



Distillery Support Infrastructure and Boosting Visitor Economy

AGRICULTURE  VICTORIA



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Overview

The 2021-22 Victorian Budget included a commitment to deliver the Distillery Door Program (the Program), with \$10 million total funding to support and enhance Victoria's distillery industry.

The Program has been co-designed with Government and industry to support and enhance Victoria's distillery industry through supporting skills development, boosting the visitor economy, infrastructure, and export capability.

Infrastructure and Boosting Visitor Economy grants

The Infrastructure and Boosting Visitor Economy grants will provide direct funding to businesses under the Program.

Grants aim to:

- Support individual businesses to increase business capability and efficiency through investment and improvements in on-site infrastructure
- Support individual businesses to establish or enhance distillery doors, or promote visitor flow, showcasing Victoria's tourism offerings
- Ensure Victoria continues to be a premium producer of distilled alcoholic beverages and remains globally competitive
- Enable Victoria to become a leader in Australian distilled alcoholic beverage production.



Available funding

Two Streams of funding for projects are available under the Program:

- Stream 1: grants of up to \$20,000 (GST exclusive) are available to increase business capability and efficiency through investment and improvements in on-site infrastructure.
- Stream 2: grants of up to \$70,000 (GST exclusive) are available to establish, enhance, or promote a distillery door, increasing visitation.

Grant recipients will be required to make a cash co-contribution of a minimum of 30 or 50 per cent of the total eligible expenditure on the project.

Co-contribution will be:

- 30% cash co-contribution if no more than 10,000 litres of alcohol produced in the 2021/22 financial year
- 50% cash co-contribution if greater than 10,000 litres of alcohol produced in the 2021/22 financial year

Co-contributions must be cash. In-kind contributions such as labour are not included. Any additional or ineligible costs associated with the overall project must be met by the grant recipient.

Applicants can apply for a grant for a maximum of two different projects, up to the total eligible stream value. For example, an applicant can apply twice for \$10,000 under Stream One for two different projects.

Please note: a Grant Agreement between the Department of Jobs, Precincts and Regions (the Department or DJPR) and the successful applicant setting out the standard terms and conditions of the contract must be executed and returned to the applicant before any purchases are made (see Conditions of funding). A schedule of milestone payments may be available upon request.



Program dates and application process

Please ensure you read these Program guidelines thoroughly. Applications must be submitted online via the Agriculture Victoria [website](#) by 11:59 pm on the closing date. Please note that late applications will not be accepted.

Applicants will be advised in writing via email of the outcome of their application within four to six (4 -6) weeks from lodgement, however this may take longer if large volumes of applications are received.

Applications will be assessed against the criteria below; there is no guarantee an application will be successful.

Opening and closing dates will be listed on the website.

Applicants will need to provide details of eligibility as detailed in *Applicant Eligibility*.

Upcoming Victorian Election

The Victorian State election will be held on Saturday 26 November 2022. The Victorian Government will assume a caretaker role from 6.00pm on 1 November 2022, until such time that either it becomes clear that the incumbent government will be returned, or when a new government is commissioned.

In line with caretaker conventions, the incoming government will determine whether to proceed with this grant process and award the grants after the caretaker period.

Applicants should be aware that:

- all information about this grant process represents the position of the current government only, and is subject to change; and
- the incoming government may decide to not proceed with this grant process.



Applicant eligibility

In order to apply, applicants must:

1. Have a current Australian Business Number (ABN)
2. Be registered as a business in Victoria
3. Be a legal entity¹
4. Own at least one still with a capacity of fifty (50) litres or more
5. Hold a valid ATO manufacturer licence to produce distilled alcoholic beverages
6. Hold a current general or producer's liquor licence issued by Liquor Control Victoria
7. Agree to participate in future Program evaluation activities
8. Meet all workplace and employment obligations as an employer in accordance with the National Employment Standards and the rights and obligations under applicable industrial awards
9. Be able to meet the agreed (minimum 30-50 percent) cash co-contribution requirement

Applicants will need to:

1. Provide details of all ATO Manufacturer Licences held by any directors/owners or the business/company applying
2. Provide details of general or producer's liquor licence issued by Liquor Control Victoria
3. Attest to litres of distilled alcohol produced in the 2021/22 financial year
4. Attest they operate as a distillery and sell (intend to sell) their distilled alcoholic beverages through at least one of the following: distributor, distillery, online OR are currently ageing spirits produced in their own still in barrels for the production of spirits (Stream One)
5. Attest they operate as a distillery, have (will have) a distillery door linked to the distillery and sell (intend to sell) their distilled alcoholic beverages (Stream Two)
6. Provide relevant information on the project, including quotes, project budget and timeline.

Ineligible applicants

- Producers of spirits that do not distil their own alcoholic beverages
- Government departments or agencies and local councils
- Unincorporated associations and franchisees
- Applicants that have applied for another state government grant for the same project
- Applicants not based in Victoria

¹A legal entity is an association, corporation, trustee of a trust, or individual that has legal standing in the eyes of the law. A legal entity has legal capacity to enter into agreements or contracts, assume obligations, incur and pay debts, sue and be sued in its own right, and to be held responsible for its actions.

Eligible expenditure

Grant funding may be used for the following types of projects:

Stream One

Projects that support distillery infrastructure development that will increase business efficiency or capacity, the adoption of new technology, improves safety or sustainability. These projects will allow distillers to enhance or expand their offerings as a premium Victorian producer.

- New equipment or small-scale infrastructure for the distillery (including signage)
- Technology adoption (excluding training and on-going maintenance and service support costs)
- Product diversification
- Items that support business efficiency and/or safety

Stream Two

Projects that support distillery door establishment or enhancement to increase physical visitation to the distillery door. These projects will directly support Victoria's tourism offerings and reputation as a premium producer of spirits.

- Establishment of a distillery door through a new build or building enhancements
- New equipment or large-scale infrastructure for the distillery (including signage) that will increase visitation
- Marketing costs – initial establishment costs for digital marketing, advertising, promotional collateral that will increase visitor flow (capped at \$20,000 GST exclusive)

Other eligible expenditure may be accepted on a per case basis.

Stream One projects must be completed and fully acquitted within 5 months of the execution of the Grant Agreement.

Stream Two projects must be completed and fully acquitted by 31 March 2024.

Ineligible expenditure

- Grants will not be provided for retrospective activities or purchases (i.e. activities that have occurred or purchases made prior to execution of the Grant Agreement or the commencement date for the project as set out in the Grant Agreement)
- Ongoing operating expenses or other 'business as usual' expenses (including but not limited to utility and product costs; maintenance and service support costs; advertising and social media; operational wage-related costs; online costs – such as internet connectivity, website domain names and hosting; e-commerce platforms)
- Single use items (e.g. bottles, labels, produce etc)
- Fees associated with permits for planning or annual certification
- Training costs associated with technology adoption
- Costs associated with applying for government grants and funding programs
- The purchase, lease or acquisition of land and any travel, flight and accommodation costs
- Any vehicles (including tractors, forklifts, motorised bikes etc) or vehicle associated costs

Any ineligible expenditure associated with the overall project must be met by the recipient.

Assessment of application

From lodgement, applications will be assessed by the Department of Jobs, Precincts and Regions (the Department or DJPR) on merit against the assessment criteria as outlined below. Applications that score 50 per cent or above in the assessment criteria will be recommended for funding, until Program funds are fully subscribed.

Stream One Assessment Criteria	Weighting
Project supports distillery infrastructure development that will increase business efficiency or capacity, the adoption of new technology, improve safety or sustainability.	50%
Demonstrated capability to manage and deliver the project, including any logistics, permits and a clear project plan (where applicable)	20%
Demonstration that the proposed project represents good value for money and will support your business operations.	20%
Demonstration that the project will be completed within the required timelines	10%

Stream Two Assessment Criteria	Weighting
Project supports the establishment, enhancement or promotion of distillery door and will increase physical visitation to the distillery door.	50%
Demonstrated capability to manage and deliver the project, including any logistics, permits and a clear project plan.	20%
Demonstration that the proposed project represents good value for money and will contribute to Victoria's tourism offering.	20%
Demonstration that the project will be completed within the required timelines.	10%

Due diligence assessments

The Department will undertake a financial and risk assessment of the Applicant to verify business details provided by the Applicant and assess the ability of the Applicant to deliver the proposed project. Outcomes from the assessment of financial statements and reports required to be provided for grants of \$50,001 and over may be taken into consideration in any decision to recommend and award the grant.

It is the applicant's responsibility to ensure all requested documentation is supplied to the Department – refer Financial Risk Assessment below. Failure to do so may result in the application being rejected.

Supporting material and documentation

Please provide relevant documents for your application.

- A maximum of **eight** documents can be uploaded. This includes:

Stream One

Document Type	Notes
Licences	Copies of your ATO manufacturer's licence to produce distilled alcoholic beverages and your general or producer's liquor licence issued by Liquor Control Victoria
Quotes	Itemised quotes that include the supplier's business details and ABN If no quotes are provided as part of the application, the application must state why quotes are not attached

Stream Two

Document Type	Notes
Licences	Copies of your ATO manufacturer's licence to produce distilled alcoholic beverages and your general or producer's liquor licence issued by Liquor Control Victoria
Quotes	Itemised quotes that include the supplier's business details and ABN If no quotes are provided as part of the application, the application must state why quotes are not attached
Project plan	A detailed plan including but not limited to: <ul style="list-style-type: none"> • Risk and compliance/insurance requirements have been met or obtained for the project to commence (eg. relates to public spaces, sites, building permits) • Timeline for completion
Financial Risk Assessment (for applications \$50,001 and over)	<p>To enable DJPR to assess the financial viability of applicants and ability to manage and complete the project, the applicant will need to provide financial statements and reports for the last three consecutive financial years.</p> <p>These must comprise of:</p> <p>'final accounts' with Directors' Report and Declaration and should include:</p> <ul style="list-style-type: none"> • Profit & Loss Statement; • Balance Sheet; and • Notes to the Accounts. <p>Where the latest financial statement and report is more than six months old, applicants will also need to provide up-to-date management or interim financial statements (Profit & Loss Statement and Balance Sheet) or in the case of public listed corporations, half yearly financial report.</p> <p>If the applicant's accounts are not audited, the department will accept unaudited accounts, which have been prepared by their accountant.</p>



Conditions of funding

Successful applicants must sign a Grant Agreement that includes a standard set of terms and conditions and project-specific obligations, to receive the approved grant. The Department will enter into one Grant Agreement per eligible project.

All expenditure is to be incurred only after execution of the Grant Agreement (once the Grant Agreement has been signed by the Department and returned to the applicant). Funding will not be provided for retrospective activities or purchases made before execution of the Grant Agreement.

A milestone payment of 25 per cent on execution of the Grant Agreement and receipt of a valid tax invoice may be available for applicants (to be requested on the application form at the application stage). Further milestone payments may be available and will be negotiated on a case by case basis.

Recipients must attest to having obtained all relevant regulatory permits and approvals for the project to commence (where applicable).

The project must be completed and fully acquitted within the specified times of the Grant Agreement.

The Department reserves the right to withdraw the offer of grant funding and/or review the Grant Agreement, if the approved project has not commenced within three months of the execution of the Grant Agreement.

The Grant Agreement is a legally enforceable document that defines the obligations of both parties. The Grant Agreement will set out the requirements or conditions that must be met prior to payment of a grant instalment to a recipient and may include submission of the following:

- evidence of completion of the funded project (for example receipts for purchase of equipment or provision of services)
- a tax invoice from the recipient to the Department for the eligible grant payment amount (plus GST, if applicable)
- a statutory declaration.

Payment of grant instalments is made via electronic funds transfer to a nominated bank account and may take up to four (4) weeks to process.

Absolute discretion

The Department's decisions on all matters pertaining to the award of grant funding under this Program is at the Department's absolute discretion. This includes approving a lesser amount than that applied for.

The Department reserves the right to request the applicant provide further information should it be deemed necessary.

The Department reserves the right to amend these guidelines and the application terms at any time as it deems appropriate in its absolute discretion.

The Department makes no representation that a grant of funds will be made to any applicant and reserves the right to make no funds available under the Program.

All costs in connection with this application are the responsibility of the applicant.

The Department may at any time, remove an applicant from the application and assessment process, if in the Department's opinion association with the applicant may bring the Department, a Minister or the State of Victoria in disrepute.

Publicity

Grant recipients may be asked to assist the Department in promotion of the Program. This may include involvement in media releases, case studies or promotional events and activities.

The Department may request recipients to fact check any text and seek approval to use any owned imagery associated with the project prior to the publication of any such promotional materials.

Recipients must not make any public announcement or issue any press release regarding the receipt of a grant without prior written approval from the department.

The Department may publicise the benefits accruing to the successful applicant and/or the State associated with the provision of the grant and the State's support for the Project. The Department may include the name of the recipient and/or grant amount in any publicity material and in the Department's annual report.

If requested by the Department, the recipient must ensure that the State's support for the grant is acknowledged on all promotional materials and appropriate signage, consistent with the Guidelines for Victorian Government Advertising and Communications (available at www.dpc.vic.gov.au) or as otherwise specified by the Department.

Privacy statement

Information provided by the applicant for the purpose of this application will be used by the Department for the purposes of assessment of applications, Program administration and Program review. In making an application, the applicant consents or has obtained consent from the contact person of the applicant to the provision of their information to State and Commonwealth Government departments and agencies for the purpose of assessing applications. If there is an intention to include personal information about third parties in the application, please ensure they are aware of and consent to the contents of this privacy statement.

Any personal information about the contact person of the applicant or a third party will be collected, held, managed, used, disclosed or transferred in accordance with the provisions of the Privacy and Data Protection Act 2014 (Vic) and other applicable laws.

DJPR is committed to protecting the privacy of personal information. The Department's Privacy Policy can be found online at <https://djpr.vic.gov.au/privacy>. Enquiries about access to information should be directed to the Department's Privacy Unit by email privacy@ecodev.vic.gov.au.



Further information

Additional information about the Distillery Door Program can be found on our [website](#) or by contacting:

Agriculture Victoria

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