals, or*
- *meet the ongoing maintenance costs?*

Yes – attach evidence (of support – no approval required)

No

Not applicable

SUPPORT

Establishing community support for the project is critical to the long term success and ownership of the project.

The support should come from those that will benefit from and/or contribute to your project's outcomes.

17. Who supports your project? (250 word limit)

Attach evidence of this support (eg letters of support, outcomes of consultations etc).

The Local Council (evidence provided separately), Indian Ocean Fishing Safaris (who will provide charter boat for diving).

PART D APPLICANT AND PROJECT VIABILITY

The project and applicant viability is fundamental to the success of the project, the achievement of the project's outcomes and the ongoing delivery of those outcomes in the community.

This will be determined by a range of factors including:

- the ability of the applicant to manage the project
- whether the project and its outcomes are sustainable

As part of the assessment process DOTARS may arrange for an independent risk assessment of both the applicant or the project or both.

APPLICANT VIABILITY

18. What experience and resources does your organisation have, or have access to, that will help you with managing the project? (250 word limit)

For example, tell us about numbers of volunteers, your staff, special expertise, office facilities, equipment etc that will be used in this project.

You should also include the relevant experience of individuals in your organisation.

I have worked as a diving instructor, dive master, commercial coxswain for a diving charter company and worked maintaining diving equipment and as a tour bus driver and tourist guide. I have worked in the hospitality industry in Cairns, Dunk Island, Exmouth and Broome. I was the assistant manger of a Liquor Store in Perth and managed stock levels and cash.

I have leadership and management experience through my Army reserve training and employment in the North West as a Non Commissioned Officer.

I have sought advice on my business plan from the Business Enterprise Centre (Hay St Perth).

I have had my business plan and cash flow examined by my accountant who supports my endeavor.

I have considerable diving instruction experience at all proposed dive sites. Have excellent knowledge of the area and the local people.

PROJECT VIABILITY

19. Tell us how the project and its outcomes will be self-sustaining at the end of Regional Partnerships funding. (250 word limit)

Once established the business will be self sustaining (see projected cash flow and business plan).

20. Additional application information.

If your application is:

- from the private sector and/or for-profit entity applicant, and/or
- seeking more than \$250,000 from **Regional Partnerships**, and/or
- for a project that will operate in a commercial environment,

you are required to attach the additional information described below.

Not applicable. Go to the next question.

This extra information will be used in the assessment process to determine project and applicant viability.

Please indicate what information you have attached.

- An outline of the organisation's/sponsor's ownership and management structure, including details of partners and/or directors. Include their full name, date of birth, current residential address and where possible, driver's licence number. YES
- Audited Profit and Loss and Balance Sheet statements for the last 3 financial years
- Authorised statement of financial position
- Tax returns for the last 3 financial years
- The business plan for the project including, where applicable:
 - Feasibility study
 - Industry data/research
 - Cash flow projection for the project period + 3 years. Include assumption used and key/sensitive factors in the projections. It could include investment analysis details such as rates of return, liquidity and debt analysis assumptions.
 - Marketing strategy and assumptions
 - SWOT analysis YES
- A list of pecuniary interests relevant to the project.

FOR STATISTICAL PURPOSES

21. For private sector organisations employing fewer than twenty employees please provide an estimate of the time taken to complete this application form.

Include the time spent reading the instructions, working on the question, and obtaining the information to complete the question.

Hours

Minutes

DECLARATION

I declare that I have been authorised to make this application by North West Dive Safaris.

I declare that the information I have given on this form is complete and correct and that the group/organisation that I represent (and the sponsoring organisation, if nominated) supports the project. My organisation or I will inform the appropriate Regional Office of the Department of Transport and Regional Services promptly of any changes to this information.

I understand and agree with the conditions in the Guidelines and application form.

I understand that this application and other information provided to the Department of Transport and Regional Services may be provided to other agencies, as appropriate, to determine compliance with the **Regional Partnerships** assessment criteria.

I agree that

- my application may be used in future evaluation and performance management of **Regional Partnerships**.
- the Department can arrange for the project to be evaluated at any time during or after the term of the Funding Agreement.
- if my application is successful, information about my organisation's project in the application form may be reproduced in **Regional Partnerships** promotional and media material.
- individuals or organisations mentioned in my application may be contacted as part of the assessment of this application and I permit the Commonwealth to disclose to those individuals and organisations any information in the application it considers in order to verify any matter in the application.

I have read and understood the Funding Agreement and, if this application is approved for funding by the Commonwealth, am willing to enter into an Agreement with the Commonwealth in the same terms as the Funding Agreement should the Commonwealth request this.

Representative:

First Name	<u>Richard</u>	Last Name	<u>Edwards</u>
Position	<u>Business Operator/Owner</u>	Phone	<u>0418904932</u>
Organisation	<u>North West Dive Safaris</u>		
Signature	<u></u>	Date	<u>15 Jan 04</u>

By submitting an application for funding electronically, you warrant that you are duly authorised to submit an application on behalf of the applicant. Further you acknowledge the absence of a handwritten signature in the application for funding does not invalidate your electronic submission.

GLOSSARY

Announcement: the formal advice of the Minister's decision on an application in the form of a letter, email or public announcement. The latter only occurs if the application is successful.

Area Consultative Committee (ACC): non-profit, community based organisations funded by the Commonwealth Government. The network of 56 ACCs serves all regions across Australia. For more information refer www.acc.gov.au

Assess/Assessment: the process the Department uses to determine a recommendation on a project application to the Minister. Assessment takes into consideration the information provided in the application form, the ACC's comments and recommendation, the outcome of the independent risk assessment (where applicable) and other information made available to the Department about the project or applicant.

Assessment criteria: the tests applied to an application to ensure that it meets the programme's objective(s)

Australian Business Number (ABN): your ABN is your identifier for certain dealings with the Australian Taxation Office and other government departments and agencies.

Australian Company Number (ACN): the ACN is a unique nine-digit number issued to every company registered under the *Corporations Act 2001*. Your ABN includes your nine digit ACN.

Commercial environment: an environment where the project has a potential impact on the profitability of organisations in the same market or region.

Claim for confidentiality: a request to the Department that specific application, including supporting documentation, and Funding Agreement information should be confidential. The Department can assist applicants with the specific requirements for making a claim for confidentiality.

Discretionary grant programme: a payment where the Portfolio Minister or paying agency has discretion in determining whether a particular applicant receives funding and may impose conditions in return for the grant. Meeting the eligibility and assessment criteria does not guarantee funding.

Eligibility check: a questionnaire to be completed before applying to **Regional Partnerships**. The questionnaire is designed to assist you in determining if your organisation and project is eligible to apply to **Regional Partnerships** for partnership funding. The check is available at www.regionalpartnerships.gov.au

Evaluation: the process of reviewing the overall efficiency (did we do the right thing?), effectiveness (is the way we did what we did the best possible way?) and economy (did we get the best possible value for what we invested?) of a project. Evaluation also considers the alignment of a project's outcomes to the programme's objective(s).

Funding Agreement: a legally enforceable agreement setting out the terms and conditions governing the funding determined by the grant-giving organisation. The form of the agreement will depend on the intent of the grant and the degree of control required.

Goods & Services Tax (GST): the GST is a broad-based tax of 10 per cent on most supplies of goods and services consumed in Australia. On 1 July 2000 the GST replaced wholesale sales tax which was applied at varying rates to a range of products.

Guidelines: the **Regional Partnerships** guidelines – a single reference source for policy guidance, administrative procedures and assessment criteria.

In-kind: a non-cash item of value eg volunteer labour.

Milestone: a key point that occurs in the project's life that indicates a specific stage in the project has been reached. A milestone can be an accumulation of events eg construction of building complete.

Outcomes: the consequence of the project. Outcomes can be negative or positive. Projects should have a positive outcome ie provide benefits eg increased employment.

Partner/funding partner: an individual or organisation that makes a financial and/or in-kind contribution to your project eg a \$5,000 cash contribution by the local government to the project; \$100 worth of material donated by the local hardware business.

Round: a set period of time in which an application can be submitted eg 1 April to 1 May.

Statistical Clearing House: The Statistical Clearing House (SCH) is the central clearance point for all Australian Commonwealth Government surveys (including those surveys where the Commonwealth Government contributes 50 per cent or more of the funding for the survey) involving 50 or more businesses.

Support: an agreement or encouragement for the project to proceed. Examples of support include: partnerships, letters of support, letters of commitment, petitions in favour of the project and positive outcomes from community consultations.

APPLICANT'S CHECKLIST

This checklist is to help you make sure that all the relevant information has been completed for the submission of your application. It is not a part of the application form and does not need to be sent to the Department.

ALL APPLICANTS

You have:

- Read **Regional Partnerships** guidelines
- Completed the eligibility check
- Consulted with your ACC
- Read *Information you should know*
- Read the Funding Agreement template and agree to the standard clauses
- Read and understood the Declaration in the application form
- Completed questions 1-18
- Completed question 20
- Completed the Declaration in the application form

After you have submitted your application you have:

- Sent to the Department's Regional Office (via mail or email) a copy of your organisation's (or sponsoring organisation's) registration certificate
- Sent to the Department's Regional Office (via mail or email) documentation supporting your application. See questions 11, 13, 16 and 17.

IF YOUR APPLICATION IS

- **from a private sector and/or for-profit entity applicant,**
- **seeking more than \$250,000 from Regional Partnerships, and/or**
- **for a project that will operate in a commercial environment.**

You have:

- Completed question 19

After you have submitted your application you have:

- Sent to the Department's Regional Office a copy of the relevant documents you identified in question 19

Costs per trip

EXPENSE FIXED PER TRIP

LOAN REPAYMENTS per month	500	
INSURANCE	50	
FUEL	500	
Bank fees	10	
TELEPHONE	40	
ADVERTISING	20	
REPAIR AND MAINTANCE	70	
STATIONARY	20	
boat hire onslow	1100	
OWNERS DRAWINGS WAGE	590	2880

COSTS PER PERSON PER TRIP

	3 people	4 people	5 people	6 People
ACCOMADATION 9 nights 4\$80b/p 5\$40	360	480	600	720
Food 40p/p per trip	120	160	200	240
PARK ENTRY	20.4	27.2	34	40.8
PADI MATERIALS 51.10 per crew pak	153.3	204.4	255.5	306.6
POOL ENTRY	45	60	75	90
GEAR MAINTANCE	60	80	100	120
	<u>758.7</u>	<u>1011.6</u>	<u>1264.5</u>	<u>1517.4</u>
BREAK EVEN COST PER TRIP	<u>3638.7</u>	<u>3891.6</u>	<u>4144.5</u>	<u>4397.4</u>

PRICE PER TRIP \$1350	4050	5400	6750	7200
COST PER TRIP	<u>3638.7</u>	<u>3891.6</u>	<u>4144.5</u>	<u>4397.4</u>
PROFIT ON TRIP	411.3	1508.4	2605.5	2802.6
business tax GST inputs	405	540	765	720

Total profit from trip	6.3	968.4	1840.5	2082.6
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I Cant take any less then 3 people. Once a month.

apply discounted price for 6 people of \$1200

THE TRIP COST THE CUSTOMER \$1350

CASH FLOW FORECAST

YEAR 1 BEST CASE SCENARIO

MONTH	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec	TOTAL
													\$0
To Onslow			7200	7200	7200	7200	7200	7200	7200	7200			\$57,600
													\$0
													\$0
TOTAL INFLOWS (Excluding GST)	0	0	7200	7200	7200	7200	7200	7200	7200	7200	0	0	57600

BUSINESS EXPENSES (Excluding GST)

Fixed Cost the Onslow			3090	3090	3090	3090	3090	3090	3090	3090			24720
Variable Cost to Onslow			1518	1518	1518	1518	1518	1518	1518	1518			12144
													0
													0
													0
													0
													0
													0
													0
													0
													0
													0
BUSINESS EXPENSES (Excluding GST)	0	0	4608	4608	4608	4608	4608	4608	4608	4608	0	0	36864

GST Collected On Sales	0	0	720	720	720	720	720	720	720	720	0	0	5760
GST Paid On Inputs	0	0	461	461	461	461	461	461	461	461	0	0	3688
GST Nett	0	0	259	259	259	259	259	259	259	259	0	0	2072
GST Remittance / Refund			0			777			777			518	2072

PERSONAL EXPENSES

OWNERS DRAWINGS													0
PAYG LIABILITY			0			0			0			0	0
TOTAL OUTFLOWS	0	0	5069	5069	5069	5846	5069	5069	5846	5069	0	518	42624
INSTALLMENT RATE			0			0			0			0	

\$ BALANCE @ BEGINNING OF MONTH			0	2851	5702	8553	10627	13478	16329	18403	21254	21254	
NET (INCREASE/DECREASE) FOR MONTH	0	0	2851	2851	2851	2074	2851	2851	2074	2851	0	-518	
BANK BALANCE @ END OF MONTH	0	0	2851	5702	8553	10627	13478	16329	18403	21254	21254	20736	20736

Cash Flow Forecast (Year 1)

CASH FLOW FORECAST

YEAR 1 WORST CASE SCENARIO

MONTH	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec	TOTAL
													\$0
To Onslow			5400	5400	5400	3245	5400	5400	5400	5400	5400		\$46,445
													\$0
													\$0
TOTAL INFLOWS (Excluding GST)	0	0	5400	5400	5400	3245	5400	5400	5400	5400	5400	0	46445

BUSINESS EXPENSES (Excluding GST)

Fixed Cost the Onslow			3090	3090	3090	3090	3090	3090	3090	3090	3090		27810
Variable Cost to Onslow			1012	1012	1012	1012	1012	1012	1012	1012	1012		9108
													0
													0
													0
													0
													0
													0
													0
													0
													0
													0
													0
													0
													0
													0
													0
													0
BUSINESS EXPENSES (Excluding GST)	0	0	4102	4102	4102	4102	4102	4102	4102	4102	4102	0	36918

GST Collected On Sales	0	0	540	540	540	325	540	540	540	540	540	0	4645
GST Paid On Inputs	0	0	410	410	410	410	410	410	410	410	410	0	3690
GST Nett	0	0	130	130	130	-85	130	130	130	130	130	0	955
GST Remittance / Refund			0			390			175			390	955

PERSONAL EXPENSES

OWNERS DRAWINGS													0
PAYG LIABILITY			0			0			0			0	0
TOTAL OUTFLOWS	0	0	4512	4512	4512	4902	4512	4512	4087	4512	4512	390	41503
INSTALLMENT RATE			0			0			0			0	

\$ BALANCE @ BEGINNING OF MONTH			0	1428	2856	4284	2952	4380	5808	7061	8489	9917	
NET (INCREASE/DECREASE) FOR MONTH	0	0	1428	1428	1428	-1332	1428	1428	1253	1428	1428	-390	
BANK BALANCE @ END OF MONTH	0	0	1428	2856	4284	2952	4380	5808	7061	8489	9917	9527	9527

Cash Flow Forecast (Year 1)

CASH FLOW FORECAST

YEAR 2

MONTH	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec	TOTAL
To Onslow			5400	5400	5400	3245	5400	5400	5400	5400	5400		\$0
													\$46,445
													\$0
													\$0
TOTAL INFLOWS (Excluding GST)	0	0	5400	5400	5400	3245	5400	5400	5400	5400	5400	0	46445

BUSINESS EXPENSES (Excluding GST)

													0
													0
													0
Fixed expence Onslow			3090	3090	3090	3090	3090	3090	3090	3090	3090		27810
Varible expence Onslow			1013	1013	1013	1013	1013	1013	1013	1013	1013		9117
													0
													0
													0
													0
													0
													0
													0
BUSINESS EXPENSES (Excluding GST)	0	0	4103	4103	4103	4103	4103	4103	4103	4103	4103	0	36027

GST Collected On Sales	0	0	540	540	540	325	540	540	540	540	540	0	4645
GST Paid On Inputs	0	0	410	410	410	410	410	410	410	410	410	0	3690
GST Nett	0	0	130	130	130	-85	130	130	130	130	130	0	955
GST Remittance / Refund			0			390			175			390	955

PERSONAL EXPENSES

OWNERS DRAWINGS			850	850	850	850	850	850	850	850	850		7650
PAYG LIABILITY			0			0			0			0	0
TOTAL OUTFLOWS	0	0	5363	5363	5363	5753	5363	5363	5538	5363	5363	390	49222
INSTALLMENT RATE			0			0			0			0	

\$ BALANCE @ BEGINNING OF MONTH			9527	10104	10681	11258	9075	9652	10229	10631	11208	11785	
NET (INCREASE/DECREASE) FOR MONTH	0	0	577	577	577	-2183	577	577	402	577	577	-390	
BANK BALANCE @ END OF MONTH	0	0	10104	10681	11258	9075	9652	10229	10631	11208	11785	11395	11395