

# Industry Amplification Campaign Terms and Conditions

Participation in the Industry Amplification campaign is voluntary. By posting a reel and caption (Reel) using **#SeatAtTheTable** and tagging **@SouthAustralia**, businesses acknowledge and agree to be bound by these terms. Subject to compliance with these terms and the campaign requirements, businesses with an active ATDW listing that post a Reel using **#SeatAtTheTable** and tag **@SouthAustralia** will have their ATDW listing featured on southaustralia.com as part of the campaign. Participation does not guarantee that a Reel will be amplified, reposted, embedded or otherwise featured by the South Australian Tourism Commission (SATC) beyond that ATDW listing feature.

Businesses with an active ATDW listing that meet the campaign requirements and comply with these terms will be featured on southaustralia.com through their ATDW listing as part of the campaign. SATC may determine the format, placement, timing and presentation of those listings and may add, remove or modify campaign content on southaustralia.com at any time.

SATC may assess and select Reels for amplification through SATC's marketing, promotional, paid media and social media channels based on the criteria in the toolkit and SATC's assessment of suitability for the campaign. Not all Reels will be selected for amplification.

By posting a Reel to Instagram using **#SeatAtTheTable** and tagging **@SouthAustralia**, businesses grant SATC a non-exclusive, royalty-free, worldwide licence to use, reproduce, publish, communicate, display, distribute, share and repost the Reel for the purposes of the campaign, including by identifying, referring to, linking to, featuring, displaying or reposting the Reel in connection with the business's ATDW listing and across SATC's website, marketing, promotional and social media channels. The licence includes the right for SATC to sublicense the Reel to third party service providers for the purpose of hosting, displaying and promoting the campaign on SATC's website and other digital channels.

SATC may request the original or source file of a Reel, together with any further permissions, information or consents reasonably required by SATC if it wishes to embed, reproduce, edit, adapt, publish or otherwise use the Reel beyond the scope of the licence granted under these terms.

Businesses are responsible for ensuring that their Reel does not infringe third-party rights and that all necessary rights, permissions, consents and approvals have been obtained including permissions from any people appearing in the Reel, and for any music, audio, images, footage, locations, businesses, brands, products or other third-party material included in the content. SATC will not be liable for any third-party claim arising from SATC's use of the Reel in accordance with these terms.

Posting multiple Reels does not guarantee, or necessarily increase the likelihood of a Reel being selected for amplification through SATC's marketing, promotional, paid media or social media channels.

The information in the Industry Amplification toolkit is provided to assist businesses to participate in the 2026 Industry Amplification campaign. SATC may update, vary or withdraw the campaign, the toolkit or any campaign activity at any time. Businesses remain responsible for ensuring that their content is accurate, lawful and suitable for publication, and for obtaining all permissions, consents and approvals required for their content. To the extent permitted by law, SATC is not responsible for any loss, cost or liability arising from a business's participation in the campaign or use of the toolkit.

SATC may decline to feature, or may remove any Reel or associated ATDW listing from campaign activity where SATC reasonably considers that the content is unlawful, inaccurate, offensive, misleading, inconsistent with the campaign objectives, or otherwise unsuitable for publication or where the business has breached these terms.

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