

SOUTH AUSTRALIAN TOURISM COMMISSION

EXPERIENCE DEVELOPMENT PROGRAM

2026

EXPRESSION OF INTEREST (EOI) GUIDELINES





1. INTRODUCTION

The South Australian Tourism Commission (SATC) is focused on supporting the development of high-quality, accessible and market-aligned tourism experiences that build on South Australia's distinctive strengths and appeal to key visitor markets.

The Experience Development Program (EDP) supports new and existing tourism and accommodation operators to design or refresh distinctive, bookable visitor experiences. The program builds operator capability in experience development fundamentals, enabling participants to deliver experiences that are commercially viable, sustainable, and intrinsically of South Australia's tourism brand.

The program fosters innovation, collaboration and peer learning through small group workshops, practical tools, facilitated discussions and mentoring support from SATC.

Businesses are invited to submit an Expression of Interest to participate in upcoming 2026 intakes of the Experience Development Program.

2. PROGRAM OVERVIEW

Program format:

- Two full-day, face-to-face workshops
- Delivered in regions across South Australia
- Interactive workshops, coaching, peer learning, tools and templates
- Practical, applied focus tailored to accommodation and experience businesses

The Experience Development Program consists of two modules, delivered as full-day, face-to-face workshops. Each module builds on the previous one and supports operators through the end-to-end process of developing a distinctive, bookable visitor experience.

Module One: EXPERIENCE FOUNDATIONS AND DESIGN

Location: Face-to-face delivery

Duration: Approximately 7.5 hours (including breaks)

Module overview:

Module One introduces participants to the program and focuses on the fundamentals of experience development. Operators will clarify who their target visitor is, understand visitor needs and market fit, sharpen what makes their business unique, assess the competitive landscape, and outline a clear, sellable signature experience aligned to visitor expectations.

Module Two: EXPERIENCE DEVELOPMENT AND REFINEMENT

Location: Face-to-face delivery

Duration: Approximately 7.5 hours (including breaks)

Module overview:

Module Two focuses on strengthening the viability and impact of the experience. Participants will refine their experience using practical tools for sustainability, accessibility and inclusion, pricing, upselling, packaging and final experience mapping. Participants leave with a clear, market-ready experience blueprint and next steps for launch or improvement.

2.1. OUT OF MODULE WORK

Participants will be required to complete a small amount of applied work between workshop days to refine their experience concept. Tools and templates will be provided.

SATC may also provide targeted support outside of workshop sessions during the program period.

2.2. PROGRAM BENEFITS

On completion of the program, participants will:

- Have a clearly defined, market-aligned and bookable experience concept
- Understand their target visitor and unique value proposition
- Be equipped with practical tools for pricing, packaging and experience delivery
- Have identified actions to strengthen sustainability, accessibility and inclusion
- Have participated in peer learning and built relationships with SATC and industry peers
- Receive a certificate of completion

3. THE PROGRAM TIMELINE

The Experience Development Program is delivered across regions in South Australia throughout the year. For each intake, participants attend two full-day, face-to-face modules at their nominated location, scheduled several weeks apart. Applicants must be available to attend both modules at their nominated location.

Up to 20 businesses may participate in the program in 2026, with up to five businesses participating in each regional session. Delivery locations and program dates are fixed and outlined below. Additional sessions may be delivered in selected regions where demand exceeds available places, as noted in the table.

Applications will open progressively by region in line with the delivery schedule.

EXPERIENCE DEVELOPMENT PROGRAM – 2026					
REGION/ LOCATION	APPLICATIONS OPEN	APPLICATIONS CLOSE	PROGRAM DELIVERY DATES: MODULE 1	PROGRAM DELIVERY DATES: MODULE 2	NOTES
Clare Valley	19 January	8 February	Tuesday 3 March	Thursday 16 April	An additional group may run in Southern Flinders, with Module 1 on 5 March and Module 2 on 15 April 2026, if demand exceeds available places.
Adelaide	19 January	8 February	Thursday 12 March	Monday 30 March	An additional group may run, with Module 1 on 11 March and Module 2 on 31 March 2026, if demand exceeds available places
Eyre Peninsula	15 June	5 July	Tuesday 11 August	Tuesday 5 September	
Riverland & Murray River, Lakes & Coorong	31 August	20 September	Thursday 15 October (Murray River, Lakes & Coorong)	Thursday 12 November (Riverland)	

Applicants should note that program dates are fixed and not negotiable. Updated delivery schedules, including confirmation of any additional sessions delivered in response to demand, will be published at: tourism.sa.gov.au/support/industry-resources-and-tools/experience-development-program.

4. PARTICIPATION REQUIREMENTS

- Up to two people per business may participate
- Places are allocated to the business, not to individual participants
- Businesses may substitute participants with prior written approval from SATC
- Participants should be key decision-makers within the business and able to commit time and resources to the full program

5. WHO IS THIS PROGRAM INTENDED FOR?

- New or emerging tourism operators who are ready to develop their first bookable experience or stay
- Existing tourism or accommodation businesses seeking to create a new or refreshed experience that better appeals to target markets
- Applicants should have a tourism idea that can lead to a bookable experience or product and the capacity and capability to support its development

6. EOI DOCUMENTS AND STRUCTURE

The Expression of Interest process consists of the following documents:

- EOI Guidelines, outlining the Experience Development Program, eligibility requirements and assessment process
- Business Response Form, to be completed on-line during the advertised application period.
- A declaration, forming part of the Business Response Form

Only complete submissions will be assessed.

7. CONTACT DETAILS

For all enquiries regarding this Expression of Interest, please email satc.edp@sa.gov.au.

8. EVALUATION CRITERIA

Eligible EOIs will be assessed against mandated and weighted criteria by an SATC assessment panel.

8.1. MANDATED CRITERIA

Applicants must:

- Hold a valid Australian Business Number (ABN)
- Have not previously completed the Experience Development Program or the Distribution Ready Program
- Have the capacity to attend both full-day workshops and complete required activities

8.2. WEIGHTED CRITERIA

Preference will be given to businesses that demonstrate:

- Evidence of planning readiness, such as a business plan
- A clear tourism idea that will lead to a bookable experience or stay
- Strong alignment with visitor markets and regional opportunity
- Innovation and a distinctive value proposition
- Commitment to sustainability, accessibility and Tourism for Good principles
- Potential to address a product gap within their region
- The capacity to deliver the experience within a reasonable timeframe following program completion

Accommodation providers should demonstrate intent to deliver experiences beyond a room-only offer, such as hosted, guided or packaged elements.

8.3. INELIGIBLE APPLICANTS

The following are not eligible to apply:

- Local Government entities
- Regional Tourism Organisations
- Industry associations
- State or Commonwealth Government entities
- Registered charities
- Community or progress associations
- Superannuation funds

9. RESPONSE PROCESS AND IMPORTANT DATES

- Responses must be submitted via the online Business Response Form by the published closing date and time. Please refer to tourism.sa.gov.au/support/industry-resources-and-tools/experience-development-program for the latest information.
- Late or incomplete submissions will not be assessed
- Applicants will be notified of the outcome via email. Decisions are final and not subject to appeal
- Unsuccessful applicants may request feedback

10. PROGRAM AGREEMENT

Businesses submitting a response must agree to be bound by the EOI Conditions and the Terms and Conditions of Enrollment for the Experience Development Program.

Participation in this EOI process does not create an agreement, and SATC is not obliged to provide a place in the Experience Development Program unless an offer is made by SATC.

The Experience Development Program Expression of Interest Guidelines have been issued for the 2026 program.

The information contained in these guidelines and/or FAQs is for general information purposes and is provided in good faith. The South Australian Tourism Commission (SATC) and its employees do not warrant or make any representation regarding the use, or results of the use, of the information contained herein as regards to its correctness, accuracy, reliability and currency or otherwise. The SATC and its employees expressly disclaim all liability or responsibility to any person using the information or advice.

Program Guidelines were issued in January 2026.



EOI CONDITIONS

1. INVITATION

1.1 Experience Development Program

The SATC invites You to make a Response in accordance with this Invitation for the Experience Development Program.

1.2 Accuracy of Invitation

The SATC makes no promise or representation that any information supplied in or in connection with this EOI Process or Invitation is accurate. Information is provided in good faith and the SATC will not be liable for any omission from this Invitation.

1.3 Your Use of Invitation

Without the express prior written consent of the SATC, You must not re-produce, re-advertise and/or in any way use the contents of this Invitation either in whole or in part, other than for the purpose of preparing and lodging a Response.

1.4 Your Use of Websites

All information necessary to submit Your Response in response to this Invitation can be accessed via tourism.sa.gov.au. You can download the Invitation documentation, upload Your Response, and receive notifications about this Invitation through that website for free.

1.5 EOI Process does not create an agreement

Your participation in this EOI Process, (including the preparation and lodgment of Your Response), is at Your sole risk.

Nothing in this Invitation, the EOI Process, or Your Response must be construed as creating any binding agreement or other legal relationship (express or implied) between You and the SATC.

2. COMMUNICATION

2.1 Contact Person

Unless otherwise advised by the Contact Person, You may only communicate with the Contact Person about this Invitation.

3. YOUR RESPONSE

3.1 Format of Response

Your Response must be completed using the Business Response Form. Your Response must be endorsed by an appropriately authorised officer for and on behalf of the Business.

3.2 Cost of Preparing Your Response

You are responsible for the cost of preparing and submitting Your Response(s) and all other costs arising from Your participation in this EOI Process.

4. LODGING A RESPONSE

The Closing Date and Time for lodging Your Response(s) is nominated in the Invitation. The SATC may extend the Closing Date and Time in its absolute discretion.

4.1 Electronic Lodgment

You must lodge Your Response electronically via tourism.sa.gov.au. You must satisfy the requirements for lodgement specified in the Invitation. Where a Response is lodged electronically via tourism.sa.gov.au each lodgement will be regarded as full and complete. If You need to modify a single document or a group of documents, You will need to submit all documents again.

4.2 Late Responses

If a Response is lodged after the Closing Date and Time, it will be ineligible for consideration.

4.3 SATC's Use of Your Offer Materials

Upon lodgement, all Your Response Materials will become the property of the SATC.

Intellectual Property owned by You or any third parties forming part of the Response Materials will not pass to the SATC with the physical property comprising the Response Materials. However, You acknowledge and agree that You have the authority to grant to the SATC an irrevocable, royalty free licence to use, reproduce and circulate any copyright material contained in the Response to the extent necessary to conduct the Evaluation and in the preparation of any resultant offer of an Experience Development Program place.

5. EOI PROCESS CONDUCT

5.1 Your Conduct

You must:

- unless otherwise advised by the Contact Person, ensure all communications are undertaken via the Contact Person;
- declare any actual or potential conflict of interest;
- not employ or otherwise engage any person who has either a present or past duty to the SATC in relation to this EOI Process as an adviser, consultant, or employee;
- not offer any incentive to, or otherwise attempt to influence or provide any form of personal inducement, reward, or benefit to any employee or representative of the SATC or any member of an evaluation team at any time;
- not directly or indirectly approach any employee or representative of the SATC (other than the Contact Person) to lobby or solicit information in relation to the Invitation;
- not engage in any collusive or anti-competitive conduct with any business;
- comply with all laws in force in South Australia applicable to this EOI Process;
- disclose whether You are acting as agent, nominee or jointly with another person(s) and disclose the identity of the other person(s);
- not issue any news releases or responses to media enquiries and questions regarding this EOI Process or this Invitation without the SATC's written approval.

If You act contrary to the expectations outlined above, the SATC reserves the right (regardless of any subsequent dealings) to exclude Your Response from further consideration.

5.2 SATC Conduct

The SATC will:

- preserve the confidentiality of any information marked as confidential (subject to conditions concerning confidentiality); and
- give Businesses the opportunity to participate fairly.

5.3 Confidentiality

You must identify any aspect of Your Response that You consider should be kept confidential including reasons. The SATC is not obliged to treat information as confidential and in the absence of any agreement to do so, You acknowledge that the SATC has the right to publicly disclose the information. Any condition in Your Response that seeks to prohibit or restrict the SATC's right to disclose will not be accepted.

Notwithstanding any undertaking regarding confidentiality, by submitting a Response, You agree that the SATC may forward information relating to You or Your Response to the Australian Competition and Consumer Commission (ACCC) if the SATC reasonably suspects or is notified by the ACCC that it reasonably suspects, that there is cartel conduct or unlawful collusion in relation to this EOI Process (whether the suspicion relates to Your Response). Information supplied by or on behalf of the SATC is confidential to the SATC and You are obliged to maintain its confidentiality. You may disclose confidential information to any person that has a need to know the information for the purposes of submitting Your Response.

6. EVALUATION PROCESS

6.1 Evaluation

In evaluating Responses, the SATC will consider:

- the Evaluation Criteria;
- references from referees (where applicable); and
- any other information that the SATC considers relevant.

Where Criteria are specified in the Invitation and Your Response does not comply with these Criteria the SATC may choose not to further evaluate Your Response.

The SATC may seek the advice of external consultants to assist the SATC in evaluating the Responses.

The SATC may in its absolute discretion:

- take into account any relevant consideration when evaluating Responses;
- invite any person or entity to lodge a Response;
- allow a Business to change its Response;
- consider, decline to consider, or accept (at the SATC's sole discretion) a Response lodged other than in accordance with this Invitation;
- seek further information from You regarding Your Response including but not limited to requests for additional information or presentations by, or interviews with You or Your key personnel; and
- make enquiries of any person or entity to obtain information about any Business and its Response (including but not limited to the referees)

6.2 Discontinue Process

The SATC may decide not to proceed any further with the EOI Process for the Experience Development Program.

6.3 Shortlisting

The SATC may choose to short-list some Businesses and continue evaluating Responses from those short-listed Businesses. The SATC is not at any time required to notify You, any Business or any other person or organisation interested in making a Response of its intentions or decision to short-list.

7. FEEDBACK ABOUT EOI PROCESS

7.1 Business Feedback

You may request feedback directly from the SATC through the Contact Person.

8. GLOSSARY

In this Invitation, unless the contrary intention is apparent:

- "Business" or "You" or "Your" means any person or organisation responding to this Invitation by lodging a Response;
- "Closing Date and Time" means the date and time nominated in the Invitation by which Responses are required to be lodged;
- "Contact Person" means the person nominated in the Invitation authorised by the SATC to communicate with Businesses about the EOI Process;
- "Criteria" means the criteria identified in the Invitation;
- "EOI Process" means the process commenced by the issuing of this Invitation and concluding upon the offer of an Experience Development Program place (or other outcome as determined by the SATC) or upon the earlier termination of the process;
- "Evaluation" means the process for considering and evaluating Responses in accordance with clause 6.1;
- "Experience Development Program" means the course of study specified in the Invitation;
- "Intellectual Property" means any patent, copyright, trademark, trade name, design, trade secret, knowhow, semi-conductor, circuit layout, or other form of intellectual property and the right to registration and renewal of the intellectual property;
- "Invitation" means the Expression of Interest (EOI) Guidelines and these EOI Conditions inviting persons to lodge a Response;
- "Response" means the documents constituting a Response lodged by a Business to this Invitation;
- "Response Material" means all documents, data, and other materials and things provided by a Business in relation to a Response arising out of this Invitation; and
- "SATC" means the South Australian Tourism Commission (ABN 80 485 623 691), a statutory corporation pursuant to the South Australian Tourism Commission Act 1993 (SA).