

# Distribution Ready Program

Intake 3

## Expression of Interest (EOI) Guidelines



## 1. Introduction

The South Australian Tourism Commission (SATC) Destination Development team is focused on supporting the creation of innovative, accessible and inclusive tourism experiences that build on South Australia's inherent strengths and appeal to key visitor markets.

The Distribution Ready Program (DRP) supports tourism businesses to confidently and successfully engage with domestic and international travel trade partners.

Through the program, operators strengthen their capability and understanding of how to work with trade, enabling them to expand their footprint and reach new audiences within existing markets, as well as access new distribution pathways.

DRP fosters innovation and collaboration across the tourism industry through a peer learning approach, complemented by mentoring from SATC. This supports the development of new and enhanced products that can be sold through domestic and international distribution channels.

This intake of DRP will support up to 10 operators to strengthen their readiness for trade engagement.

If you are interested in submitting an application for your business for Intake 3 of the DRP, the SATC invites you to submit a response to this EOI invitation.

(1)



## 2. Program overview

The program consists of three modules which are detailed below.

### Module One

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

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

**Module overview:**

Explore South Australia’s tourism proposition, how tourism distribution works, key domestic and international markets, and what trade partners expect, supported by operator case studies and industry insights.

### Module Two

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

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

**Module overview:**

Build trade-ready pricing and commission structures, develop professional rate sheets, strengthen your trade pitch, and prepare for meaningful engagement with distribution partners ahead of the Global Market Engagement in Sydney.

### Module Three

**Location:** Sydney, NSW

**Duration:** Three-day, two-night trip

**Module overview:**

Participate in a three-day Global Market Engagement in Sydney, pitching directly to trade partners at a focused business-to-business event and presenting to Tourism Australia to strengthen your international market exposure.

### 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

- A market-ready experience tailored to a defined target audience, with a clear pathway for selling through chosen distribution channels.
- Attendance at a trade engagement opportunity contributing toward elements of Tourism Australia’s Australian Tourism Exchange eligibility (note this does not guarantee acceptance).
- Targeted support and peer-to-peer learning through a small group format.
- Insights from industry experts, stronger connections with SATC business units, and an expanded professional network.
- A certificate of completion.
- Optional subsidised membership with the Australian Tourism Export Council (ATEC).
- A ticket to the 2026 SATC Global Marketing Industry Forum (23 September 2026).

## 3. Program timeline

The Program for Intake Three will run from May to July 2026. 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 DRP, ensuring small group sizes are maintained.

MODULE	LOCATION	DATE	
		Group 01	Group 02
ONE	Adelaide	Wednesday 27 May 2026	Thursday 28 May 2026
TWO	Adelaide	Wednesday 10 June 2026	Thursday 11 June 2026
THREE	Sydney	Tuesday 30 June 2026 - Thursday 2 July 2026	

## 4. Available places

The Intake has capacity for up to 10 businesses from across the state. Two people per business are eligible to participate in the full-day Module One and Two workshops. If a second representative attends Module Three, all costs for that person will be the responsibility of the participating business.

Available places may be adjusted by the SATC if required.

Places are allocated to the participating business, not to an individual representative. Each business may nominate up to two representatives to attend and may substitute representatives at any time by notifying the SATC in writing.

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.

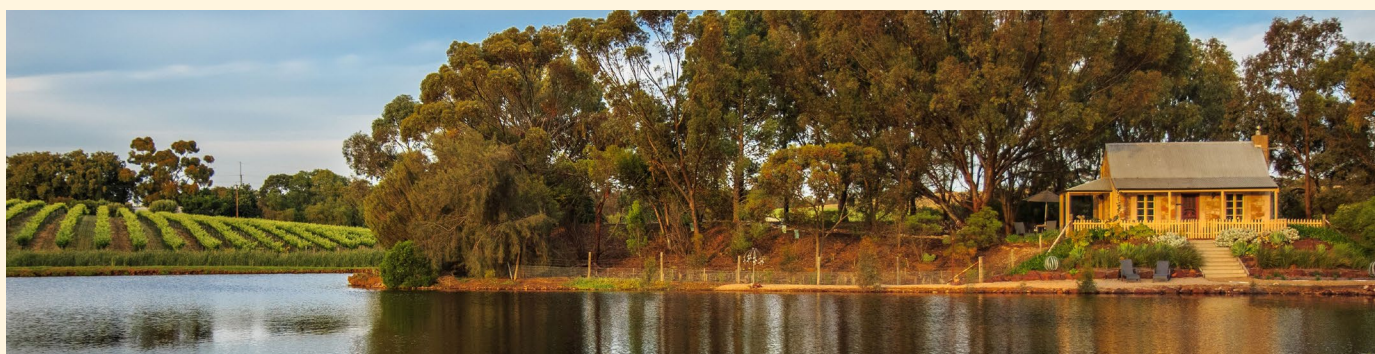
## 5. Who is this program intended for?

The Distribution Ready program supports South Australian tourism operators who are looking to enter or grow within domestic and international trade markets.

It is best suited to businesses that are ready, or willing to commit, to:

- Working with third party distribution partners to access new markets.
- Developing and marketing innovative, bookable experiences for new audiences.
- Strengthening their understanding of pricing and commission structures.
- Confidently engaging with travel trade, including through industry events.

(2)



## 6. Program cost

### 6.1. Cost to The Operator

There will be a cost of \$500 (plus GST) for each business to take part in this program, payable upon acceptance into the program.

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

- Two face-to-face one day modules in Adelaide.
- Three-day, two-night trip to Sydney, NSW.
- Some '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:

- Two-night trip to Sydney, including accommodation and return flights from the closest commercial airport, for one person per participating business.
- Two face-to-face modules held in Adelaide including insights from industry experts.
- Introduction to distribution partners and an opportunity to promote their product in a learning environment including beneficial feedback.
- An introduction to Tourism Australia's team and in-depth face-to-face day in their offices.
- 1 x ticket per operator to attend the SATC Global Markets Industry Forum in 2026.
- \$250 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 EOI Guidelines document:

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

### The 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 9am ACDT Monday 23 March 2026 and 11pm ASDT Sunday 19 April 2026.
- Businesses must submit a declaration with their response.

## 8. Contact details

For enquiries regarding this invitation, please contact:

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

## 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.
- Are in full compliance with all relevant regulatory requirements, including local council obligations.
- Have developed a business plan, with marketing plan included.
- Be willing to work with trade partners that may require commission of up to 25%.
- Have an existing Australian Tourism Data Warehouse (ATDW) listing.
- Currently operate a live website.

### 9.2. Weighted criteria

Preference will be given to businesses that can demonstrate:

- Their products align with state and regional tourism priorities. We encourage you to refer to the [South Australian Tourism 2030 Plan](#).
- They have demonstrated a long-term commitment to growing international distribution.
- Their target international markets align with the SATC's international target markets.
- They use a minimum of one Online Travel Agent (OTA) or have an agreement in place with at least one other trade partner already.
- They are currently using a channel manager.

### 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 by completing the 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 plans included.

### 10.2. Important invitation dates and times

Businesses must complete the online Business Response Form between 9am ACDT Monday 23 March 2026 and 11pm ACST Sunday 19 April 2026 (invitation closing time and date).

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 timeframe allows for the completion of evaluation and approvals, and notifications to businesses in late April 2026.

## 11. Program agreement

Businesses submitting a response must agree to be bound by the Invitation for EOI Conditions on the following page. If successful, the Terms and Conditions of Enrolment, found on the Distribution Ready Program page at [tourism.sa.gov.au](http://tourism.sa.gov.au), will apply.

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 a DRP place.

(4)



## Terms and 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

All information provided in connection with this EOI process is prepared in good faith and is believed to be accurate at the time of publication. However, the SATC reserves the right to amend or update information where required and will not be liable for any inadvertent errors or omissions.

##### 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 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 specified 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. 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, but only to the extent strictly required to fulfill these purposes.

## 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 Details;
- b) declare any actual, potential, or perceived 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.

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, in its absolute discretion.

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, in its absolute discretion. In this instance, all applicants will be notified.

## 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 Details, as specified in the Guidelines.

## 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 Details" means the information required to communicate with the Contact Person such as email and telephone number;
- d) "Contact Person" means the person nominated in the Invitation authorised by the SATC to communicate with Businesses about the EOI Process;
- e) "Criteria" means the criteria identified in the Invitation;
- f) "Distribution Ready Program" or "DRP" means the course of study specified in the Invitation;
- g) "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;
- h) "Evaluation" means the process for considering and evaluating Responses in accordance with clause 6.1;
- i) "Intellectual Property" means any patent, copyright, trademark, trade name, design, trade secret, knowhow, or other form of intellectual property and the right to registration and renewal of the intellectual property;
- j) "Invitation" means this document inviting persons to lodge a Response;
- k) "Response" means the documents constituting a Response lodged by a Business to this Invitation;
- l) "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
- m) "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)*.

## Contact Us

South Australian Tourism Commission

GPO Box 1972, Adelaide South Australia 5001

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

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

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AUSTRALIA** 



Government of South Australia  
South Australian Tourism Commission