

Tourism Grant Opportunities for Small Businesses

Grant opens:
November 2025

Grant closes:
31 January 2026

Announcements:
February 2026

Are you missing out on business because you don't have step-free access?

Accessible Tourism accounted for 1 in 5 trips taken in Australia in 2024

Tourism Research Australia, 2025

Is it difficult for people who are deaf or have low vision to enjoy your experience?

Maximum funding available

\$25k

Small Businesses have less than 20 equivalent FTEs

>20 
(FTE ≠ headcount)



Latrobe City Council Contributions



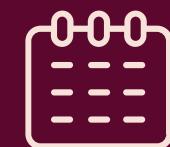
75%
Project Cost

25%
Project Cost

Small Business Contributions



Only for Small Businesses in Latrobe City Council



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50%
of Small Business contributions can be In-kind



Overview

We want to make Latrobe City a truly inclusive destination that everyone can enjoy.

We know that in tourism, people with disabilities - and those with other access needs are sometimes left behind.

These grants will change that in the Latrobe City area.

The Universal Tourism Grants (UTG) will enable small businesses and not-for-profits to make their experiences more inclusive by funding upgrades and improvements that will allow operators to welcome everyone.

Benefits for all

By removing physical, sensory, and communication barriers, it promotes inclusivity and enhances the overall visitor experience. This approach benefits the community by fostering social equity, boosting local economies through increased tourism, and creating more welcoming public spaces.

Project Ideas

Universal design makes things easy for everyone to use. Some examples in tourism include:

- **Tactile, accessible signage and way-finding**
- **Installation of step-free access to buildings/ experiences**
- **A visitor audio guide**
- **Staff training in Access and Inclusion**
- **Installation or upgrade of accessible toilet facilities**

There are many more project that could make your Small Business more inclusive.

Getting assistance

For grant enquiries, including assistance and support available to help you submit your application, please contact the Sports Legacy & Activation Team on **1300 367 700** or at utg@latrobe.vic.gov.au.

Use the QR code on the opposite page to visit the grant webpage (www.qrco.de/LatrobeCity-UTG).

Application Checklist

To make the process simple you should have the following ready for the application through the SmartyGrants portal.

- Your address & contact details**
- Proof of business** (ABN)
- Proof of insurance** (Current Certificate of Public Liability) - used to cover the project
- Outline of the project**, including written permission from the asset owner to complete the project (if required).
- Project budget**; breakdown including proof of ability to fund in-kind contributions
- Written quote(s)** from a registered tradesperson or registered business (project cost less than \$5,000 : 1 quote, project cost \$5,001 - \$25,000 : 2 quotes, project cost more than \$25,001 : 3 quotes)

More questions? Contact us

Web

www.latrobe.vic.gov.au/The_Universal_Tourism_Grant_UTG

Phone

1300 367 700

Email

utg@latrobe.vic.gov.au

