

## APPROVED B.I.G. FUTURES FUNDING APPLICANTS (APRIL 2020)

LBF STATE	ORGANISATION	PROJECT TITLE	PROJECT OVERVIEW	BENEFITS OF LBF FUNDING
QLD	Resource Industry Network	RIN – Digital Engagement Project	To provide RIN with the resources to plan and roll out new digital engagement initiatives and support businesses through this change in business period. Funding will support RIN to resume the important MSIC (Maritime Security Identification Card) service to local businesses to ensure that any business that has an opportunity for work is not restricted by not being able to obtain or update their MSICs.	<ul style="list-style-type: none"> <li>• Enable RIN to maintain membership levels through the use of digital technologies to engage with new and existing resource sector businesses</li> <li>• Increasing initiatives to support businesses impacted through COVID-19</li> </ul>
QLD	Central Highlands Regional Resources Use Planning Ltd	CHRRUP – Website Podcast Project	The purpose of the requested funding is to develop new digital platforms to ensure CHRRUP can continue to support agricultural businesses, during COVID-19 isolation and into the future. This project will enable project participants to connect, interact and collaborate with CHRRUP through up to date information and new services such as podcasts and webinars. CHRRUP’s updated website will become the main platform to access these services which will be promoted via existing social media platforms and networks.	<ul style="list-style-type: none"> <li>• Increasing access for small businesses and upskilling operators and their employees through upgrading CHRRUP</li> </ul>

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				<p>website and engaging with podcasts to reach their audience</p> <ul style="list-style-type: none"><li>• Increase interactions, conversations and exposure to new ideas through different media channels</li><li>• Increase CHRRUP's workforce with digital literacy skills to develop a podcast series for use beyond the regional boundary to reach agribusinesses</li></ul>

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QLD	Greater Whitsunday Alliance	My Digital Coach	<p>The My Digital Coach program is designed to ensure that small business owners within the Isaac and Mackay regions can respond quickly and build their capability and capacity to evolve, build and manage their digital assets, and for their businesses to survive through the COVID-19 forced shutdowns. Whilst GW3 is not a membership organisation, it is anticipated that this project will support 50 businesses with the Isaac &amp; Mackay regions.</p>	<ul style="list-style-type: none"> <li>• Increased access for small business operators and staff to build their capability and capacity with digital literacy</li> <li>• Increased engagement and connectivity with small business operators participating in the My Digital Coach program</li> </ul>
QLD	Mackay Tourism	COVID-19 Tourism Recovery Program	<p>The purpose of the funding is to prepare businesses with webinars on social media content and marketing to align with new target markets identified by MTL to quickly aid tourism recovery, increase visitation and re-establish tourism as a key economic pillar supporting the Mackay region's economy. This project will support twelve significant at-risk tourism businesses with a business mentoring program. Businesses will be selected using criteria that returning them to full capacity and will have a substantial knock-on effect supporting other regional businesses – local produce and foods services, cleaning service, taxi, hire car and airlines</p>	<ul style="list-style-type: none"> <li>• Aid businesses to overcome the challenges of Covid-19 and rebuild regional tourism capacity by educating and developing businesses to improve business systems, create</li> </ul>

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				<p>new product and experiences to attract visitors and increase tourism consumer confidence and satisfaction.</p> <ul style="list-style-type: none"><li>• Increase business capability through business assessments using an online business health audits followed by three targeted webinars to build business capacity</li><li>• Ability to collaborate with the Central Highlands region and offer webinar series to Tourism operators across all three regions in QLD</li></ul>

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QLD	Greater Whitsunday Food Network	Regional Farmer & Produce Marketing Campaign	<p>The Greater Whitsunday Food Network is currently engaged in delivering the Regional Food &amp; Agritourism Development Project (funded through LBF), a program of work to support, train, engage with and encourage our regional food producers to embrace the concepts and activities relevant to agritourism, to focus on developing their businesses, drawing on tools to enhance resilience and sustainability. The COVID-19 pandemic requires GWFN focus on the development from hands-on tourism experiences to look more closely at creating the opportunity for our local clientele to experience life and work with GWFN members through the development and presentation of a series of videos to showcase members.</p>	<ul style="list-style-type: none"> <li>• Increase awareness of existing GWFN members and their agribusinesses</li> <li>• Increases ability to connect consumers with regional food through stories about farms, farmers and producers</li> <li>• Provides examples of resilience and sustainability achieved through regional farms, farmers and producers</li> </ul>
QLD	Mackay Tourism	Event – The Road Ahead – Industry Skills Development Program	<p>The funds will be used to provide Event support and education through webinars and one on one mentoring. Krista Hauritz – Krista Hauritz Tourism and Stu Spears – Silver Lining Strategy have been chosen to create and facilitate these sessions based on their expertise in events strategy and delivering events. Pre – Webinar Series Silver Lining Strategy will create and manage an Event Audit that is sent out prior to the webinar series. From this audit we will identify Events most in need of help and events that are important to the Mackay and</p>	<ul style="list-style-type: none"> <li>• Increasing capability and capacity of organisations where events are critical to</li> </ul>

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			Isaac Central Highlands and Whitsunday Regions. economies and what we need to do to get our economies come back at full capacity.Event – The Road Ahead – Industry Skills Development Program	sustainability of operations <ul style="list-style-type: none"> <li>• Increasing access for businesses to develop skills and planning requirements</li> <li>• Increased connectivity of businesses and community groups coordinating events with shared learning opportunities</li> <li>• Increased accessibility of cross-regional coverage and support with business development opportunities</li> </ul>