

## TOURISM BUSINESS SUPPORT FRAMEWORK

There are a number of service providers willing to assist in building better business and enhancing opportunities within South Australia's visitor economy.

This framework document provides a guide for tourism operators to navigate through to the most appropriate government department and/or service provider to assist in the area they need support.

Use the table below to identify the areas of support you might require (in the left-hand column) and keep an eye out for which departments or service providers are marked with a 'tick' as they are able to provide assistance in this area. For a full list of agencies and their contact details, refer to the Glossary of Support Providers at end of this document.

		TOURISM SPECIFIC DEPARTMENTS & SERVICE PROVIDERS				TOURISM INDUSTRY MEMBERSHIP BODIES		OTHER USEFUL INDUSTRY GROUPS & ASSOCIATIONS	GENERAL DEPARTMENTS & SERVICE PROVIDERS			
		TOURISM AUSTRALIA	SATC	RTO	VIC	ATEC	TICSA	OTHER	LGA SA	RDA	SA GOVT.	AUST GOVT.
<b>FAMILIARISE YOURSELF WITH THE LOCAL TOURISM INDUSTRY</b>	Review and understand key visitor economy strategies	✓	✓	✓	✓			ACB	✓	✓	DEW DTI	AUSTRADE
	Review and interpret visitor statistics and profiles	✓	✓	✓	✓			ACB		✓	DEW	AUSTRADE
	Undertake a competitor/gap analysis based on the existing tourism offering in your area	✓	✓	✓	✓				✓			
<b>CONNECT WITH THE INDUSTRY</b>	Subscribe to industry newsletters	✓	✓	✓	✓	✓	✓	ACB BSA	✓	✓	DEW DPTI DTI ORSR PIRSA	AUSTRADE
	Attend networking functions	✓		✓		✓	✓	VARIOUS	✓	✓	DEW DPTI DTI PIRSA	AUSTRADE
	Attend industry briefings	✓	✓	✓		✓	✓	ACB BSA	✓	✓	DEW DPTI DTI PIRSA	AUSTRADE
<b>DEVELOP SKILLS &amp; KNOWLEDGE</b>	Access tourism development resources	✓	✓	✓		✓	✓					
	Sign up for training and workshops	✓	✓	✓		✓	✓	VARIOUS	✓	✓	DEW DPTI DTI PIRSA	
	Reach out to a business mentor					✓	✓	BSA		✓		DISER



# START UP YOUR BUSINESS

ESTABLISHING YOUR TOURISM PRODUCT OR EXPERIENCE

		TOURISM SPECIFIC DEPARTMENTS & SERVICE PROVIDERS				TOURISM INDUSTRY MEMBERSHIP BODIES		OTHER USEFUL INDUSTRY GROUPS & ASSOCIATIONS	GENERAL DEPARTMENTS & SERVICE PROVIDERS			
		TOURISM AUSTRALIA	SATC	RTO	VIC	ATEC	TICSA	OTHER	LGA SA	RDA	SA GOVT.	AUST GOVT.
<b>MEET THE LEGAL OBLIGATIONS OF A NEW BUSINESS</b>	Secure the required approvals/permissions and leases							BSA	✓	✓	CBS DEW	
	Register your business											ATO DISER
	Obtain required business licenses and permits (e.g. vehicle, driver, liquor, food handling, working with children, marine environments, operating tours in National Parks)							BSA	✓		CBS DEW DHS DPTI SAFEWORK	
	Apply for the relevant insurances (e.g. public liability, vehicle)							BSA			DPTI	
	Comply with regulations and laws to protect yourself, your staff and your customers (e.g. staff payrole and superannuation, Work Health Safety)									✓	DHS SAFEWORK	ATO
<b>CREATE A BUSINESS PLAN</b>	Seek assistance to develop your plan					✓	✓	BSA		✓		DISER
<b>DEVELOP A UNIQUE SELLING PROPOSITION</b>	Align with the state's competitive advantages		✓	✓	✓	✓	✓	BSA			DEW DPTI DTI PIRSA	
	Understand the wants and needs of your likely customer base	✓	✓	✓	✓	✓	✓	BSA		✓	DEW	
	Determine the benefits of your business for your customers		✓	✓		✓	✓	BSA				
<b>CREATE A MARKETING PLAN</b>	Undertake market research	✓	✓	✓	✓							AUSTRADE
	Review market intel regularly to make relevant adjustments to your plan	✓	✓	✓	✓		✓					

This framework is a guide only and you are encouraged to discuss your specific circumstances with each of the parties referenced.



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		TOURISM AUSTRALIA	SATC	RTO	VIC	ATEC	TICSA	OTHER	LGA SA	RDA	SA GOVT.	AUST GOVT.
<b>DETERMINE PRODUCT PRICING</b>	Reflect the positioning of your product through your retail price (e.g. luxury, mid-range, affordable)		✓	✓			✓	BSA		✓		
	Decide whether you need to incorporate a commission structure into your pricing	✓	✓	✓		✓	✓					
<b>CREATE AN OPERATIONAL PLAN</b>	Develop a booking and cancellation policy			✓			✓	BSA		✓		
	Determine operating hours		✓	✓			✓	BSA		✓		
	Outline any restrictions or limitations		✓	✓			✓	BSA		✓		
	Meet staffing requirements								✓	✓	DIS SAFEWORK	
	Create a staff handbook						✓	BSA				
<b>CREATE A FINANCIAL PLAN</b>	Identify if you will need external funding support		✓	✓					✓	✓		
	Apply for funding for tourism infrastructure projects (if applicable)								✓	✓	DEW DTI PIRSA	DISER
	Register for GST (if relevant)							BSA				ATO
<b>OBTAIN RELEVANT ACCREDITATION</b>	Quality Tourism Business						✓	BSA				
	Star Ratings						✓					
	Eco Accreditation						✓					
	Camp/Adventure Activity Provider						✓	OUTDOORS SA				OUTDOORS SA
	Travel Agents Accreditation							AFTA				

This framework is a guide only and you are encouraged to discuss your specific circumstances with each of the parties referenced.



# PROMOTE YOUR PRODUCT

GATHER INTEL AND OPTIMISE YOUR PRESENCE IN THE MARKETPLACE

		TOURISM SPECIFIC DEPARTMENTS & SERVICE PROVIDERS				TOURISM INDUSTRY MEMBERSHIP BODIES		OTHER USEFUL INDUSTRY GROUPS & ASSOCIATIONS	GENERAL DEPARTMENTS & SERVICE PROVIDERS			
		TOURISM AUSTRALIA	SATC	RTO	VIC	ATEC	TICSA	OTHER	LGA SA	RDA	SA GOVT.	AUST GOVT.
<b>MARKET RESEARCH</b>	Understand which markets you want to attract to your business	✓	✓	✓	✓	✓	✓	ACB				
<b>TRADITIONAL MARKETING</b>	Brochure/pamphlet distribution				✓							
	List in regional visitor guides			✓								
	Set-up welcome and directional signage								✓		DPTI	
<b>DEVELOP A WEBSITE</b>	Create a mobile optimised website that enables online bookings								✓	✓		
	Consider adopting channel management software if selling through multiple sites/partners						✓					
<b>DIGITAL MARKETING</b>	Register on ATDW - List each of your attractions, tours, experiences, accommodation types and events		✓	✓	✓							
	Encourage visitors to share your social media content, hashtags and handles	✓	✓	✓			✓					
	Utilise other relevant hashtags and handles in your social media posts to increase your reach	✓	✓	✓	✓							
	Claim online listings for TripAdvisor & Google My Business		✓	✓								

This framework is a guide only and you are encouraged to discuss your specific circumstances with each of the parties referenced.

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		TOURISM AUSTRALIA	SATC	RTO	VIC	ATEC	TICSA	OTHER	LGA SA	RDA	SA GOVT.	AUST GOVT.
<b>PUBLICITY</b>	Push images of your product/experiences through social media channels and via tourism Media Galleries	✓	✓	✓						✓		
	Distribute your press releases/media alerts		✓	✓	✓		✓					
	Consider sponsoring events to expose event goers to your brand								✓			
	Host familiarisation visits for journalists, distribution partners and other stakeholders	✓	✓	✓	✓							
<b>CONNECT WITH LOCAL DISTRIBUTION PARTNERS</b>	Adapt pricing to include commissions if needed		✓			✓	✓					
	Create rate sheets for different partner levels		✓			✓						
	Work with your VIC for better promotion and referrals			✓	✓							
	Connect with local tour operators			✓	✓	✓						
	Request to present your product to Adelaide hotel concierges			✓				AHA				
<b>PROMOTE TO INTERNATIONAL MARKETS</b>	Contract with Online Travel Agents, Wholesalers or Inbound Tour Operators	✓	✓			✓						
	Participate in international tourism trade events	✓	✓	✓		✓		ACB				
	Seek support to access export development grants					✓			✓			AUSTRADE



# REFRESH YOUR OFFERING

EVALUATE THE SUCCESS OF YOUR PRODUCT AND MODIFY AS REQUIRED

		TOURISM SPECIFIC DEPARTMENTS & SERVICE PROVIDERS				TOURISM INDUSTRY MEMBERSHIP BODIES		OTHER USEFUL INDUSTRY GROUPS & ASSOCIATIONS	GENERAL DEPARTMENTS & SERVICE PROVIDERS			
		TOURISM AUSTRALIA	SATC	RTO	VIC	ATEC	TICSA	OTHER	LGA SA	RDA	SA GOVT.	AUST GOVT.
<b>MODIFY YOUR TOURISM PRODUCT TO MEET THE NEEDS OF YOUR CUSTOMERS</b>	Seek an external/peer review or a mystery shopper			✓			✓					
	Read your online reviews and accept the feedback from your customers		✓				✓					
	Tweak existing or create new experiences/packages based on feedback		✓				✓					
	Update your staff handbook and roll-out any additional training to ensure consistent delivery		✓				✓					
<b>REFRESH YOUR BRAND LOOK AND FEEL</b>	Update your website - check all content is up to date and aligns to your brand		✓				✓					
	Refurbish your front-of-house equipment and furnishings						✓	BSA				
	Undertake a tourism branded photoshoot which showcases your experiences		✓	✓			✓					
	Utilise the Brand SA logo										DTI	
<b>SEEK RECOGNITION FOR YOUR ACHIEVEMENTS</b>	Apply for the South Australian Tourism Awards						✓					

## GLOSSARY OF SUPPORT PROVIDERS

### TOURISM SPECIFIC DEPARTMENTS & SERVICE PROVIDERS

#### TOURISM AUSTRALIA

Tourism Australia is the Australian Government agency responsible for attracting international visitors to Australia, both for leisure and business events. The organisation is active in 15 key markets and activities include advertising, publicity and media programs, trade shows and industry programs, consumer promotions, online communications and consumer research.

[tourism.australia.com](http://tourism.australia.com)

[ask.us@tourism.australia.com](mailto:ask.us@tourism.australia.com)

02 9360 1111

#### SOUTH AUSTRALIAN TOURISM COMMISSION (SATC)

The SATC is the lead state government agency responsible for the state's visitor economy. The SATC's role is to assist in securing economic and social benefits for the people of South Australia through promoting the state as a tourism destination and further developing and improving the state's tourism industry.

[tourism.sa.gov.au](http://tourism.sa.gov.au)

[destinationdevelopment@sa.gov.au](mailto:destinationdevelopment@sa.gov.au)

08 8463 4511

#### REGIONAL TOURISM ORGANISATIONS (RTO)

South Australia has 12 tourism regions. The RTO is responsible for implementing strategies that support the growth of the tourism destination and the development of tourism experiences. Each tourism region operates independently of the SATC. Refer to SATC's corporate website for contact details of your specific Regional Tourism Manager.

[tourism.sa.gov.au/about/regions/south-australia-an-overview](http://tourism.sa.gov.au/about/regions/south-australia-an-overview)

#### VISITOR INFORMATION CENTRE NETWORK (VIC)

There are 40 accredited Visitor Information Centres (VICs) spread across our state. They achieve their accreditation status by adhering to the National Accreditation Standard. Only Accredited VICs can display the trademarked yellow italic "i" sign, which serves to guarantee quality service and reliable information. Refer to the SATC's consumer site for contact details for your specific area.

[tourism.sa.gov.au/about/regions/visitor-information-centres](http://tourism.sa.gov.au/about/regions/visitor-information-centres)

### TOURISM INDUSTRY MEMBERSHIP BODIES

#### AUSTRALIAN TOURISM EXPORT COUNCIL (ATEC)

ATEC is the only national body that connects and grows the commercial networks of members engaged in the international tourism industry. ATEC actively promotes the value of inbound tourism to Australia's economy.

[atec.net.au](http://atec.net.au)

[atec@atec.net.au](mailto:atec@atec.net.au)

[susanne.regenbergdrew@atec.net.au](mailto:susanne.regenbergdrew@atec.net.au)

02 8262 5500

#### TOURISM INDUSTRY COUNCIL SA (TICSA)

TiCSA is the peak membership body for South Australia's tourism industry. The not-for-profit organisation has two primary objectives – advocacy and business development. Its 900 members have access to networking events, training workshops and business development programs.

[ticsa.com.au](http://ticsa.com.au)

[info@ticsa.com.au](mailto:info@ticsa.com.au)

0400 379 349

### OTHER USEFUL INDUSTRY GROUPS & ASSOCIATIONS

#### ADELAIDE CONVENTION BUREAU (ACB)

Adelaide Convention Bureau is the peak independent body for business events in South Australia. The Bureau's 180 business and service provider members share a common interest in conventions, exhibitions and incentive tourism. The ACB provides assistance and guidance to convention and event organisers through every stage of planning.

[adelaideconvention.com.au](http://adelaideconvention.com.au)

[darren@adelaideconvention.com.au](mailto:darren@adelaideconvention.com.au)

08 8237 0100

#### AUSTRALIAN HOTELS ASSOCIATION SOUTH AUSTRALIA (AHA | SA)

The AHA|SA represents and protects the commercial interests of South Australian hoteliers including metropolitan and regional pubs, accommodation hotels, resorts and entertainment venues. They provide advice to individual members, lobby government on industry issues and provide networking opportunities. Their team of experts can advise on industrial relations, legislative changes, licensing, gaming, insurance, responsible gambling and community liaison.

[ahasa.com.au](http://ahasa.com.au)

[information@ahasa.asn.au](mailto:information@ahasa.asn.au)

08 8232 4525

#### AUSTRALIAN FEDERATION OF TRAVEL AGENTS (AFTA)

AFTA is the peak body for Australia's travel agents. They aim to stimulate, encourage and promote travel, and to uphold the interests of travel agents who form a vital part of Australia's highly specialised travel and tourism industry.

[afta.com.au](http://afta.com.au)

[afta@afta.com.au](mailto:afta@afta.com.au)

02 9287 9900

#### BICYCLE SA (BIKE SA)

The peak body for recreational and commuter cycling in South Australia. With over 6000 members, Bike SA delivers over 2000 free community rides per year and some of the state's biggest mass-participation rides.

[bikesa.asn.au](http://bikesa.asn.au)

[office@bikesa.asn.au](mailto:office@bikesa.asn.au)

08 8168 9999

#### BOATING INDUSTRY ASSOCIATION (BIA)

The BIA is the peak industry body for the recreational and light commercial marine industry. Membership is made up of boat builders, retailers, service providers, repairers, hirers, tourism operators, marinas, and suppliers related to the boating industry. The BIA owns and operates capital city boat shows, including the Adelaide Boat Show.

[bia.org.au](http://bia.org.au)

[info@bia.org.au](mailto:info@bia.org.au)

02 9438 2077

#### BUSINESS SA (BSA)

Business SA offers services, networking opportunities, products, advice and training to help businesses get on with the job and reach their potential, including in export markets. Their memberships cover every sector of South Australia's sector of commerce and industry.

[business-sa.com](http://business-sa.com)

[customerservice@business-sa.com](mailto:customerservice@business-sa.com)

08 8300 0000

#### CARAVAN & CAMPING INDUSTRIES ASSOCIATION OF SOUTH AUSTRALIA (CCIASA)

CCIASA supports the ongoing growth of the caravan, camping and motorhome industry in the state. They organise, facilitate and manage a range of marketing initiatives to promote its members. CCIASA's membership is made up of retailers, manufacturers, hirers, service providers, repairers and suppliers related to the outdoor leisure industry.

[caravanandcampingsa.com.au/about-us](http://caravanandcampingsa.com.au/about-us)

[contact@caravanandcampingsa.com.au](mailto:contact@caravanandcampingsa.com.au)

08 8272 4468



## GLOSSARY OF SUPPORT PROVIDERS

### CARAVAN PARKS ASSOCIATION OF SA (SA PARKS)

SA Parks represents the Caravan Park industry with a statewide membership including all regions. The Association's goal is to advance the Caravan Park industry by providing 3 core functions: member services & operational advice to parks (including an annual conference) lobbying and advocating to government on industry issues & legislative changes; and marketing & promotion of member parks.

[sa-parks.com.au](http://sa-parks.com.au)  
[admin@sa-parks.com.au](mailto:admin@sa-parks.com.au)  
08 8363 7255

### FOOD SOUTH AUSTRALIA (FOOD SA)

Food SA is the peak body for the food and beverage industry in South Australia. They manage the Eat Local SA program which promotes food service venues and culinary tourism operators who support local South Australian producers. Food SA also manages use of the I Choose SA brand for retailers, festivals and events.

[foodsouthaustralia.com.au](http://foodsouthaustralia.com.au)  
[contact@foodsa.com.au](mailto:contact@foodsa.com.au)  
08 8303 9435

### HOUSEBOAT HIRERS ASSOCIATION (HHA)

The Houseboat Hirers Association (HHA) is a division of the Boating Industry Association (BIA) and represents over 60 members and in excess of 90 houseboats on the Murray River from Murray Bridge to Mildura.

[houseboatbookings.com](http://houseboatbookings.com)  
[admin@houseboatbookings.com](mailto:admin@houseboatbookings.com)  
02 9438 2077

### INDIGENOUS BUSINESS AUSTRALIA (IBA)

IBA serves, partners and invests with Aboriginal and Torres Strait Islander people to support them in being economically independent and an integral part of the economy.

[iba.gov.au](http://iba.gov.au)  
[natalie.fishlock@iba.gov.au](mailto:natalie.fishlock@iba.gov.au)  
1800 107 107

### OUTDOORS SA

The peak representative and advocacy body for outdoor adventure and recreational activities in South Australia. They support and promote a range of associations, clubs, individuals, businesses and suppliers that focus on adventure tourism and outdoor recreation & education.

[outdoorssa.org.au](http://outdoorssa.org.au)  
[info@outdoorssa.org.au](mailto:info@outdoorssa.org.au)

### PADDLE SA

Recognised by ORSR as the preeminent body responsible for all paddling activities (e.g. kayaking and canoeing) throughout South Australia, Paddle SA oversees organised recreational, competition & education activities and promotes Paddling Trails. There are seven active clubs affiliated with Paddle SA.

[sa.paddle.org.au](http://sa.paddle.org.au)  
[paddlingtrailssouthaustralia.org.au](http://paddlingtrailssouthaustralia.org.au)  
[sa@paddle.org.au](mailto:sa@paddle.org.au)  
0408 390 211

### PUSH ADVENTURES

Push Adventures supports tourism operators to create more accessible experiences, enabling the diverse accessible travel market to have the choice and opportunity to participate in meaningful experiences.

[pushadventures.com.au](http://pushadventures.com.au)  
[clair@pushadventures.com.au](mailto:clair@pushadventures.com.au)  
0400 131 931

### RECFISH SA

RecFish SA is the nationally recognised peak body for recreational fishing in South Australia. They undertake fish stocking, habitat enhancement and fishing clinics and a citizen science program, to benefit recreational fishers. Members include individuals and organisations such as clubs, associations, committees and businesses with an interest in recreational fishing.

[recfishsa.org.au/about-us](http://recfishsa.org.au/about-us)  
[ed@recfishsa.org.au](mailto:ed@recfishsa.org.au)  
0400 774 447

### RESTAURANT AND CATERING INDUSTRY ASSOCIATION (R&CA)

The RCA is the peak industry body representing 45,000 cafés, restaurants and catering businesses across Australia. The members of R&CA are owners and operators of restaurants, cafes, coffee shops, catering companies, takeaway businesses, and function centres.

[rca.asn.au/rca](http://rca.asn.au/rca)  
[restncat@rca.asn.au](mailto:restncat@rca.asn.au)  
1300 722 878

### SCUBA DIVING FEDERATION OF SA (SDFSA)

As the peak body for scuba diving in South Australia, SDFSA advocates for the enjoyment and preservation of underwater diving locations on behalf of recreational scuba diving retailers, clubs, not-for-profit organisations and individuals, including free-divers and snorkellers.

[sdfsa.net](http://sdfsa.net)  
[info@sdfsa.net](mailto:info@sdfsa.net)

### SOUTH AUSTRALIAN WINE ASSOCIATION (SAWIA)

The peak body representing the viticultural and winemaking interests of South Australia. SAWIA's core functions are to provide leadership, advice and support to the state's grape and wine businesses, assisting them to prosper within a dynamic, diverse industry. Find information for your nearest regional wine association on SAWIA's website.

[winesa.asn.au](http://winesa.asn.au)  
[admin@winesa.asn.au](mailto:admin@winesa.asn.au)  
08 8222 9277

### TRAILS SA

ORSR promotes the state's recreational trail network through the Trails SA website. The network includes over 600 trail experiences through walking, cycling and horse-riding experiences across South Australia.

[southaustraliantrails.com](http://southaustraliantrails.com)

### WALKING SA

Walking SA is the not-for-profit peak body that leads, promotes and supports all forms of walking in South Australia, including walking for recreation, transport, health, wellbeing, organised events, adventure, environmental appreciation and fun experiences. Members include walking clubs, informal groups, individuals and organisations whose aims and objectives align with those of Walking SA.

[walkingsa.org.au](http://walkingsa.org.au)  
[office@walkingsa.org.au](mailto:office@walkingsa.org.au)  
0457 006 620

### WINE AUSTRALIA

Wine Australia supports a competitive wine sector by investing in research, development and extension, growing domestic and international markets, protecting the reputation of Australian wine and administering the Export and Regional Wine Support Package. They work closely with representative organisations, wine sector bodies and partners to support the long-term success of the Australian grape and wine community.

[wineaustralia.com](http://wineaustralia.com)  
[enquiries@wineaustralia.com](mailto:enquiries@wineaustralia.com)  
08 8228 2000

# GLOSSARY OF SUPPORT PROVIDERS

## GENERAL DEPARTMENTS & SERVICE PROVIDERS

### REGIONAL & LOCAL GOVERNMENT

#### REGIONAL DEVELOPMENT AUSTRALIA (RDA)

Regional Development Australia (RDA) is an Australian Government initiative that brings together all levels of government to enhance the development of Australia's regions. A national network of RDA committees has been established to achieve this objective. Refer to RDA's website for information about your area.

[rda.gov.au/my-rda/sa](http://rda.gov.au/my-rda/sa)  
[rda@infrastructure.gov.au](mailto:rda@infrastructure.gov.au)

#### LOCAL GOVERNMENT AUSTRALIA SA (LGA SA)

Local councils provide many services, which make our communities vibrant and safe. Refer to the LGA SA's website for information about your specific council area. Your local council may be able to recommend relevant business, traders, tourism and progress associations in your area.

[lga.sa.gov.au/sa-councils](http://lga.sa.gov.au/sa-councils)  
[lgasa@lga.sa.gov.au](mailto:lgasa@lga.sa.gov.au)  
08 8224 2000

### GOVERNMENT OF SOUTH AUSTRALIA (SA GOVT.)

#### CONSUMER AND BUSINESS AFFAIRS (CBS)

A division of the Attorney-General's Department, CBS provides a diverse range of services such as tenancy advice, licensing for certain occupations/ trades/ businesses, regulation of the liquor & gaming, handling complaints in relation to licensed premises, and registration of incorporated associations/cooperatives.

[cbs.sa.gov.au](http://cbs.sa.gov.au)  
131 882

#### DEPARTMENT FOR ENVIRONMENT & WATER (DEW)

DEW aims to help South Australians conserve, sustain and prosper through land, water and environment planning, enabling and regulating. DEW is committed to activating sustainable nature and heritage-based tourism across the state. They issue leases and licences for tour operators to work in National Parks and marine parks.

[environment.sa.gov.au](http://environment.sa.gov.au)  
[DEWtourism@sa.gov.au](mailto:DEWtourism@sa.gov.au)  
08 8207 7700

#### DEPARTMENT FOR INNOVATION & SKILLS (DIS)

DIS is responsible for supporting South Australia's future economy, creating prosperity and opportunity for the people that choose to live and work in our state.

[innovationandskills.sa.gov.au](http://innovationandskills.sa.gov.au)  
[disreception@sa.gov.au](mailto:disreception@sa.gov.au)  
08 8226 3821

#### DEPARTMENT FOR TRADE & INVESTMENT (DTI)

DTI is responsible for investment attraction in South Australia. Tourism is a designated priority sector, meaning that DTI works with both tourism investors and project proponents to ensure South Australian private investment opportunities are top of mind.

[dti.sa.gov.au](http://dti.sa.gov.au)  
[Taliessan.Reaburn@sa.gov.au](mailto:Taliessan.Reaburn@sa.gov.au)  
08 8303 2400

### DEPARTMENT FOR PLANNING TRANSPORT & INFRASTRUCTURE (DPTI)

DPTI connects South Australian people and places through effective planning policy, efficient transport, and valuable social and economic infrastructure. They strive to achieve positive outcomes that will improve the daily lifestyles of all South Australians.

[dpti.sa.gov.au](http://dpti.sa.gov.au)  
[dpti.sa.gov.au/contact\\_us](http://dpti.sa.gov.au/contact_us)  
131 084

#### OFFICE FOR RECREATION, SPORT & RACING (ORSR SA)

ORSR aims to develop stronger, healthier, happier and safer communities through sport and recreation. ORSR supports a range of state level assets to facilitate sport and recreation for all South Australians.

[orsr.sa.gov.au](http://orsr.sa.gov.au)  
[ORSR.Enquiries@sa.gov.au](mailto:ORSR.Enquiries@sa.gov.au)  
1300 714 990

#### PRIMARY INDUSTRIES & REGIONS SA (PIRSA)

PIRSA's purpose is to grow primary industries (such as agriculture, viticulture, mining and minerals processing, manufacturing, tourism and energy production) and drive regional development.

[pir.sa.gov.au](http://pir.sa.gov.au)  
[pirsa.media@sa.gov.au](mailto:pirsa.media@sa.gov.au)  
08 8226 0995

#### SAFEWORK SA

SafeWork SA is South Australia's workplace health and safety regulator. They offer advice and education on work health and safety, provide licences and registration for workers and plant, investigate workplace incidents and enforce the work health and safety laws in the state.

[safework.sa.gov.au](http://safework.sa.gov.au)  
[help.safework@sa.gov.au](mailto:help.safework@sa.gov.au)  
1300 365 255

### GOVERNMENT OF AUSTRALIA (AUS GOVT.)

#### AUSTRALIAN TAX OFFICE (ATO)

The ATO is the principal revenue collection agency of the Australian Government. Their role is to effectively manage and shape the tax and superannuation systems that support and fund services for Australians, including collecting revenue, administering the GST and major aspects of the country's superannuation system, and is the custodian of the Australian Business Register.

[ato.gov.au](http://ato.gov.au)  
13 28 66

#### AUSTRALIAN TRADE AND INVESTMENT COMMISSION (AUSTRADE)

Austrade is Australia's leading trade and investment agency, connecting businesses to the world and the world to Australian businesses. With over 80 offices around the world, they help businesses of all sizes navigate complex overseas markets through provision of advice, contacts and support.

[austrade.gov.au](http://austrade.gov.au)  
13 28 78

#### DEPARTMENT OF INDUSTRY SCIENCE ENERGY & RESOURCES (DISER)

DISER's business.gov.au provides a single portal which incorporates the business requirements of all three levels of government. This website should be the first point of call for people who have questions about starting, running or growing business in Australia.

[business.gov.au](http://business.gov.au)  
02 6213 6000

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