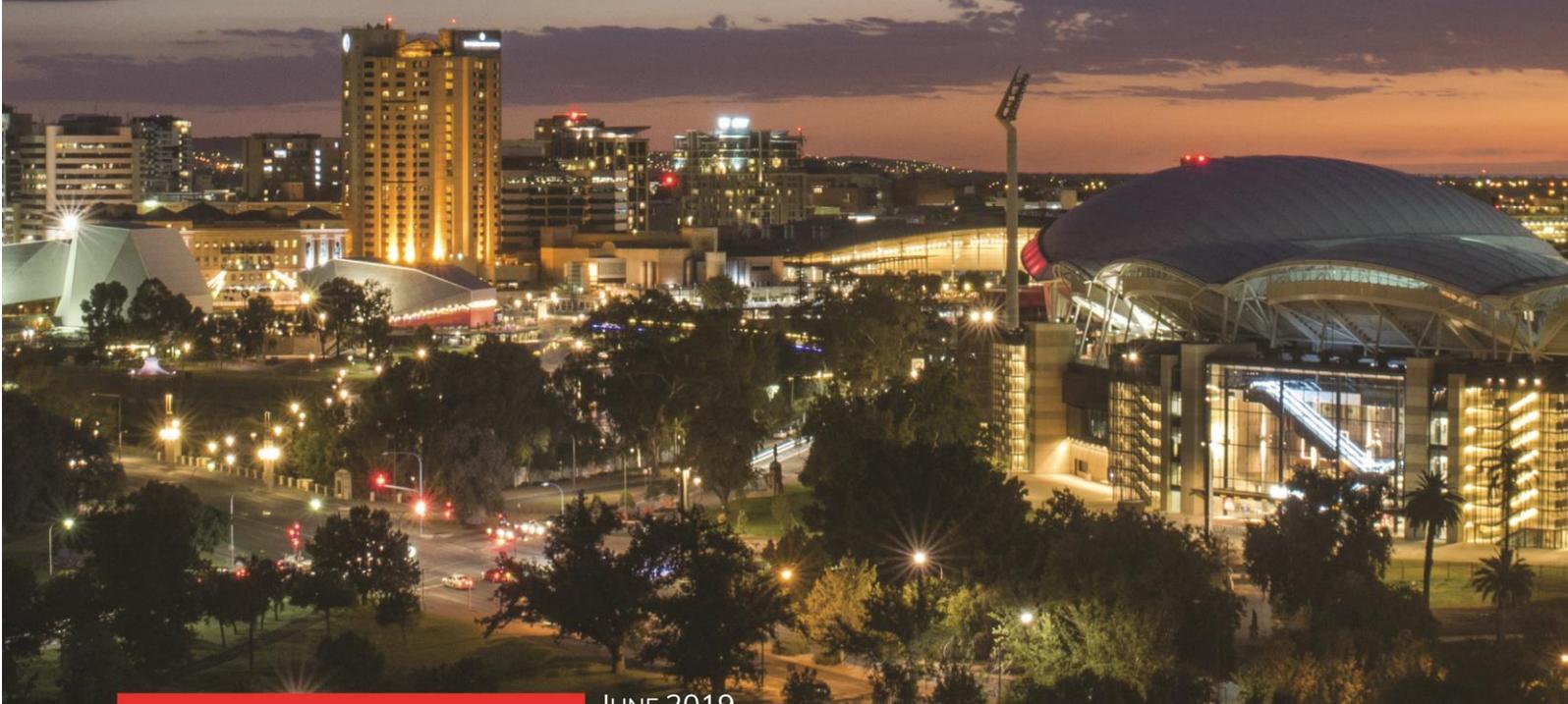


SOUTH AUSTRALIAN LANDING PAD *Guidelines*



JUNE 2019



These guidelines are for information purposes only and are subject to change at any time. They do not constitute an invitation to treat or offer.

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INTRODUCTION

The South Australian Landing Pad is designed to attract international and interstate early-stage and established companies with transformational and high-growth potential and job creation across priority industries.

The South Australian Landing Pad builds upon the South Australian Government's objective to support industry development and business growth in the state. Through the attraction and expansion support for initiatives that have a significant impact on the South Australian economy and introduce significant new infrastructure, technologies, capabilities, capacities and expertise, the program will specifically help deliver the following:

- Attract investment opportunities that will increase investment into South Australia, grow the existing and emerging industries and increase employment
- Attract skilled and business migrants
- Grow and support economic opportunities in the South Australian regions
- Advance industrial capabilities for global competitiveness and business growth.

SOUTH AUSTRALIAN LANDING PAD STRUCTURE

The South Australian Landing Pad offers a platform that addresses the major needs of companies looking to establish an initial presence in South Australia. Grant payments will be made by way of reimbursement, solely to the participant and to an Australian bank, and will cover financial and non-financial support:

1. FINANCIAL SUPPORT – ACCOMMODATION SOLUTIONS

The program subsidises the first 12-month office accommodation expenses within any Adelaide or regional South Australian co-working and innovation hubs or alternative accommodation types (serviced offices, property lease, etc.). Team members will be covered for up to A\$330 per month, per person, with a maximum of 10 team members.

Each participant oversees selection and contracting with their preferred accommodation provider. The Department for Trade, Tourism and Investment (DTTI) will have no contractual relationship with the accommodation provider. The participant is wholly responsible for paying their provider. The participant can change location (within South Australia) but needs to respect termination terms with their provider.

Note: Termination costs associated with early termination are not eligible under the program.

2. FINANCIAL SUPPORT – BUSINESS SERVICE PROVIDERS

The program subsidises up to A\$40,000 (negotiated with DTTI, based on business need) to be used at the participant's discretion to access a list of eligible services within the first 12 months of their arrival with one or several vetted business service providers.

Each participant oversees selection and contracting with their preferred provider(s). DTTI will have no contractual relationship with the business service provider(s) and the participant is wholly responsible for paying the advisory services provided.

ELIGIBLE SERVICES FROM BUSINESS SERVICE PROVIDERS

The funding of up to A\$40,000 (negotiable, based on business need) will be awarded to participants to purchase the following pre-approved services with one or several vetted business service providers:

	Details
Business strategy	Studies on growth opportunities, funding, marketing and digital strategy, etc.
Capital structure	Deal advisory on investment structure (M&A, divestment, etc.), capital raising and stock exchange listing. Governance and statutory records.
Accounting	Advice and development of accounting system, registrations and cross border accounting.
Taxation	Advice on taxation obligations, payroll tax, reporting obligations and registration.
Migration advice	Advice and assistance with migration and visa requirements/procedure.
Grant eligibility	Advice on research and development opportunities, eligibility, etc.
Legal and regulatory	Advice on regulatory standards, intellectual property laws, local consumer protection regulations, process and development or review of contracts.
HR advisory	Advice on human resources strategy and recruitment, terms of employment (salaries, benefits, etc.).
Back office services	Bookkeeping, annual report and payroll, etc.
Import and export	Advice on sales and distribution process and networks, market entry strategy, business missions and in-country support (funding, partnerships, etc.).
IT	Advice on information technology infrastructure, data management, tests and development, etc.
Facilities	Real estate advice.
Communication	Strategic brand, marketing and communication services, graphic design, web and app design, film, video and photography services, accessibility review and audit services; authoring and editorial services; Translation services.

Services or expenses procured from firms outside the list of vetted business service providers will not be covered, unless explicitly approved on a case by case basis by DTTI.

Participants are required to meet all costs associated with their travel, accommodation and insurance, and maintain an appropriate visa. Other costs such as wages, equipment rental or purchases are not eligible expenditures.

Participants are advised to confirm with DTTI the eligibility of the services required before purchase/contracting.

3. NON-FINANCIAL SUPPORT

Non-financial assistance DTTI may provide will include:

- 1. Partnering opportunities:** Assistance with a 360° review of the participant's ecosystem and connections to relevant stakeholders (local demands, opportunities or researchers, developers, etc.).
- 2. Networking with key contacts in government:** Connection, simplification of dealings with the government, assistance with any policy and regulatory enquiries.
- 3. Grant eligibility:** Insight into potential funding sources (state, federal and private).
- 4. Market research:** Business and market intelligence.
- 5. Event and networking:** Industry networking events and expatriate events.
- 6. Training and mentoring:** Connection with existing industry programs (incubators, accelerators, etc.).
- 7. Friendly referrals to business service providers.**

ELIGIBILITY CRITERIA

The applicant must have been established and generating revenue for 12 or more months in their home country (or multiple locations). There is no minimum turnover or full-time employee required aside from the requirement to create new jobs, and participants are not required to provide a funding contribution. International participants must incorporate a company in South Australia (e.g. pay goods and services tax in Australia) and commit to a minimum 12 months of operation on a full-time basis (visa dependent).

Participants must start their business in South Australia within three months of both parties signing the grant agreement (i.e. the company is incorporated, and key personnel are located in South Australia and working full-time). Note: Applicants will be asked to demonstrate that consideration has been given to visa requirements for any essential personnel.

All participants must commit to a minimum 12 months of operation on a full-time basis (visa dependent).

Seed stage companies are not eligible for the South Australian Landing Pad.

The South Australian Landing Pad welcomes all other stages of growth:

- Early stage companies that have raised capital and are looking for a cost-effective environment to set up their business
- Small to medium enterprises with global customers, partners and often strong investor support looking to establish a presence in the Asia Pacific region
- Larger companies that would like to test a presence in a region before making a larger commitment.

Priority is given to applicants related to the following sectors:

- Food, wine and agribusiness
- International education
- Tourism
- Energy and minerals
- Defence and space industries
- The hi-tech sector
- Health and medical industries
- Creative industries

Final decisions on eligibility and funding rest with DTTI and applicants should note that there is no guarantee that an offer will be made. Grant offers will also consider availability of funding based on commitments from the program's funds.

ASSESSMENT CRITERIA

Applications are subject to a competitive process. They are assessed against the following criteria:

1. **Maturity in home market:** The maturity level of the applicant in its home market. Seed-stage companies are not eligible for the South Australian Landing Pad.
2. **Targeted industry:** The extent to which the applicant's industry fits or is complimentary to South Australia's priority industries.
3. **Time to market:** The timeframe before the applicant registers a business and operates in South Australia.
4. **Profitability:** The financial capability and capacity/scalability of the company.
5. **Managerial competency:** The track record, seniority and entrepreneurial experience of the South Australian team, demonstrating their capability and technical competence to successfully establish the business in South Australia.
6. **Job creation:** The number of sustainable new full-time equivalent jobs in South Australia within the first 12 months and potential for new job creation in the state in the medium/long-term.
7. **Transformational impact: Innovation:** The level of innovative, high value-adding know-how to the state and contribution towards the diversification of the state's economy.
8. **Transformational impact: Social impact:** The level of impact/involvement (structure, process, results) in the South Australian social economy.
9. **Synergies with other companies:** The number of stakeholders (partners, supply chain, customers, R&D, competitors, etc.) the applicant will engage with, and the impact on any competition located in the target market(s). Regional location/networks will be positively considered.
10. **Viability:** The financial viability and robustness of the company and business plan over the long-term without the need for ongoing government support.

APPLICATION PROCESS

1. The first step is to either express an interest via DTTI's '[register your interest form](#)', or get in touch with one of DTTI's Business Development Managers or an overseas office representative.
2. If the company and business plan are relevant, the applicant is invited to access the application form (invitation only process).
3. All invited applicants complete the application form and, when necessary, participate in an interview.

Each applicant will be asked to share a strategic business plan or business case that articulates why an Australian or South Australian presence supports the applicant's plans and objectives. They will also have the opportunity to submit a short pitch video to present the company, its team and the added value brought to the state.

4. DTTI will assess applications against the eligibility and assessment criteria and will be solely responsible for the final approval of applicants.

DTTI will work closely with other South Australian Government departments that will be able to recommend applicants and will be consulted for review and advise on participants (Department of Treasury and Finance, Department for Innovation and Skills, Office of the Chief Entrepreneur, South Australian Centre for Economic Studies and South Australian Government Financing Authority, etc.).

5. Once a decision has been made, DTTI will, in writing, inform the applicant of the application outcome.

An unsuccessful applicant can re-apply 12 months later, once their company and business plan better fit the selection criteria. However, DTTI cannot commit to providing each unsuccessful applicant with a detailed explanation of why their application was not accepted.

GRANT PAYMENTS

Successful applicants will be asked to enter a grant agreement with the South Australian Government. All DTTI payments will be made by way of reimbursement, solely to the participant and to an Australian bank account upon presentation of:

- A tax invoice from the service provider with respect to the eligible expense
- A receipt from the service provider showing payment of the eligible expense
- A tax invoice from the grant recipient addressed to DTTI with respect to the reimbursement of the eligible expense.

REQUIREMENTS

Agreement with all participants will be structured so that they contain clear and measurable performance indicators.

Participants will be required to submit two reports one at the six-month mark and a final report at the 12-month mark. The report should be no more than two pages and highlight their initial aims, achievement(s) to date, participation/contribution to the South Australian innovation ecosystem and how the South Australian Landing Pad supported the growth of the company.

The objective is for DTTI to review periodically the services offered in the program, the realities and needs of the participant, as well as gather information for marketing purposes. These reports will also contain an evaluation of the services provided by DTTI, the co-working space and the business service provider(s).

At the end of the program, participants may be asked to participate in an interview to discuss their investment experience.

EARLY CONTRACT TERMINATION

DTTI can decide to terminate the agreement immediately and ask the participant to repay the amount granted if:

- Any of the grant has been spent other than in accordance with the agreement with DTTI
- If information submitted in the application, invoicing or reporting is found to be false or misleading; and/or
- If reports are failed to be submitted on time.

Participants that decide to abandon their project before the end of the 12 months will be asked to send a letter of explanation to DTTI, indicating that they are renouncing all remaining financial support granted. They are also responsible for informing their business service provider(s) and co-working space, ensuring they respect termination terms. Participants may also be asked to participate in an 'early exit interview'.

GET IN TOUCH

www.dtti.sa.gov.au

South Australia's Department for Trade, Tourism and Investment
has experienced professionals who understand your business requirements and priorities.

Contact: salp@sa.gov.au

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[Register your interest now](#)