

EMERGING PRODUCT PROGRAM APPLICATION FORM

Thank you for applying for the Emerging Product Program – Intake 2. Please read the whole application form prior to completion. At the end, please note your acknowledgement of the criteria.

Applications are to be sent via email to trade@sa.gov.au no later than **Friday 16 March 2018**.

For any queries, please contact trade@sa.gov.au or Emily Robertson, Partnership Marketing Executive on 8463 4629.

DETAILS

Name

.....

Email address

.....

Phone number

.....

Company name

.....

Preferred correspondence method

Email

Phone

.....

Operator type

Accommodation

Attraction

Tour

Transport

Activity

.....

Regions you currently operate in:

(tick all that apply)

Adelaide

Adelaide Hills

Barossa

Clare Valley

Eyre Peninsula

Fleurieu Peninsula

Flinders Ranges & Outback

Kangaroo Island

Limestone Coast

Murray River

Riverland

Yorke Peninsula

.....

Year your company started operating:

.....

Where are most of your visitors from?

(please answer as a percentage)

Intrastate

Interstate

International

If international, please list where they are from:

.....

3/121-125 King William Street Adelaide South Australia 5000
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What marketing activities do you currently conduct: (e.g. social media, website, direct marketing, SEO/SEM, brochures)

What areas would you like to learn more about? (tick all that apply)

Digital Marketing Social Media PR
Distribution (National & International)

Do you currently have commission built in to your rates?

Yes No
If yes, what percentage?

Are you currently contracted with any trade partners? (e.g. OTAs, Expedia/Booking.com, wholesalers Flight Centre/Helloworld, ITOs)

Yes No
If yes, which?

Have you attended any trade shows in the past? (e.g. ATE, Discover SA, ATEC Meeting Place)

Yes No
If yes, which?

In what areas do you hope to grow your business?

Please tick that you acknowledge the following, in order to participate in the EPP:

You have (or the ability to have) commission built into your rates

Out of pocket expenses will occur e.g. flights, accommodation

You will make yourself available for training, trade events etc (this will be outside your office)

You have an intermediate level of computer skills

You will provide famil rates at cost

The program will take place over 5 years and you are involved the whole time. Should you withdraw from the program, you will be charged for all costs associated with your participation to date.

If you are accepted into the program, you will need to acknowledge this by 6 April 2018

Name/signature:

Date: