

SOUTH AUSTRALIAN TOURISM COMMISSION

# DISTRIBUTION READY PROGRAM

INVITATION FOR  
EXPRESSION OF INTEREST  
(EOI) GUIDELINES



## 1. INTRODUCTION

The South Australian Tourism Commission's (SATC) Destination Development Team is focused on supporting the development of innovative and accessible tourism experiences that are based on South Australia's inherent strengths and appeal to the state's key visiting markets.

The Distribution Ready Program (DRP) aims to support tourism businesses to confidently and successfully work with International travel trade partners.

The program will help tourism operators to develop their capability and understanding in working with trade partners and create opportunities to sell their experiences successfully to international markets.

The program has been developed to foster innovation and collaboration in the tourism industry with a peer-to-peer focus, as well as mentoring from the SATC, supporting the development of new products selling through international trade partners.

**If you are interested in submitting an application for your business into the Pilot Distribution Ready Program (DRP), the SATC invites you to submit a response to this EOI invitation.**

## 2. PROGRAM OVERVIEW

The program consists of three modules which are detailed below.

### **Module One: TRADE OVERVIEW**

**Location:** Face-to-face delivery in Adelaide CBD

**Duration:** Approximately 7 hours (including breaks)

#### **Module overview:**

It provides an overview of pricing strategies with commission considerations and key market insights. Through case studies, it highlights best practices for working with trade partners. Additionally, the team will assist in setting up a Tourism Australia 'Australia 365 on Demand' listing to support The Aussie Specialist agent training portal.

### **Module Two: TRADE EVENTS AND EXPERTS**

**Location:** Face-to-face delivery in Adelaide CBD

**Duration:** Approximately 7 hours (including breaks)

#### **Module overview:**

Module Two will provide an overview on how to set up for successful trade events and work through setting up rate sheets suitable for international trade, and will include a Question-and-Answer session with Trade Distribution Partner.

### **Module Three: TOURISM AUSTRALIA IMMERSION DAY**

**Location:** Sydney, NSW

**Duration:** Two day, one night trip

#### **Module overview:**

Module Three is an overnight fly in and fly out trip to Sydney and is designed for partaking operators to pitch their businesses and experiences in a Business-to-Business trade event with select trade partners and to Tourism Australia. This will provide an opportunity for the operators to begin building relationships with trade partners and to meet with key staff at Tourism Australia.

## 2.1. OUT OF MODULE WORK

In addition to the three modules, businesses partaking will be required to complete a minimal amount of work outside the sessions. This will assist in setting up trade resources and documents tailored to enable working with trade. The SATC will provide tailored support outside of module sessions, throughout the duration of the program.

## 2.2. PROGRAM BENEFITS

- On completion of the program, participants will have an enhanced trade ready experience and a clear understanding of how to sell this via their chosen channels.
- The DRP is delivered in a small group format, enabling targeted support and peer-to-peer learning.
- Participants will have the opportunity to gain knowledge direct from industry experts, form greater relationships with SATC business groups and network with like-minded industry peers.
- On completion, operators will receive a certificate of completion.
- Optional subsidised Australian Tourism Export Council (ATEC) membership.
- A ticket to 2025 SATC Global Marketing Industry Forum.

## 3. THE PROGRAM TIMELINE

The Program for Intake One will run from **May to June 2025**. Dates are not negotiable. Applicants should consider their availability against these times before responding to this EOI invitation.

There is availability for two groups to partake in the Program, ensuring small group sizes are maintained.

MODULE	LOCATION	DATE	
		GROUP 1	GROUP 2
Module One	<b>Adelaide</b>	Wed 14 May 2025	Thurs 15 May 2025
Module Two	<b>Adelaide</b>	Tues 3 June 2025	Thurs 5 June 2025
Module Three	<b>Sydney</b>	Wed 25 – Thurs 26 June 2025 (Both groups)	

## 4. AVAILABLE PLACES

The Pilot Program of the DRP has capacity for up to 10 businesses from across the state. Two people per business are eligible to participate in module 1 and 2. The SATC will cover costs for the primary contact only for Module 3. If an additional person is required, additional costs are to be covered by the business. Available places may change at the SATC's discretion. Places will be maintained by the business, not the participant, and the business may transfer an enrolment to another participant at its discretion and with written approval from the SATC.

Participants should be key decision makers within the business, ideally the business owner/operator and/or tourism/marketing manager. Participants will need to be committed to the program timeline, with the ability to invest the required time and resources into the DRP.

## 5. WHO IS THIS PROGRAM INTENDED FOR?

The DRP will support businesses committed to expanding their business to work with Travel Trade Partners by:

- o Attracting and selling to tourism distribution partners
- o Attending tourism industry events
- o Marketing a new tourism business/experience, including innovative bookable offerings.

## 6. PROGRAM COST

### 6.1 COST TO THE OPERATOR

There will be a cost of \$350 (plus GST) for each business to take part in this program.

There is also a requirement that the operator will invest in-person and out-of-session work including:

- o Two face-to-face one day modules in Adelaide
- o Two-day, one-night overnight trip to Sydney, NSW
- o Minimal hours of 'homework' will be required including but not limited to:
  - Completion of a rate sheet document
  - Review of current product pricing with SATC Pricing Resources
  - Create or review pitch documents for trade event and Tourism Australia presentation
  - Create a presentation pitch document for trade shows

### 6.2 IN-KIND SUPPORT FROM SATC

Participating businesses will receive the following support from the SATC:

- o Overnight trip to Sydney including overnight accommodation and return flights from the operator's closest commercial airport
- o Tailored mentoring throughout the two-month program
- o Two face-to-face modules held in Adelaide including insights from industry experts
- o Introduction to Distribution Partners and an opportunity to promote their product in a learning environment including beneficial feedback
- o An introduction to Tourism Australia's team and in-depth face to face day in their offices
- o 1 x Ticket per operator to attend the SATC Global Markets Industry Forum in 2025
- o \$250.00 per business towards the first year ATEC membership (optional)

## 7. STRUCTURE OF INVITATION

The invitation to submit an expression of interest into the Distribution Ready Program is made up of the following documents:

*This Invitation for Expression of Interest (EOI) Guidelines document:*

- Sets out the DRP in detail.
- Contains general information about the EOI process and how businesses can provide a response.

*Business Response Form*

- Sets out the format and information that businesses are required to provide in their response.
- Businesses must complete the online [Business Response Form](#) between 9.00am ACDT Monday 24 March 2025 and 5.00pm ACDT Friday 11 April 2025.
- Businesses must submit a declaration with their response.

## 8. CONTACT PERSON

The contact person for this invitation is:

**Name:** Chelsea Clack

**Position:** Manager, Industry Funding and Programs

**Email:** [satc.drp@sa.gov.au](mailto:satc.drp@sa.gov.au)

**Telephone:** 08 8429 0660

## 9. EVALUATION CRITERIA

Responses will be reviewed against the mandated criteria. An assessment panel will then review eligible responses, with preference given to businesses that can meet multiple weighted criteria.

### 9.1. MANDATED CRITERIA

The DRP is open to all South Australian tourism businesses that:

- Have a registered Australian Business Number (ABN) at the time of application
- Have operated a tourism business under the ABN for at least 12 months
- Have developed a business plan, with marketing plan included
- Are willing to pay 25% commission
- Have an existing Australian Tourism Data Warehouse (ATDW) listing

### 9.2. WEIGHTED CRITERIA

Preference will be given to businesses that can demonstrate:

- They currently use a channel manager
- They use a minimum of one Online Travel Agent (OTA) or have agreements in place with other agents already.
- They have a demonstrated interest in international distribution
- Their products align with the SATC brand pillars and target sectors: Aboriginal tourism, agritourism, food and wine, nature based
- Their target international markets align with the SATC's [international target markets](#)

### 9.3. WHO IS NOT ELIGIBLE TO RESPOND?

- Regional Development Australia (the program administered by the Commonwealth Department of Infrastructure, Transport, Regional Development, Communications, and the Arts)
- Regional Tourism Organisations (one of the 12 recognised South Australian regional tourism authorities).
- State or Commonwealth Government entities
- Superannuation funds (including self-managed super funds)

## 10. RESPONSE PROCESS

### 10.1. HOW CAN I RESPOND TO THIS EOI?

Responses will only be accepted via an online Business Response Form available via [this link](#).

In addition to completing the Business Response Form, businesses will be required to provide a copy of their current business plan, with financial and marketing plan included.

### 10.2. IMPORTANT INVITATION DATES AND TIMES

**Businesses must complete the online Business Response Form between 9.00am ACDT Mon 24 March 2025 and 5.00pm ACDT Fri 11 April 2025 (invitation closing date and time).**

It is important for businesses to note the closing date and allow for any technical issues, as late responses **WILL NOT** be accepted. Only complete responses will be assessed.

### **10.3. NOTIFICATION AND ADVICE**

After a response is assessed, the business will be notified of the outcome via email. Decisions are not subject to appeal. Unsuccessful businesses will be provided with the opportunity to receive feedback. An indicative evaluation time frame allows for the completion of evaluation and approvals, and notifications to businesses in April 2025.

### **11. PROGRAM AGREEMENT**

Businesses submitting a response must agree to be bound by the Invitation for EOI Conditions, and Terms and Conditions of Enrolment for the DRP on the following page.

Participation in this EOI process does not create an agreement and SATC will not be obliged to provide the course of study to a business unless SATC makes an offer of an DRP place.

The Distribution Ready Program Expression of Interest Guidelines have been issued for the 2024/2025 financial year - Pilot 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 on 24 March 2025.



## **TERMS & CONDITIONS**

### **INVITATION FOR EOI CONDITIONS**

#### **1. INVITATION**

##### **1.1 Distribution Ready Program**

The SATC invites You to make a Response in accordance with this Invitation for the Distribution Ready 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](http://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 lodgement 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 Lodgement**

You must lodge Your Response electronically via [tourism.sa.gov.au](http://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](http://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 Distribution Ready Program place.

#### **5. EOI PROCESS CONDUCT**

##### **5.1 Your Conduct**

You must:

- a) unless otherwise advised by the Contact Person, ensure all communications are undertaken via the Contact Person;
- b) declare any actual or potential conflict of interest;
- c) 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;
- d) 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;
- e) 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;
- f) not engage in any collusive or anti-competitive conduct with any business;
- g) comply with all laws in force in South Australia applicable to this EOI Process;
- h) disclose whether You are acting as agent, nominee or jointly with another person(s) and disclose the identity of the other person(s);
- i) 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:

- a) preserve the confidentiality of any information marked as confidential (subject to conditions concerning confidentiality); and
- b) 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:

- a) the Evaluation Criteria;
  - b) references from referees (where applicable); and
  - c) 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:
- a) take into account any relevant consideration when evaluating Responses;
  - b) invite any person or entity to lodge a Response;
  - c) allow a Business to change its Response;
  - d) consider, decline to consider, or accept (at the SATC's sole discretion) a Response lodged other than in accordance with this Invitation;
  - e) 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
  - f) 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 Distribution Ready 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:

- a) "Business" or "You" or "Your" means any person or organisation responding to this Invitation by lodging a Response;
- b) "Closing Date and Time" means the date and time nominated in the Invitation by which Responses are required to be lodged;
- c) "Contact Person" means the person nominated in the Invitation authorised by the SATC to communicate with Businesses about the EOI Process;
- d) "Criteria" means the criteria identified in the Invitation;
- e) "EOI Process" means the process commenced by the issuing of this Invitation and concluding upon the offer of a Distribution Ready Program place (or other outcome as determined by the SATC) or upon the earlier termination of the process;
- f) "Evaluation" means the process for considering and evaluating Responses in accordance with clause 6.1;
- g) "Distribution Ready Program" means the course of study specified in the Invitation;
- h) "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;
- i) "Invitation" means this document inviting persons to lodge a Response;
- j) "Response" means the documents constituting a Response lodged by a Business to this Invitation;
- k) "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
- l) "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).