

## 1. DEFINITIONS

**Accommodation Provider** means a Provider of accommodation.

**Agreement** means the agreement between the South Australian Tourism Commission (SATC), and a Provider described in clause 2.

**Application** means the application made by Provider on the Application Portal to participate in the Campaign and includes the Rules for Eligibility as set out on the Application Portal and the Provider's Campaign Offers.

**Application Portal** means the portal on which all Providers make an expression of interest to be included in the Campaign.

**ATDW** means the Australian Tourism Data Warehouse on which the Experience Provider/Accommodation Provider is required to be registered prior to 29 August 2025.

**Booking Period** means the period between Tuesday 23 September 2025 – Friday 24 October 2025 (inclusive).

**Campaign** means the campaign developed by the SATC to support the South Australian tourism industry by offering the Rebate and encouraging consumers to undertake travel within specified coastal regions in South Australia (see clause 13.13).

**Campaign IP** means such Intellectual Property Rights, designations, slogans, logos or trademarks used by the SATC which the SATC has notified the Providers are approved for their use from time to time and for the purpose of the Campaign.

**Campaign Offer(s)** means the offers to be made available to the consumer upon presentation of a Coast is Calling Voucher during the Booking Period and including the value of the Rebate available to the Provider ensuring that:

- a. Coast is Calling Vouchers to the value of \$100 can be redeemed against any offer of \$100 or more for an Experience Provider situated in an eligible regional postcode or ocean-based experiences in the Adelaide metropolitan area (see clause 13.13)
- b. Coast is Calling Vouchers to the value of \$100 can be redeemed against any offer of \$100 or more with a minimum 1-night stay for an Accommodation Provider situated in an eligible postcode region (see Clause 13.13)
- c. Coast is Calling Vouchers to the value of \$200 can be redeemed against any offer of \$200 or more with a minimum 2-night stay for an Accommodation Provider situated in an eligible postcode region (see Clause 13.13)
- d. Coast is Calling Vouchers to the value of \$500 be redeemed against any offers of \$500 or more with a minimum 5-night stay for an Accommodation Provider situated in an eligible postcode region (see Clause 13.13)

**Campaign Portal** means the portal into which the SATC's Agent will onboard Campaign Offers agreed with Providers to be offered for the Campaign.

**Conditions** means these terms and conditions.

**Confirmation Date** means the date the SATC sends a confirmation to the Provider as to its successful application to participate in the Campaign.

**Corporate Identification** means the trademark (whether registered or not) which identifies the Provider's goods or services, and which is nominated by the Provider in writing in the Application for use in connection with the Campaign and pursuant to the terms of the Agreement.

**Experience Provider** means a Provider of experiences.

**GST** means the tax imposed by GST Law.

**GST Law** has the meaning attributed in the *A New Tax System (Goods and Services Tax) Act 1999* (Cth).

**Intellectual Property Rights** means all industrial and intellectual property rights including all: (a) know how, trade secrets, copyright, trademarks (whether registered or unregistered), designs, patents and any right to have confidential information kept confidential; and (b) any application or right to apply for registration of any of the rights referred to in the immediately preceding paragraph (a).

**Notice** means a notice in writing, or a consent, approval or other communication required to be in writing under this Agreement.

**Promotion Services** means the services provided by the SATC to the Provider under this Agreement in support of the Campaign and which may include but are not limited to promotion of the Provider as an SATC registered provider under the Campaign.

**Provider** means the party registered by the SATC to participate in the Campaign and provide accommodation and/or experiences.

**Rebate** means a cash rebate of:

- a. \$100 (inclusive of GST) for approved Campaign Offers for experiences to the value of \$100 or more; or
- b. \$100 (inclusive of GST) for approved Campaign Offers for accommodation to the value of \$100 or more (1-night minimum stay); or
- c. \$200 (inclusive of GST) for the approved Campaign Offers for accommodation to the value of \$200 or more (2-night minimum stay); or
- d. \$500 (inclusive of GST) for the approved Campaign Offers for accommodation to the value of \$500 or more (5-night minimum stay).

**Coast is Calling Voucher** means the unique voucher issued to a consumer upon the draw of a trade promotion lottery providing the consumer with a discount on a Campaign Offer offered by the Provider to the value of either, \$100, \$200 or \$500 (inclusive of GST).

**Rules for Eligibility** means the eligibility criteria set out on the Application Portal by the SATC which the Provider must meet to be eligible to participate in the Campaign.

**SATC** means the South Australian Tourism Commission (ABN 80 485 623 691), a body corporate pursuant to the *South Australian Tourism Commission Act 1993* (SA) of Level 9, 250 Victoria Square/Tarntanyangga, Adelaide, South Australia 5000.

**SATC's Agent** means Nabooki Pty Ltd (ABN 75 169 881 430), trading as Nabooki.

**Term** means the term of this Agreement as set out in clause 2.1.

**Travel Period** means the period between Wednesday 24 September – Sunday 30 November 2025 (inclusive).

**Unique Identifier(s)** means the unique identifying code issued to a consumer in the form of a Coast is Calling Voucher and used by the consumer in accessing a discount on an experience or accommodation via a Campaign Offer.

## **2. AGREEMENT**

- 2.1 This Agreement binds the SATC and Experience Providers and Accommodation Providers from the Confirmation Date until 30 November 2025 (**End Date**), unless otherwise terminated in accordance with the terms of this Agreement.
- 2.2 This Agreement consists of: (a) these Conditions; and (b) the Application (including the Rules for Eligibility); and (c) any amendments or variations made in accordance with these Conditions. This Agreement supersedes all communications, negotiations, arrangements, and agreements, whether oral or written, between the parties with respect to the subject matter of this Agreement.
- 2.3 The terms of any other document (including any document of Provider) that purports to form part of this Agreement is hereby excluded unless expressly confirmed in writing by the SATC as forming part of the Agreement. In the case of an inconsistency between a provision of these Conditions and any provision of any other document forming part of this Agreement, these Conditions will prevail.
- 2.4 For the purpose of this Agreement, the Provider acknowledges that the SATC's Agent is responsible for the management and administration of the Campaign, the Rebate and the Promotion Services for and on behalf of the SATC. The SATC's Agent will oversee the performance of these Conditions and all communication between the SATC and the Provider must be conducted via the SATC's Agent. All instructions (if any) to the Provider will be given by the SATC's Agent and such instructions are deemed to have been duly authorised by the SATC.

## **3. REGISTER TO PARTICPATE**

- 3.1 For the purpose of this clause, the Provider acknowledges and agrees:
  - 3.1.1 the SATC will provide the Promotion Services to the Provider in accordance with the following process:

- (a) the SATC will accept and review Applications made by a Provider on the Application Portal to participate in the Campaign. All Applications will be assessed according to the Rules for Eligibility;
- (b) upon review of the Application, the Provider will be advised by the SATC of its successful or unsuccessful registration to participate in the Campaign. The SATC's decision on this matter is final;
- (c) all information provided in the Application, including any personal information of the successful Provider, will be shared with the SATC's Agent for the Promotion Services and you consent to the sharing of this information by submitting an Application;
- (d) the SATC's Agent will engage with Providers to:
  - (i) finalise Campaign Offers and onboard all Providers by **no later than 22 September 2025** – which date is final and cannot be extended;
  - (ii) obtain and onboard the relevant Providers' terms and conditions relevant to the Campaign Offers, including any terms and conditions relevant to cancellations or change of bookings;
  - (iii) obtain all necessary financial details of the Providers in order to manage and administer the Campaign, Rebate and Promotion Services; and
  - (iv) select the consumer payment option that Provider will accept on the Campaign Portal. Payment options are limited to integrating the Providers' supported payment gateway account in the Campaign Portal (**Pre-Payment Method**), or otherwise using the Providers' own private method to obtain and finalise payment.

3.2 In exchange for the Promotion Services, Providers will allow all consumers with a valid Coast is Calling Voucher to book the Campaign Offers via the Campaign Portal.

3.3 The Campaign Offers will remain open for booking during the Booking Period, with travel during the Travel Period, subject to any block out dates that the Providers might apply.

3.4 The Campaign Offers must be approved by Providers within the timeframe stated by the SATC's Agent (**Approval Deadline**) in order to be finalised and uploaded to the Campaign Portal by no later than 5pm on **22 September 2025** and available for consumer bookings by no earlier than 9am on 23 September 2025 for the term of the Booking Period. Any subsequent changes to Campaign Offers by Providers, or any failure by Providers to approve Campaign Offers by the Approval Deadline, may result in the Campaign Offer not being available to consumers on the Campaign Portal at the start of the Booking Period.

#### 4. RECONCILIATION AND REIMBURSEMENT

4.1 Where the Provider does not elect to adopt a Pre-Payment Method, upon a consumer making a booking with the Provider using the Campaign Portal, the consumer will be referred directly to the Provider to complete payment for the booking and the payment must include a deduction for the value of the Coast is Calling Voucher valid for the Campaign Offer.

4.2 Where a Provider adopts a Pre-Payment Method, upon a consumer making a booking with Provider using the Campaign Portal, the consumer will be automatically directed to the Provider's Pre-Payment Method and will complete the payment for the booking minus a deduction for the value of the Coast is Calling Voucher.

4.3 Providers will receive a daily booking summary containing all bookings scheduled with the Provider for that day.

4.4 The SATC will, via SATC's Agent, reconcile completed bookings every Monday for bookings completed and checked in by the Providers in the previous 7 days. Using this reconciliation, the SATC, via SATC's Agent, will make payment of all Rebates for Coast is Calling Vouchers redeemed during that reconciliation period. Providers should receive payment of its Rebate for the Coast is Calling Voucher within no more than 30 days of the consumer's booking being completed. For the purpose of this clause a completed booking refers to the completion of travel and stay by the consumer during the Travel Period in accordance with a valid booking made with the Provider during the Booking Period.

4.5 Providers acknowledge that the Campaign Portal contains a "Manage Booking" function. The Manage Booking function allows a consumer to view booking details, and within any defined cancellation periods set by Providers in its own terms and conditions and by no later than the close of the Travel Period, change or cancel a booking with the Provider. Where a booking is cancelled by a consumer using the Manage Booking function, Providers agree that the consumer can rebook, subject to availability, the

same experience or accommodation on a different date within the Travel Period unless otherwise specified in the Providers' terms and conditions.

- 4.6 Providers acknowledge and agree that it is not eligible to claim or receive the benefit of a Rebate unless and until the consumer has completed its booking with the Provider and without cancellation.
- 4.7 For the avoidance of doubt, where a booking is made for accommodation, and a consumer does not check-in and complete the stay, the Provider is not eligible for the Rebate.
- 4.8 For the avoidance of doubt, where a booking is made for an experience, and a consumer does not participate in the experience, the Provider is not eligible for the Rebate.
- 4.9 Providers acknowledge and agree that once a consumer has travelled, the Provider is responsible for marking a consumer's booking as complete within the Campaign Portal.

## **5. LICENCE BY THE SATC**

- 5.1 The SATC grants to the Provider, a limited, non-exclusive, royalty-free licence for the Term to use the Campaign IP solely in relation to and for the purpose of promoting a Provider's participation in the Campaign on the conditions set out in this clause 5 and the Provider accepts this licence.
- 5.2 The SATC may use or license others to use the Campaign IP as the SATC sees fit and in its sole discretion, either alone or in conjunction with any other logos, names, or trademarks.
- 5.3 The Provider accepts that the Campaign IP is the sole and exclusive property of the SATC and that all Intellectual Property Rights and all goodwill arising from the use of the Campaign IP will accrue to and be the sole and absolute property of the SATC.
- 5.4 All proposed uses of the Campaign IP by a Provider are subject to the written approval of the SATC, with such approval to not be unreasonably withheld. The Provider must not attempt to register any logo, trademark, name, design or mark similar to or capable of being confused with the Campaign IP and the Provider must observe such requirements with respect to the Campaign IP as the SATC may from time to time reasonably direct in writing.

## **6. LICENCE BY THE PROVIDER**

- 6.1 The Provider grants to the SATC, a limited, non-exclusive, royalty-free licence for the Term to use the Corporate Identification for the purpose of promoting the Providers' participation, goods and services in the Campaign on the conditions set out in this clause 6 and the SATC accepts this licence.
- 6.2 The Provider may use or license others to use the Corporate Identification as it sees fit and in its sole discretion either alone or in conjunction with any other logos, names, or trademarks. The SATC accepts that the Corporate Identification is the sole and exclusive property of the Provider and that all Intellectual Property Rights and all goodwill arising from the use of the Corporate Identification will accrue to and be the sole and absolute property of the Provider. The SATC must not attempt to register any logo, trademark, name, design or mark similar to or capable of being confused with the Corporate Identification.

## **7. PROMOTION SERVICES**

- 7.1 The SATC may in its sole discretion: (a) use the Corporate Identification or other Intellectual Property Rights specified in clause 6; and (b) conduct advertising or promotion in relation to the Provider's participation in the Campaign.

## **8. RECORD KEEPING AND AUDIT**

- 8.1 The Provider must maintain reasonable, up to date and accurate records relating to the number of bookings made for the Campaign Offer, the value of the bookings and the number of completed bookings or cancellations during the Travel Period.
- 8.2 The SATC may direct the Provider to arrange for the records described in clause 8.1 to be audited at the Provider's expense. The SATC may specify the minimum qualifications to be held by a person appointed to conduct the audit.
- 8.3 The Provider will otherwise provide the SATC with information about and report on the factors set out in clause 8.1 when requested by the SATC.

## **9. RELEASE AND INDEMNITY**

- 9.1 To the extent permitted by law, the Provider indemnifies, releases and forever discharges SATC and SATC's Agent from all liability for claims, loss, damage, costs or expenses howsoever arising from or in connection with the Campaign and the Provider's participation in the Campaign. Neither the SATC or the SATC Agent will be responsible for acts, omissions or defaults of the Provider, its directors, officers, employees, invitees or guests and anyone acting on behalf of the Provider.

## **10. OBLIGATION TO MAINTAIN INSURANCE**

- 10.1 The Provider must, at their own cost, have and maintain valid and enforceable insurances that a reasonably prudent organisation would take out to cover the services of the Provider, including without limitation the services that are the subject of the Campaign Offers.

## **11. UNFORESEEN EVENTS**

- 11.1 The SATC is excused from performing its obligations under this Agreement to the extent it is prevented by circumstances beyond its reasonable control, including but not limited to communicable disease, border control or quarantine restrictions, acts of God, natural disasters, acts of war, weather, riots and strikes outside its organisation or decisions or acts of Government.
- 11.2 The parties acknowledge that the purpose of the Campaign is to drive expenditure in tourism industry businesses by boosting bookings for travel and experiences across the impacted coastal regions in SA (Providers situated in an eligible postcode region (see Clause 13.13)) during the Booking and Travel Periods which have been impacted by the algal bloom. If at any time the Government of South Australia is required to or takes steps to enforce restrictions, including without limitation travel restrictions, then upon notice to the Providers, the SATC may opt to cancel, modify or delay the Campaign as necessary with such notice to be effective immediately.

## **12. TERMINATION BY SATC**

- 12.1 The SATC may immediately terminate this Agreement by notice in writing if the Provider:
- (a) fails to comply with these Conditions and such breach cannot be remedied, or cannot be remedied within 7 days of a notice requiring it to do so;
  - (b) assigns or purports to assign any of its rights or obligations under these Conditions in breach of the Agreement; or
  - (c) in the reasonable opinion of the SATC, acts dishonestly in its dealings with the SATC under the Campaign.
- 12.2 Unless otherwise agreed in writing by the SATC, if this Agreement is terminated pursuant to this clause 12, then the Provider forfeits all rights to any Rebate which otherwise would have been payable under this Agreement from the date of the termination.
- 12.3 The termination of this Agreement pursuant to this clause does not preclude the SATC from enforcing any rights it may have against the Provider as a result of the Provider's actions including, in particular, the right to claim damages for breach of this Agreement or at law, or a claw back of amounts already paid by the SATC to the Provider.

## **13. MISCELLANEOUS**

- 13.1 The SATC may disclose this Agreement and/or information in relation to this Agreement in either printed or electronic form and either generally to the public or to a particular person as a result of a specific request. Nothing in this clause derogates from: (a) the Providers' obligations under any provisions of this Agreement; or (b) the provisions of the *Freedom of Information Act 1991* (SA).
- 13.2 The SATC requires personal information from Providers for a range of purposes, including but not limited to:
- (a) providing the Promotion Services and issuing the Rebate;
  - (b) conducting market research and analysis that helps the SATC improve and customise its products and services;
  - (c) sending customer service emails and reminders;
  - (d) preventing or detecting unlawful or dishonest behaviours, to protect the SATC's legal rights or as otherwise permitted by law;
  - (e) ensuring the security of SATC's operations;
  - (f) creating a profile about the Providers to help the SATC personalise its services if the Provider has consented to SATC marketing;

- (g) sharing that personal information with:
  - (i) third parties who supply goods and services to the SATC, including but not limited to the SATC's Agent and any other third parties subcontracted by the SATC to provide the Promotion Services for this Campaign; and
  - (ii) government departments, agencies or other authorised bodies where permitted or required by law.

The SATC will manage a Provider's personal information pursuant to the SATC's Privacy Policy Statement which can be found here [Privacy Statement | Tourism SA.https://tourism.sa.gov.au/privacy-statement](https://tourism.sa.gov.au/privacy-statement) The Privacy Policy Statement sets out how the SATC collects, holds, uses, and discloses Provider's personal information for the purposes listed above.

- 13.3 Any terms and conditions of this Agreement that by their nature or otherwise reasonably should survive termination, cancellation or other expiry of this Agreement shall survive any termination, cancellation, or other expiry of this Agreement. Such terms and conditions include but are not limited to the terms and conditions set out in clauses 9 (Release and Indemnity) and this clause 13 (Miscellaneous).
- 13.4 Providers must not make any public reference (including but not limited to undertaking interviews with journalists from radio stations, television stations and newspapers) to the Campaign or any aspect of this Agreement without first obtaining the SATC's consent.
- 13.5 Where any part of this Agreement is determined by a court to be unenforceable, invalid, illegal or void, that part may be severed. Severance of a part of this Agreement will not affect any other part of it. Where a word, phrase, sentence, paragraph, clause or other provision of this Agreement would be otherwise unenforceable, illegal or void, the effect of that provision will, so far as possible, be limited and read down so that it is not unenforceable, illegal or void.
- 13.6 No failure to exercise nor delay in exercising any right, power or remedy by the SATC operates as a waiver.
- 13.7 SATC reserves the right to modify or amend the Agreement, in whole or part, acting reasonably. SATC will provide notice to you by email of any material updates. The purpose of this right is to ensure that all the information in this Agreement remains correct and relevant.
- 13.8 Any Notice from one party to another must be in writing and be signed by an officer who is authorised to sign and legally bind that party.
- 13.9 Addresses for Notices are set out in the Application.
- 13.10 Any Notice will be properly given or served by a party if that party: (a) delivers it by hand and is taken to be received immediately; (b) posts it by mail to the address listed in the Application or to another address as notified in writing by the relevant party and is taken to be received on the third business day after the date of posting; (c) transmits it by facsimile to the facsimile number as notified in writing by the relevant party and is taken to be received on the date of the transmission if the sender has a clear confirmation report of delivery; or (d) transmits it by electronic mail to the email address listed in the Application or to another email address as notified in writing by the relevant party and is taken to be received on the date of the email if that is before 5pm on a business day, or otherwise on the next business day.
- 13.11 This Agreement will be governed by and construed in accordance with the laws of South Australia, and the parties submit to the exclusive jurisdiction of that State.
- 13.12 Nothing in this Agreement derogates from the powers of the Auditor-General under this *Public Finance and Audit Act 1987* (SA).
- 13.13 All applicants must offer an experience and/or accommodation in one of the postcodes listed below, noting that some exclusions apply. Only providers who fall within these postcodes will be considered for this Expression of Interest. The postcodes below have been selected in SATC's sole discretion and are final.

Postcodes		
5015	5202	5560
5016	5203	5570
5017	5204	5571
5018	5211	5572
5019	5212	5573
5020	5213	5575
5022	5214	5576
5024	5220	5577
5044	5221	5580
5045	5222	5581
5048	5223	5582
5049	5264	5583
5094 (Dry Creek <b>ONLY</b> ; Cavan and Gepps Cross excluded)	5275	5600
5110	5495	5601
5120	5501	5602
5158	5522	5603
5160	5523	5604
5165	5540	5605
5166	5550	5606
5167	5552	5607
5169	5554	5608
5170	5555	5700
5173	5556	
5174	5558	