

Other Opportunities

Travel Industry – Self-Famil Program

Some of the SATC's international markets put together Self-Famil Guides for the travel industry. South Australian operators are asked to provide a special famil rate for retail and/or wholesale agents, to encourage them to visit South Australia at their own cost. Programs are currently running for New Zealand, with possible programs to be developed for Germany/UK.

These guides encourage retail and wholesale agents to experience your product first hand. It is also a cost effective way for you to start working in a particular international market. Your involvement in this program has the potential to grow your business and increase awareness of your product in the relevant market.

The invitation to participate is included in the monthly newsletter *Opportunity Knocks* that is sent to operators registered on SAATDW.

Release date	Ongoing
Eligibility requirements	South Australian operators registered on SAATDW who are either keen to start working in a particular market (eg New Zealand) or who are packaged by wholesalers in the relevant market where there is a self-famil program running.
Opportunity available	Ongoing
Cost	Provision of significant discount or free of charge product
Booking deadline	Varies for each market, please contact the relevant Marketing Coordinator as indicated below.
Booking requirements	You are required to complete an application form, which is available from the relevant Marketing Coordinator. You will also need to provide a signed approval of your listing.
Contact	For further information please contact the relevant Marketing Coordinator as follows: New Zealand or America, phone (08) 8463 4657, or email white.rebecca@saugov.sa.gov.au UK and Europe, phone (08) 8463 4590 or email swan.lachlan@saugov.sa.gov.au

Cruise Ship Retail Village

International cruise ships visit South Australia between October and March each year, arriving at the Outer Harbor Passenger Terminal.

The SATC coordinates a retail village within the terminal, where passengers can purchase authentic South Australian products. In May 2005, the SATC will call for expressions of interest from South Australian retailers to rent space in the retail village.

Tender forms will be available from the SATC – contact the Cruise Ship Coordinator – and a tender notification will be placed in *The Advertiser*.

Successful applicants will be allocated a site for the duration of the season.

Date	October – March each year
Venue	Outer Harbor Passenger Terminal
Eligibility requirements	South Australian operators who sell authentic Australian/South Australian products.
Opportunity available	Annually in May/June
Cost	Cost for 2005/06 is \$350 per day for one booth and \$500 per day for a double booth.
Booking requirements	Tender forms will be available from the Cruise Ship Coordinator.
Booking deadlines	Applications close 1 July 2005
Contact	Please contact the Cruise Ship Coordinator, phone (08) 8463 4572 or email idt@saugov.sa.gov.au

Brand Australia

Tourism Australia – Marketing Mix Builder

Tourism Australia has a new interactive website that provides a range of international marketing opportunities that target consumers, wholesalers and travel agents. The Marketing Mix Builder assists the development of a marketing plan using Tourism Australia's range of trade and consumer cooperative marketing opportunities. The Marketing Mix Builder is at www.tourism.australia.com/marketingmixbuilder

For more information about this tool please contact Tourism Australia's Partnership Marketing Team, phone (02) 9360 1111 or email marketing@tourism.australia.com

Australian Tourism Export Council (ATEC)

ATEC is the peak national body of the tourism export industry. With over 30 years' experience, it has a proven track record in delivering professional business services, industry development initiatives and government lobbying to assist members grow their inbound tourism business.

ATEC membership will provide you with a number of benefits such as:

- access to Inbound Tourism Operator contact details
- attendance at discount rates to relevant industry events and Inbound Workshops such as Discover SA and Talk SA.

For more information please contact ATEC on (02) 9360 5955, email info@atec.net.au or visit www.atec.net.au