



# The Innovation Programme for Tourism Recovery

The Innovation Programme for Tourism Recovery (Innovation Programme) is a \$54 million contestable fund for projects that will have meaningful impact across the tourism system.

The Innovation Programme's purpose is to co-fund grants for projects that:

1. seek to stimulate, catalyse or achieve **transformative innovation**, which is defined as:

*"A fundamental or disruptive shift towards new or different and better systems, business models, processes, experiences, or products that create a meaningful impact across the New Zealand-Aotearoa visitor journey."*

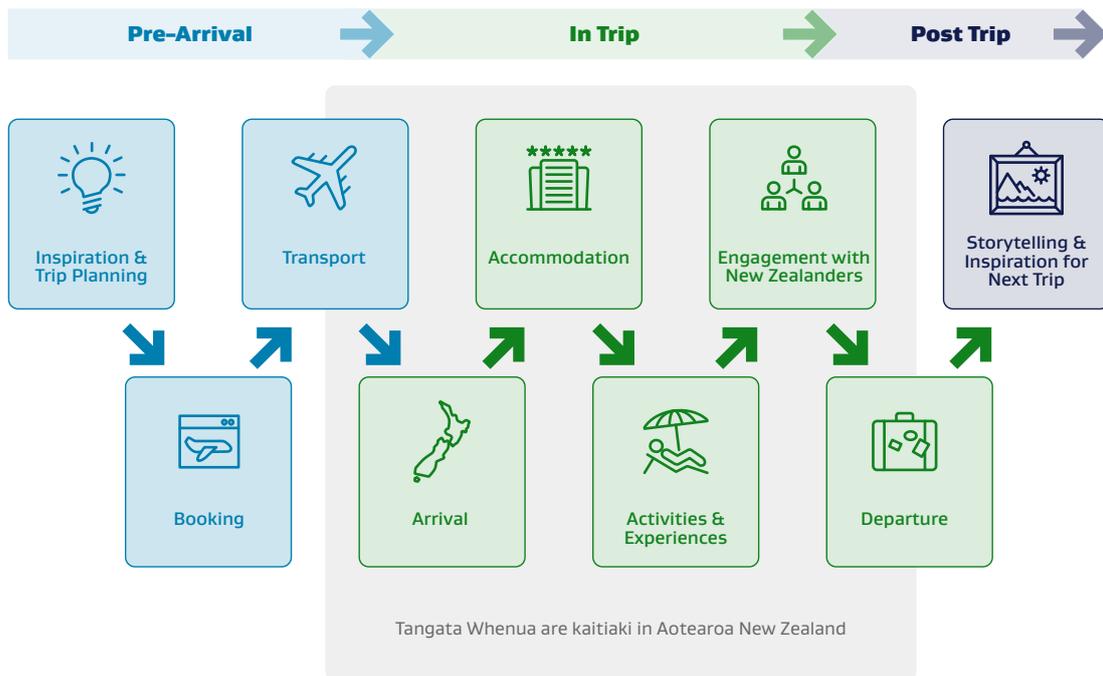
2. seek to deliver on the **core values** of tourism

 <p><b>TIAKI</b> Caring for and protecting people, place and planet, for our future</p>	 <p><b>WHANAUNGATANGA</b> Creating a sense of connection, family and belonging</p>	 <p><b>MANAAKI</b> Extending respect, hospitality, generosity, and care to others</p>	 <p><b>PŌTIKITANGA</b> Our curious, ingenious and adventurous spirit</p>
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3. seek to achieve at least one of the programme's **five outcomes**, and

 <p><b>CLIMATE</b> Reduce carbon emissions resulting from tourism or have a positive impact on the climate.</p>	 <p><b>SUSTAINABILITY</b> Improve the environmental sustainability of tourism through enhancing our natural environment and biodiversity.</p>	 <p><b>RESILIENCE</b> Improve the resilience of tourism to future changes, impacts and shocks.</p>
 <p><b>TECHNOLOGY</b> Lift the productivity and capability of the tourism sector through technology.</p>	 <p><b>TAONGA MĀORI</b> Promote and protect Taonga Māori throughout the Aotearoa New Zealand visitor journey.*</p>	

4. are applicable to the **New Zealand-Aotearoa visitor journey**.



### The Innovation Programme will be delivered across two streams:

**STREAM ONE: Discovery** will fund innovative, solution-based projects that may require further feasibility work to prepare a business case before applying for full development support.

- › Applicants can request between \$10,000 and \$25,000 in government funding to complete a Stream One project within four months.
- › Funding can only be used for one or more of the activities on a prescribed list. Applicants may like to consider completing those activities through an external accelerator or incubator programme, with MBIE’s approval.
- › Applicants must co-fund at least 50% of their project’s costs.
- › Stream One has up to \$1 million available for allocation. Applications are open from 10 November 2022 until 3 May 2023 and funding will be allocated on a first-come-first served basis.

**STREAM TWO: Development** will fund innovative, solutions-based projects that have a full business case.

- › Applicants can request between \$100,000 and \$10 million in government funding to complete a Stream Two project.
- › Applicants must co-fund at least 50% of their project’s costs. Projects that have significant positive community-wide or sector-wide benefits may only be required to co-fund 25% of their project’s costs.
- › All Stream Two projects must be completed within two years.
- › Stream Two has up to \$49 million available for allocation. Expressions of Interest are open from 10 November 2022 till 1 September 2023. MBIE will assess the expression of interest and if the project meets the criteria, will invite the applicant to submit a full application.
- › Full Applications will be assessed across three separate rounds, with applications closing for each round on the following dates: 28 February 2023, 30 June 2023 or 31 October 2023.

The Government is looking to fund a mix of Stream One and Two projects across the Innovation Programme’s five outcomes and different parts of the visitor journey.

You can find more information about the Innovation Programme on MBIE’s website: [www.mbie.govt.nz/innovation-programme-for-tourism-recovery](http://www.mbie.govt.nz/innovation-programme-for-tourism-recovery)

