

SOUTH AUSTRALIAN TOURISM COMMISSION

# EXPERIENCE DEVELOPMENT PROGRAM

INTAKE THREE

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 Experience Development Program (EDP) aims to support new tourism businesses, or businesses with an idea for a new tourism product/experience, and provide them with the tools to best develop and sell their visitor experience.

The program will help tourism operators to develop their capability and understanding around experience development fundamentals, enabling them to deliver at a world class level.

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 SATC, supporting the development of new products and experiences.

**If you are interested in submitting an application for your business into Intake Three of the EDP, 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: DEVELOPING YOUR TOURISM PRODUCT.**

**Location:** Face-to-face delivery.

**Duration:** Approximately 6 hours (including breaks).

**Module overview:**

Module One introduces businesses to the program and includes an overview of the visitor economy, Australian Tourism Data Warehouse, understanding the tourism industry, product pricing, competitor analysis, unique selling points, as well as consumer behaviours and expectations around sustainability, accessibility, and customer service.

**Module Two: SELLING YOUR PRODUCT.**

**Location:** Face-to-face delivery.

**Duration:** Approximately 6 hours (including breaks).

**Module overview:**

Module Two focuses on selling and marketing tourism experiences to potential customers. It includes an overview of the tourism trade and distribution sector, how to leverage marketing activity, online channels, booking systems, and managing these channels.

**Module Three: PERFECTING YOUR PITCH.**

**Location:** Online via Microsoft Teams or face-to-face delivery at the SATC office in Adelaide, depending on the operator's preference.

**Duration:** Up to 1 hour.

**Module overview:**

Module Three integrates the learnings and practical outcomes from Modules One and Two and prepares operators to develop an 'elevator pitch' for their new experience. Real-time support, direction and feedback from industry experts will enable operators to perfect their business pitch.

## 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 of the sessions.

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 a fully developed experience concept and a clear understanding of how to promote this via their chosen channels.
- The EDP provides 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.

## 3. THE PROGRAM TIMELINE

The Program for Intake Three will run from **March to July 2025**. Dates are not negotiable. Applicants should consider their availability against these times before responding to this EOI invitation. Applicants will be required to select their top three preferred locations as the locations below will run when minimum numbers are met. Operators may be asked to attend their second or third preference if minimum numbers are not met on their preferred location.

LOCATION	REGION	MODULE 1 DATES	MODULE 2 DATES	MODULE 3 DATES
Angaston	Barossa	Thurs 20 Mar	Thurs 1 May	1 x half hour session (virtual or Adelaide location) on one of the following dates:  Mon 16 Jun  Fri 20 Jun  Mon 23 Jun  Tues 1 Jul  Wed 2 Jul
Kingscote	Kangaroo Island	Tues 25 Mar	Tues 15 Apr	
CBD	Adelaide	Thurs 27 Mar	Tues 6 May	
Mount Gambier	Limestone Coast	Mon 31 Mar	Tues 20 May	
McLaren Vale	Fleurieu Peninsula	Thurs 3 Apr	Mon 12 May	
Port Augusta	Flinders Ranges & Outback	Thurs 10 April	Tues 27 May	
Waikerie	Riverland	Tues 29 Apr	Thurs 22 May	
Port Lincoln	Eyre Peninsula	Thurs 29 May	Wed 18 Jun	

## 4. AVAILABLE PLACES

Intake Three of the EDP has capacity for up to 20 businesses from across the state. Two people per business are eligible to participate. 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 EDP.

## 5. WHO IS THIS PROGRAM INTENDED FOR?

The EDP will support businesses committed to investing further in tourism related activity, including areas such as:

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

## 6. STRUCTURE OF INVITATION

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

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

- Sets out the EDP 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 10 February 2025 and 5.00pm ACDT Friday 28 February 2025.
- Businesses must submit a declaration with their response.

## 7. CONTACT PERSON

The contact person for this invitation is:

**Name:** Chelsea Clack

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

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

**Telephone:** 08 8429 0660

## 8. 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.

### 8.1. MANDATED CRITERIA

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

- Have a registered Australian Business Number (ABN) at the time of response.
- Have not previously attended the Australian Tourism Exchange (ATE).
- Have a business plan.
- Have the capacity and resources available to commit to the program timeline and key dates, including the in-person and virtual modules, and out of session work.

### 8.2. WEIGHTED CRITERIA

Preference will be given to businesses that can demonstrate:

- Ambition to develop a new experience that aligns with SATC target sectors: Agritourism, Food and Drink, Nature-Based, and/or Aboriginal tourism, and/or aligns with experience development priorities outlined in the South Australian Regional Visitor Strategy 2025.
- Innovative ideas and a unique selling proposition that aligns with South Australia's position as a competitive tourism destination.
- Engagement with their local Regional Tourism Organisation and/or SATC Destination Development Team. Applicants should note that Regional Tourism Managers may be consulted throughout the EOI assessment process.
- Relevant approvals, permits and accreditations to deliver a tourism experience.
- An active website and social media pages.
- An active Australian Tourism Data Warehouse (ATDW) listing.
- Employment of less than 10 tourism/marketing staff.
- They are registered for GST.

**Note:**

If the business applying is an accommodation provider, they must already have or wish to further develop packaged/bookable experiences beyond a room booking. For example, hosted tours, food and wine experiences, all-inclusive packages, etc.

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

- Local Government entities.
- 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).
- Industry associations.
- State or Commonwealth Government entities.
- Entities registered on the Australian Charities and Not-for-profits Commission Charity Register.
- Community and progress associations.
- Superannuation funds (including self-managed super funds).
- Other incorporated/un-incorporated entities.

## 9. RESPONSE PROCESS

### 9.1. 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.

### 9.2. IMPORTANT INVITATION DATES AND TIMES

**Responses will be accepted from 9.00am ACDT Monday 10 February 2025 until 5.00pm ACDT Friday 28 February 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.

### 9.3. 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 March 2025.

## 10. 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 EDP.

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 EDP place.

The Experience Development Program Expression of Interest Guidelines have been issued for the 2024/2025 financial year - Intake Three 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 10 February 2025.



## TERMS & CONDITIONS

### INVITATION FOR 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](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 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 this document 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).