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1. Events and Festivals

The Fund does not support the hosting, sponsorship, or operational costs of:

- Conferences
- Festivals
- Exhibitions
- Sporting events
- Concerts
- Gala dinners
- Tourism awareness events
- Awards ceremonies.

Unless such activities form a minor component of a broader strategic programme with demonstrable long-term tourism outcomes.

2. Private Enterprise Development

The Fund does not provide grants for:

- Individual businesses seeking operational support.
- Business expansion for private commercial gain.
- Working capital requirements.
- Debt repayment.
- Business rescue initiatives.
- Franchise development.

Projects must demonstrate broader industry, destination, or community benefits.

3. Capital Infrastructure and Asset Acquisition

The Fund generally does not support:

- Purchase of vehicles, buses, taxis, aircraft, boats, or other transport assets.
- Construction of hotels, lodges, guesthouses, restaurants, or tourism facilities.
- Land acquisition.

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- Property development.
- Major infrastructure projects that are ordinarily the responsibility of government or private investors.

Exceptions may be considered where the asset forms part of a broader strategic initiative with substantial developmental impact and sustainability.

4. Marketing Activities Already Funded Elsewhere

The Fund will not support:
- Routine destination marketing undertaken by National, Provincial, Regional, or Local Tourism Organisations.
- Activities already funded through public sector tourism marketing budgets.
- Duplication of existing programmes.

5. Academic Research Without Implementation

The Fund will not support:
- Standalone academic research.
- Research projects without a clear implementation pathway.
- Studies that do not demonstrate practical tourism outcomes.

6. Training Without Employment or Enterprise Outcomes

The Fund generally does not support:
- Generic skills training programmes.
- Workshops without measurable outcomes.
- Training programmes that do not demonstrate:
  - placement opportunities,
  - enterprise development,
  - industry absorption,
  - or clear economic participation outcomes.

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7. Political, Religious or Sectarian Activities

The Fund will not support:
- Political campaigns.
- Political organisations.
- Religious activities primarily intended for worship or proselytisation.
- ctivities that discriminate against any group.

8. Retrospective Funding

The Fund will not reimburse:
- Costs already incurred.
- Projects already completed.
- Existing contractual obligations entered into before funding approval.

9. Illegal or Non-Compliant Activities

Projects involving:
- Illegal activities.
- Environmental non-compliance.
- Labour law violations.
- Fraudulent representations.
- Conflicts of interest not declared will be automatically disqualified.

10. Duplicate Applications

Applications seeking funding for projects already funded by:
- TOMSA
- TBCSA
- National Department of Tourism
- Provincial Tourism Authorities
- Other public funding instruments must clearly demonstrate additionality and non-duplication.

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FAQ

1. Who can apply?

The Fund accepts applications from:

- TOMSA Levy Contributors
- Touism Development Organisations
- NPOs and NPCs
- Community Tourism Organisations (CTOs)
- Regional Tourism Organisations (RTOs)
- Local Tourism Organisations (LTOs)
- Destination Marketing Organisations (DMOs)
- Industry Associations
- Public-private partnerships

Applications from individual private businesses are generally not supported unless the project demonstrates wider sector benefits.

2. What is the maximum funding available?

The standard funding limit is R5 million per project per annum.
The Collaborative Fund Committee may approve higher amounts in exceptional circumstances where strategic value can be demonstrated.

3. Is matching funding required?

Not necessarily. However, projects that demonstrate co-funding, industry partnerships, or leveraged investment may receive stronger consideration during adjudication.

4. Can private companies apply?

Private companies may apply only where the project demonstrates significant public benefit, sector-wide impact, community development outcomes, or destination growth beyond the interests of a single business.

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FAQ

5. Does the Fund support events?

No.
The Fund does not generally support conferences, festivals, sporting events, awards ceremonies, exhibitions, or once-off events.

6. Does the Fund support vehicle purchases?

Generally no.
The Fund does not ordinarily support the purchase of buses, vehicles, aircraft, boats, or transport fleets unless there is an exceptional strategic case demonstrating significant developmental impact and sustainability.

7. Can the Fund support infrastructure development?

The Fund is not intended to finance large-scale infrastructure projects, accommodation developments, property acquisitions, or construction projects.

8. How long does the application process take?

Applications undergo:
1. Pre-Screening
2. Due Diligence
3. Adjudication

The duration depends on the complexity of the project and the completeness of supporting documentation.

9. How will my proposal be evaluated?

Projects are evaluated against:
- Compliance
- Strategic Relevance
- Effectiveness

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- Viability
- Sustainability
- Impact

as outlined in the evaluation framework.

10. Will I receive feedback if unsuccessful?

Due to the volume of applications received, detailed feedback may not always be provided. Applicants may request high-level feedback on unsuccessful applications.

11. Can I resubmit an unsuccessful proposal?

Yes.
Applicants may revise and resubmit proposals after addressing identified weaknesses or gaps.

12. What makes a strong application?

Successful proposals typically demonstrate:

- Clear tourism impact
- Strong partnerships
- Financial sustainability
- Community benefit
- Measurable outcomes
- Innovation
- Alignment with TBCSA strategic priorities
- Clear monitoring and evaluation frameworks

13. Does the Fund prioritise rural and township tourism?

Yes.
Projects that contribute to rural development, township tourism growth, transformation, inclusivity, and community beneficiation are strongly encouraged.

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FAQ

14. Can government institutions apply?

Government institutions may participate as strategic partners; however, the Fund generally seeks to support initiatives where industry collaboration and co-investment can be demonstrated.

15. What reporting requirements apply to funded projects?

Successful applicants will be required to:

- Sign a funding agreement.
- Submit periodic progress reports.
- Provde financial reports.
- Participate in monitoring and evaluation activities.
- Demonstrate achievement of agreed outputs and outcomes.

16. What is meant by "developmental impact"?

Developmental impact may include:

- Job creation
- Enterprise development
- Skills development
- Community participation
- Transformation outcomes
- Tourism growth
- Safety enhancement
- Sustainability outcomes
- Increased tourism arrivals and spend