

TRADE SHOW SUBSIDIES



Government
of South Australia

South Australian
Tourism Commission

WHO CAN CLAIM A TRADE SHOW SUBSIDY?

Financial support in the form of a subsidy to participate in selected trade shows is available, on application, to those operators of tourist services to and within South Australia who have a current operator agreement with the SATC. Other conditions apply including:

A subsidy is only available to operators who agree to locate their stand in the South Australia 'precinct'. For national and/or interstate based operators to qualify, the greater proportion (more than 50%) of the product must be South Australian.

A subsidy generally is not available to Tourism Marketing Boards, regional marketing committees or other government departments.

Subsidies are only available to operators accredited through the Australian Tourism Accreditation Program (ATAP) or are current financial members of the Australian Tourism Export Council (ATEC).

Subsidies apply to the company and not the individual – if the company has attended a tradeshow two or three times then it is no longer eligible for a subsidy (even if it is under new ownership or has changed names).

If a company has exhausted its subsidy entitlements and then does not attend a particular show for a number of years it is still not entitled to further subsidies.

CONTACT INFORMATION:

Should you have any enquiries regarding trade shows can be directed to:

Belinda Barton

Manager, Trade Events, Famils & Projects

Phone: 8463 4589

Email: Belinda.Barton@sa.gov.au

HOW MUCH CAN I CLAIM?

Subsidies are available for trade events targeting our core markets of UK, Germany, Italy, France, USA, New Zealand, Singapore, Hong Kong, China and India. Any trade events outside of these markets will need to be discussed with SATC prior to submitting your application.

Generally, first year participation in an SATC supported and approved show attracts a 30% subsidy, with a 15% subsidy in the second year. Subsidies cease in the third year.

However, for some trade shows (particularly if they are new and in the International Market) we may elect to provide a higher level of funding, or provide funding for a longer period (eg assistance for 3rd year participation). This is at our discretion and will be communicated to you when registrations of interest are sought.

Please note that subsidies apply to the cost of the registration only (i.e. not accommodation or transport if they are not covered as part of the registration fee etc) and there is no subsidy for extra delegates (i.e. only one person per company is covered by the subsidy).

WHEN AND HOW DO I CLAIM?

The SATC subsidy will be paid retrospectively, so as soon as the event has been held you can lodge your claim by sending the SATC a tax invoice (along with supporting documentation to prove payment to the event organizer). Please note the SATC may impose a deadline by which the claim must be received.

SATC will reimburse the relevant percentage of the GST exclusive price of the event. If you are GST registered, you must then add 10% of the GST – regardless of whether your original participation fee has a GST component or not.