Innovation Fund Guidelines
2024 – 2025

STUDY Perth
WESTERN AUSTRALIA

CONTENTS

Thank you for your interest in the StudyPerth Innovation Fund Program. StudyPerth is pleased to collaborate with StudyPerth members, stakeholders, and the international education sector to improve the value proposition of Western Australia as a study destination for international students.

These guidelines contain information about the StudyPerth Innovation Fund Program, a competitive grant funding program. Please read these Guidelines before completing the application form.

About StudyPerth

At StudyPerth, our purpose is to provide effective Destination Marketing to increase student attraction, support onshore student retention, and facilitate our members' recruitment of international students through effective communication.

The four key focuses for this financial year:

1. Increase the awareness of Perth, Western Australia as a study destination across the distribution channels;
2. Build/rebuild relationships with key distribution partners, potential students and their parents;
3. Increase student retention by supporting international students studying onshore;
4. Increase member value.

About the Innovation Fund Program

The Innovation Fund Program provides an opportunity for StudyPerth Education and Associate Members, industry associations, not-for-profit organisations, and local government authorities to secure financial support for projects that advance the interest of the international education sector in Western Australia. Innovation Fund projects should aim to improve the value proposition of Western Australia as a study destination for international students. An allocation of $300,000 is available for the 2024-2025 financial year, for projects that meet the objectives of the Innovation Fund Program.

The Innovation Fund Program will be reviewed on a regular basis to ensure that the approved projects are relevant and support the sector.

These guidelines are valid between the period 1 July 2024 and 30 June 2025.

The Innovation Fund Program is divided into two types of grant funding categories:

Category 1 - Collaborative Projects

- Projects up to $50,000 (+ GST) that must be led by a StudyPerth member.
- Projects must be *collaborative, i.e.,* involve multiple project partners.
- Projects must be *inclusive*, i.e., open to participation by relevant sectors of the international educational community in WA.
- Preference will be given to projects that demonstrate a collaborative and inclusive approach.

Category 2 - Individual Projects

- Individual Projects up to $5,000 (+ GST) for StudyPerth members and organisations are detailed in the eligibility section of this guideline.
- Application is open to individual projects submitted by a single organisation. There is no requirement for the project to be *collaborative*.

Applications may relate to projects to be delivered either onshore (Western Australia or Interstate) or offshore (overseas). Organisations can submit more than one Application for separate projects and/or for projects represented by different departments within the one organisation.

To be eligible organisations must:

- Operate in WA and/or provide services that support international education in WA;
- Have an Australian Business Number (ABN) or details of an auspice organisation that has an ABN that can accept grant funding on your behalf;
- Have been operating for more than 2 years at the time of application;
- Have full public liability insurance.

The following organisations may be eligible for the Innovation Fund Program:

- A CRICOS registered education or training provider located in WA that is also a StudyPerth Member;
- A non-education organisation that is also a StudyPerth Member, whose primary purpose relates to the international education and training sector in WA and/or providing services to international students in WA;
- An industry body representing a group of CRICOS registered international education and/or training providers or services for international students in WA;
- A member of the Consular Corps;
- An unincorporated or incorporated not-for-profit organisation whose primary purpose relates to the international education and training sector in WA and/or providing services to international students in WA;
- A WA local government body in which a CRICOS registered international education and training provider is located and/or who has an interest in providing services for international students in WA;
- An organisation with a regional, economic, or trade development responsibility.
- StudyPerth

The Innovation Fund Program has the following objectives:

Priority Objectives

- Initiatives that support members to build/rebuild relationships with key distribution partners, potential students, and their parents.
- Initiatives that promote and support the awareness of Western Australia as the first-choice destination for international education for StudyPerth's Tier 1 and Tier 2 markets [1].

Additional Objectives

- Initiatives that create memorable experiences for international students and encourage them to promote Western Australia as a first-choice study destination.
- Provide international students with access to opportunities designed to increase their employability attributes and enhance their employment opportunities.
- Initiatives that support the integration of international students into the local community and raise community awareness of the benefits of international students to residents of Western Australia.

To be eligible for the Innovation Fund Program, project proposals will need to meet one of the objectives. Projects that meet one or all priority objectives will have favourable consideration.

[1] Tier 1 markets include the following:

CHINA, INDIA, INDONESIA, JAPAN, MALAYSIA, PHILIPPINES, SINGAPORE, VIETNAM

Tier 2 markets include the following:

BHUTAN, BRAZIL, COLOMBIA, KENYA, NEPAL, NIGERIA, GHANA, PAKISTAN, SOUTH KOREA, TAIWAN, UK/EUROPE, INTERSTATE/NZ

Category 1 - Collaborative Projects

Collaborative Projects must be submitted by an identified Project Lead, an employee or authorised representative of a StudyPerth Education or Associate Member, who will accept responsibility should the application be successful and must identify each of the project partners.

Category 2 - Individual Projects

Applications for Category 2 – Projects will be accepted from eligible individual organisations by an employee or authorised representative of the organisation who will accept responsibility should the application be successful. Projects do not need to be collaborative.

It is not a requirement for Applicants to be a StudyPerth Member to be eligible for the Innovation Fund Program Category 2, but preference will be given to StudyPerth Members.

Applications open	12:00PM AWST Monday 1 July 2024
Applications close	11:59PM AWST Monday 30 June 2025 (or until funds have been exhausted)
Assessment period	Monday 8 July 2024 – Wednesday 16 June 2025, Applications will be assessed on a rolling basis.
Approvals and Payments to successful applicants	Monday 15 July 2024 – Wednesday 25 June 2025
Deadline for completion of projects	Wednesday 31 December 2025
Reporting and acquittal	Within 21 days of completion of the Program funded project and no later than 1 February 2026.

There is no requirement for applicants to match financial contributions to the project. However, a budget is required as part of the application process.

Excluded Costs

Applicants may utilise the Innovation Fund Program funds to cover expenditure on most items related to a project, however, the financial support cannot be used to fund the following items:

- activities commenced before approval of the Innovation Fund Program;
- duplication of current (occurred in the past 12 months) projects;
- activities considered the core business of the organisation/s making the submission;
- activities designed to raise funds or for the organisation/s making the submission;
- marketing and promotional costs not directly related to the project;
- staff whose contract extends beyond the life of the project;
- expenses of a capital nature or the acquisition of assets;
- grants or scholarships to individual students;
- sponsorship of third parties;
- legal expenses;
- alcohol at events (alcohol can be served but cannot be funded from the Innovation Fund);
- sole travel, or attendance at, conferences, expos, trade fairs, and the like;
- preparing submissions for other grant processes;
- legal fees and insurance costs;
- political or lobbying activities;
- retrospective activities completed before the start of a Program funding agreement and;
- matters not related to international education.

Eligible Applications will be assessed through the following process.

1 Application eligibility
Applications received within the due dates will initially be assessed by StudyPerth Sector Engagement team to ensure eligibility criteria are met. Eligible applications will be provided to the Innovation Fund Program Panel for assessment. Applicants not meeting eligibility criteria will be contacted via email with feedback.

2 Application assessment by Innovation Fund Program Panel
Applications that are deemed eligible will be reviewed by the Innovation Fund Program Panel using the Assessment Criteria detailed in the next section of this guideline. Successful applications will be provided to the StudyPerth Chief Executive Officer for endorsement, and final approval. Applications will be reviewed on a rolling basis until the closing date or until all funds have been exhausted.

3 Notifications to applicants
All applicants will be notified by email, of the outcome of their application within ten business days of their application submission date. Successful applications will receive a Letter of Offer and an Agreement.

4 Acceptance of offer
Successful applicants will have ten business days to accept the offer by return email and provide an invoice to StudyPerth. Offer refers to the signing of the Project Funding Agreement or the Letter of Offer.

5 Payment of funds
On acceptance of the offer and submission of the invoice to StudyPerth, the grant funds will be paid within ten business days to the successful applicants.

6 Project implementation
The program recipient must commence the approved project within 30 days of acceptance of the offer.

7 Completion of activities
All activities related to the grant-funded project must be completed by Wednesday 31 December 2025.

8 Reporting and acquittal
A project completion report, including promotional materials for use by StudyPerth, and acquittal must be provided within 21 business days of project completion or no later than 1 February 2026.

The following assessment criteria and weightings will be used by the Innovation Fund Program Panel to assess applications:

Relevance. The project is consistent with the core objectives of the Innovation Fund Program.	25%
Impact. The project will deliver to a broad range of international students and demonstrate a long-term benefit for international students and/or the education sector.	25%
Capacity. The applicant and project partners (specific to Category 1) show the capacity to deliver on the project and achieve the outcomes within the project timeline.	25%
Collaboration. The project encourages collaboration and inclusivity between multiple international education stakeholders (specific to Category 1) and/or benefits the wider international education sector.	25%

The Innovation Fund Program Panel may solicit advice and assistance to assess applications, however, the approval or rejection of any application to the Innovation Fund Program rests with StudyPerth's Chief Executive Officer.

StudyPerth reserves the right to provide less than the amount of financial support requested or may seek to combine applications to achieve StudyPerth's desired outcomes to ensure value for money.

Successful Applicants must accept the Project Funding Agreement or Letter of Offer, setting the agreed terms and conditions, within ten business days. Successful Innovation Fund Program recipients must abide by the following conditions:

1. Grant recipient must commence the approved project within 30 days of acceptance of the offer.

2. Any unused or misspent Program funds must be returned to StudyPerth no later than 1 February 2026.

3. Grant recipients must promote the activity on their social media networks and through the community using @StudyPerth and #StudyPerth, with the explicit acknowledgment that the project is supported by StudyPerth.

4. The usage of the StudyPerth brand will be limited to the specific activities for which the program grant funding is approved.

5. Grant recipients must provide a written project completion report and acquittal within 21 business days after completion of the project activity or no later than 1 February 2026. The completion report should include photographs and testimonials for use by StudyPerth for promotional purposes.

6. Grant recipients will acknowledge that StudyPerth accepts no liability for the project activities, notwithstanding the grant funding provided to support the activity.

7. Grant recipients will be required to maintain sufficient public liability insurance.

8. Grant recipients are asked to the best of their efforts, to request StudyPerth's presence for any events related to the project.

9. Grant recipients are asked to seek consent from participating students and provide StudyPerth with participants' profile information, such as their name, address, email address, phone number, and country of origin. Further information on how we use this information is detailed in the StudyPerth Privacy Policy.

10. Grant recipients, where possible, will incorporate StudyPerth's marketing campaigns in their project.

Applicants must agree to the above conditions before submitting an application.

How to Apply

Access the Innovation Fund Program Application Form including Budget Plan and Risk Plan Templates at "Grant Funding" on the StudyPerth website. Applications may be submitted at any time before the Application Close date of Monday 30 June 2025 at 11:59 pm AWST or until funds have been exhausted.

Contact

If you have any queries in addition to the information provided in the Program Guidelines and FAQs please email grantsprogram@studyperth.com.au.

Innovation Fund Grant Program Guidelines
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Visit StudyPerth.com.au to find out more information.