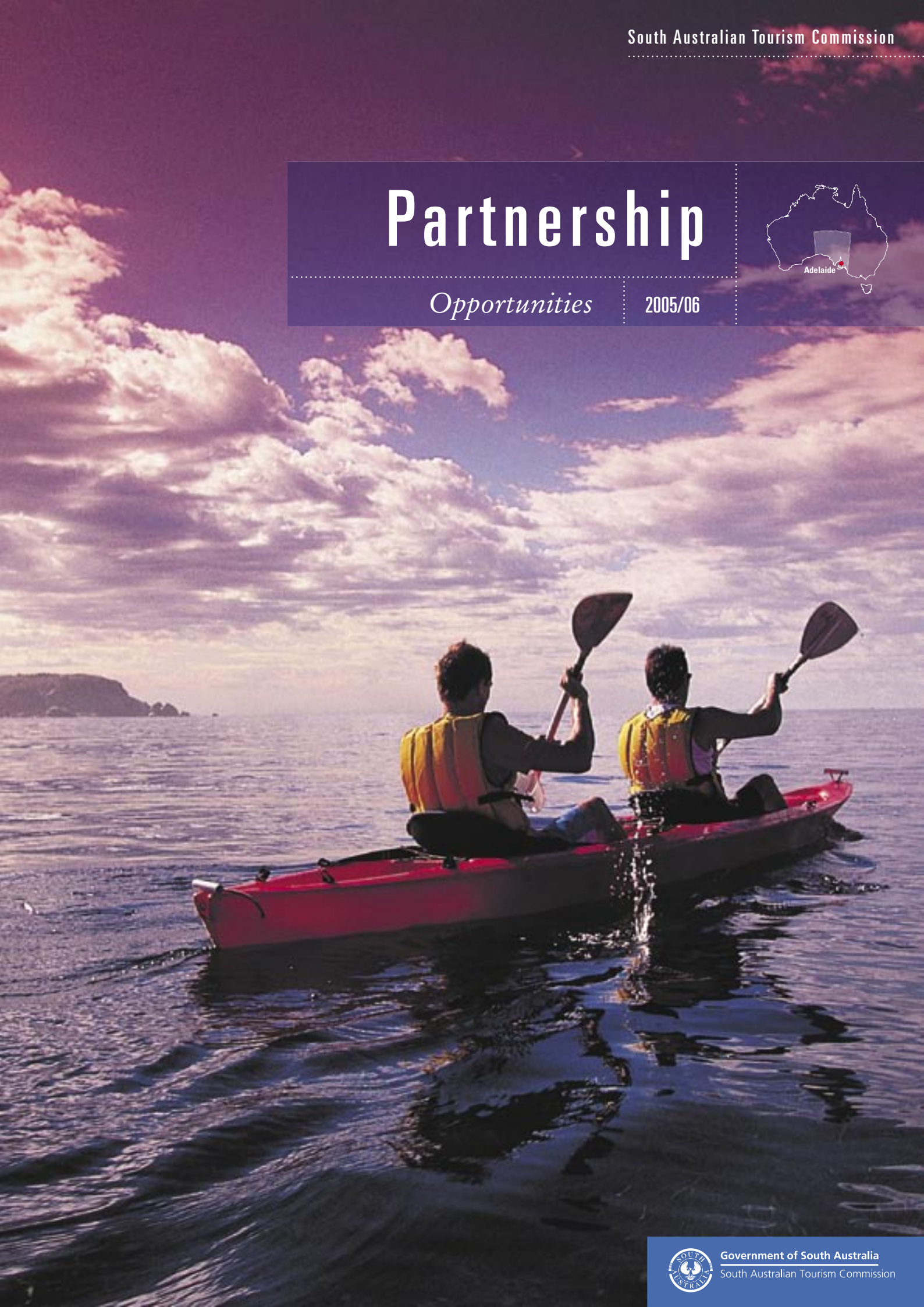


Partnership

Opportunities

2005/06



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+ Welcome

Welcome to the first edition of the South Australian Tourism Commission's Partnership Opportunities Guide. This guide demonstrates how you can work in partnership with the SATC to build on the growing success of our State's vibrant tourism industry.

Tourism in South Australia is big business. A major economic generator for the State, tourism accounts for over \$3.4 billion in spending each year and supports more than 36,000 full-time equivalent jobs.

The past few years have presented many challenges for the tourism industry – not just in South Australia, but right across the globe. Yet South Australia's tourism industry has risen to the challenge of continuing to attract new visitors from intrastate, interstate and overseas with intensive, ongoing marketing campaigns, successful events and festivals and a range of unique and innovative industry developments.

The Adelaide to Darwin Ghan journey is now considered one of the world's greatest train adventures, while festivals like WOMADelaide and international sporting events like the Jacob's Creek Tour Down Under attract international acclaim and break attendance records each year.

Adelaide's new \$260 million airport terminal is also due to open in October this year – a perfect host for the many new international and domestic services now offered direct to South Australia each week.

You can work with the South Australian Tourism Commission, to take advantage of the tourism industry's growing momentum and build on its success.

This guide includes a range of great partnership opportunities to help you make the most of promoting both your region and your business. By registering with the SATC or seeking National Tourism Accreditation (NTAP), you can gain a strong competitive edge as well as exposure to new and varying markets.

I look forward to working closely with more of South Australia's tourism operators over the coming years, both to reach our goal of increasing visitor spending to \$5 billion by 2008 and to ensure the continued success of the tourism industry well into the future.

If you have any comments or suggestions for improving this document, please contact Sharon Boyd at the South Australian Tourism Commission (SATC), phone (08) 8463 4508, email partnership.opportunities@saugov.sa.gov.au or visit www.tourism.sa.gov.au



Bill Spurr
Chief Executive

A black and white photograph of a man and a woman embracing in a vineyard. The man is wearing a short-sleeved shirt and trousers, and the woman is wearing a long-sleeved shirt and trousers. They are standing next to a dark-colored car. The background is a lush vineyard with rows of grapevines.

+ Getting Started

Whether you are starting a new business or looking to boost interest in an existing product, this Partnership Opportunities Guide explains the cooperative programs and activities offered by the South Australian Tourism Commission.

This first section will get you off to a great start, with step-by-step instructions on how to register your business with the South Australian Tourism Commission, sell your product to the world using ConnectSA and become part of the National Tourism Accreditation Program (NTAP).

It also includes ideas for developing and marketing your business and explains how the SATC can help through various brochures, websites, guides, grants and funding programs.

Registering with the SATC

SA Australian Tourism Data Warehouse

Registering your tourism business on the SA Australian Tourism Data Warehouse (SAATDW) is a must for all operators who want to take up the opportunities outlined in this publication.

Once registered on SAATDW, your tourism products appear on:

- the SATC website www.southaustralia.com
- the Tourism Australia website www.australia.com
- some regional websites
- the reservations system within the South Australian Visitor & Travel Centre, if you are registering commissionable product
- the SATC's Corporate Database

Registration gives you a presence in the global online marketing environment and allows international distribution of South Australian tourism information.

Registration on SAATDW is a requirement if you want to participate in SATC marketing programs such as:

- ConnectSA
- *South Australian Shorts* (intrastate marketing)
- *South Australian Holidays* (interstate marketing)
- *South Australian Product Manual* (international marketing)
- Media and Trade Familiarisations Program
- South Australian Tourism Awards

Eligibility requirements	All tourism operators selling South Australian tourism product can register on SAATDW. Registration on SAATDW is also encouraged for events and festivals, wineries and cellar doors, attraction operators, district councils for destination (town) information and visitor information centres.
Opportunity available	Ongoing
Cost	Listing on SAATDW is free. A commission is payable for product that is booked through the South Australian Visitor & Travel Centre. The SATC Operator Agreement and registration form explain payments of commission for bookings made through the South Australian Visitor & Travel Centre.
Requirements	Completion of the registration form. Operators who offer accommodation, tour, hire and houseboats must also complete an SATC Operator Agreement. For more information regarding this agreement, please contact SATC Online Services.
Contact	For both forms, contact Online Services, phone (08) 8463 4560 or email online@saugov.sa.gov.au

Sell Yourself Online

ConnectSA

The South Australian Tourism Commission is implementing an online business management system called ConnectSA. The system will be available to all tourism operators who sell South Australian tourism product. The software for the program will be free of charge to eligible businesses.

ConnectSA is simple and easy to use. It provides consumers and visitor information centres with the ability to book your product immediately – no phone calls, faxes or emails.

ConnectSA enables you to receive online bookings from www.southaustralia.com, www.shorts.com.au, regional tourism websites and industry specific sites, and direct from visitor information centres. It also functions as a back-of-house reservation system so you can administer guest arrivals and departures, manage customer information and process payments.

The ConnectSA system will give your business an online presence and improve your effectiveness as follows:

- It will provide you with access to a total business management system, which to date has only been available to larger businesses at substantial cost.
- You will be able to receive online bookings from multiple distribution channels.
- You can update rates and control inventory on every website selling your product through one action in the ConnectSA program.
- You will be able to receive booking revenue direct into your bank account.
- ConnectSA can interface with your existing website or provide you with your own simple website that will enable you to take online bookings.
- You will be able to receive discounted bank merchant service fees.

Release date	It is anticipated that the rollout of ConnectSA will begin in June 2005.
Eligibility requirements	ConnectSA is available to all tourism operators who sell South Australian tourism product for and including accommodation, tour, hire and houseboats. Attractions and accredited visitor information centres are also encouraged to participate. Tourism operators who wish to participate in ConnectSA must be registered on SAATDW and have completed an SATC Operator Agreement. For more information regarding this agreement, please contact Online Services on (08) 8463 4560 or email online@saugov.sa.gov.au
Opportunity available	Operators who register interest in ConnectSA will be provided with ConnectSA software and have access to free training workshops run by SATC staff in each region. Set-up training will be offered to accredited visitor information centres.
Cost	The ConnectSA software and initial training is provided free of charge. When you receive an online booking through ConnectSA you will be charged a commission. Each booking also carries a fixed 80 cent transaction fee that covers the various transfers of money into your bank account and payment of distribution commissions to distributors. A distribution commission is what you negotiate to pay the distributor. You have the flexibility to choose the distributors to sell your products and therefore the commission you pay. As well as the charges outlined above, businesses that load more than five product types will also pay a monthly fee of \$79.
Contact	For more information contact ConnectSA, SATC, phone (08) 8463 4516 or email connectSA@saugov.sa.gov.au

Improve Your Business Performance



National Tourism Accreditation Program

The National Tourism Accreditation Program (NTAP) aims to assist you improve your business performance and reassure consumers that, as an accredited business operator, you are fully committed to the highest quality business practices and professionalism.

The 'tick' logo signifies your business's full compliance with the Tourism Accreditation Program. The logo is promoted to consumers in the media, SATC publications and websites, regional visitor guides and through visitor information centres as a symbol of quality.

The National Tourism Accreditation Program offers the following benefits to accredited operators:

- Development of a comprehensive manual tailored to your business covering areas such as legal compliance, human resources, training, environmental management and business planning. This planning ensures that all the services and products you offer are reliable, consistent and of the highest quality, resulting in customer confidence and exceeding expectations.
- Ability for your business to prominently display the recognisable and promoted 'tick' logo as a symbol of confidence and a credible third party recommendation for consumers.

- 20% discount on participation fees for the SATC publications *South Australian Shorts*, *South Australian Holidays* and *South Australian Product Manual*.
- 20% discount on participation fees for The *Shorts Shop* at the AFTA/Advertiser Holiday Expo
- Discounts for advertising in most regional visitor guides
- Subsidy schemes for both domestic and international trade shows
- Accredited Tourism Business 'tick' box and customer service statement on www.southaustralia.com, Clare Valley, Murraylands, Adelaide and Riverland search pages.
- Free listing on www.tourismaccreditation.com.au

Accreditation 'tick' logo and customer services statement are featured in the following industry publications:

- *Bed and Breakfast Accommodation SA*
- *SA Houseboat Holidays*
- *Caravan and Camping South Australia*
- *South Australian Accommodation Guide*
- *AAAT/RAA Accommodation and Tourist Park Guides*
- *AAAT/RAA Experience SA/NT Guide*

Eligibility requirements	All tourism operators
Opportunity available	Ongoing
Cost	Annual fees are based on the number of full-time equivalent staff within your business. Regional workshops are offered to you at no charge.
Booking requirement	For information on how to register please visit www.tourismaccreditation.com.au
Contact	For more information please contact the Tourism Accreditation Manager, phone (08) 8463 4580 or email accreditation@state.sa.gov.au or visit www.tourismaccreditation.com.au

Develop Your Business

Tourism Development

The SATC's Tourism Development Group seeks to improve the tourism industry in South Australia through a number of initiatives.

The group operates programs to encourage infrastructure development to service visitor needs, manage visitor impact and provide incentives for private sector development. It assists operators in the development of their businesses through specialist tourism advice and it develops generic tourism product strategies, including nature-based and coastal, wine and food, arts and culture and Indigenous product. There are opportunities available in the following key areas:

Business Development

The role of the SATC's business development advisors is to help tourism operators improve their businesses and to help shape the environment in which businesses operate. For more information on Business Development advice activities email idt@saugov.sa.gov.au or visit www.tourism.sa.gov.au

Industry Advice Kit

The *Industry Advice Kit* is a set of informative fact sheets on a range of different tourism topics. The *Industry Advice Kit* is particularly useful for new operators and covers marketing, business matters and sector specific information. It is available online at www.tourism.sa.gov.au

Business Planning Template

The Business Planning Template is a business planning guide that lays out the components of a simple tourism business plan. In Word format, it can be easily built upon to create a useful business plan. It is available online at www.tourism.sa.gov.au

Interactive Pricing Calculator

The Interactive Pricing Calculator is an easy to follow, step-by-step template that helps tourism operators calculate the price of their products. Contained in a Microsoft Excel spreadsheet, it is useful to assess the feasibility of opportunities and to determine expected levels of profit. It is available online at www.tourism.sa.gov.au

Tourism Operator Business Education

The SATC, in partnership with other government training organisations, has created TOBE, a website that presents a variety of tourism training opportunities for operators. www.tobe.com.au is a web-based training database that assists managers to find the most suitable training for their needs. Courses listed are tailor-made for the tourism industry and developed by a range of training providers.

Ecotourism Accreditation

The Eco Certification Program is an initiative of Ecotourism Australia. It has been developed to identify genuine ecotourism and nature tourism operators in Australia. The program sets a benchmark for operators Australia-wide and assists consumers in choosing a genuine nature tourism product.

For more information, please contact the SATC's Nature – Ecotourism Advisor phone (08) 8463 4622 or email idt@saugov.sa.gov.au

Decipher

In February 2005 Decipher Technologies launched the Decipher Tourism Information Portal www.decipher.biz

The *Decipher* product provides access to business planning tools and an extensive range of information about the latest facts, trends and statistics to help tourism businesses to reach their full potential. *Decipher* sources information from more than 200 national and specialist suppliers including the Australian Bureau of Statistics, Tourism Research Australia, SENSIS, AAA Tourism and State Tourism Organisations. Access to much of the information is free of charge, while users can access and manipulate up-to-date tourism data for a small subscription. For further information about *Decipher*, contact the Manager, Research on (08) 8463 4648 or email research@saugov.sa.gov.au

Images of South Australia

SATC Media Gallery

The SATC Media Gallery has been specially created for use by media and industry colleagues. It contains over 5000 images, copyright-free editorial, links to video footage and maps that can be used for brochures, websites, stories and projects that promote South Australia as a tourism destination.

The site contains high-resolution images that can be viewed, selected, purchased and downloaded for use. There is also a small range of images that are free of charge for general use. Video footage can be accessed by contacting the Visual Library Manager.

The SATC Media Gallery is located at www.media.southaustralia.com

Conditions of use	Access to the Media Gallery is by registration through the site. Because of copyright agreements there are some restrictions on the use of images. For full details on the use of images, please read the Terms and Conditions section on www.media.southaustralia.com
Cost	Images cost between \$20-\$40 depending on the selected size. This fee covers downloading and administration costs. Charges for footage vary considerably depending on usage – discuss your requirements with the Visual Library Manager.
Booking requirements	To register simply log on to www.media.southaustralia.com and click on the Media and Trade icon.
Contact	For more information please contact the Visual Library Manager, phone (08) 8303 2396 or email visual.resources@saugov.sa.gov.au

Think Global Act Local

Regional Visitor Guides

More than one million South Australian regional visitor guides are produced every year, and distributed to travellers and potential visitors throughout the world.

Each of South Australia's 12 tourism regions produces its own guide and they are an integral part of the South Australian Tourism Commission's marketing campaigns. Production and advertising sales are managed by the SATC's Regional Marketing Managers.

The guides feature travel and visitor information, maps and images, as well as full-colour ads in various sizes. They have a strong emphasis on cross-regional promotion that includes neighbouring regions and main roads/access into the region. All guides have the same look and style to create a consistent image across the State.

Regional visitor guides are distributed throughout Australia through visitor information centres, the South Australian Visitor & Travel Centre, travel agents, at consumer shows, and even internationally, through trade and consumer shows, and via the Internet.

Regional visitor guides are the best way to reach consumers who are already motivated to visit South Australia and your region, or are already in the region.

In addition to their own visitor guide, most Regional Marketing Managers produce other brochures, advertising campaigns and marketing activities specific to their region or cooperatively with other regions for special campaigns.

For opportunities to participate in these publications please contact the Regional Marketing Manager for your region – see following pages.

Regional Visitor Guides

Adelaide Visitor Guide

Release date	Annually in April
Opportunity available	Advertising sales for each edition are September to December
Cost	Rates vary – please contact Adelaide Tourism Marketing
Discount available	10% for operators with NTAP accreditation
Contact	For more information please contact the Marketing Manager, Adelaide Tourism Marketing, phone (08) 8463 4611 or email bagley.dean@saugov.sa.gov.au

Adelaide Hills Visitor Guide

Release date	Annually in December
Opportunity available	Advertising sales for each edition start in July/August
Cost	Rates vary – please contact Adelaide Hills Tourism Marketing
Discount available	10% for operators with NTAP accreditation
Contact	For more information please contact the Marketing Manager, Adelaide Hills Tourism Marketing, phone (08) 8391 1676 or email kelly.loeche@adelaidehills.com.au

Barossa Visitor Guide

Release date	Annually in October/November
Opportunity available	Advertising sales for each edition start in May/June
Cost	Rates vary – please contact Barossa Marketing
Contact	For more information please contact the Marketing Manager, Barossa Marketing, phone (08) 8563 0640 or email racheal@barossa-region.org

Clare Valley Visitor Guide

Release date	Annually in May
Opportunity available	Advertising sales for each edition start annually in January
Cost	Rates vary – please contact Clare Valley Tourism Marketing
Discount available	5% for operators with NTAP accreditation
Contact	For more information please contact the Marketing Manager, Clare Valley Tourism Marketing, phone (08) 8842 1750 or email getcloser@clarevalley.com.au

Eyre Peninsula Visitor Guide

Release date	Annually in December
Opportunity available	Advertising sales for each edition start in June/July
Cost	Rates vary – please contact Tourism Eyre Peninsula
Discount available	5% for operators with NTAP accreditation
Contact	For more information please contact the Regional Marketing Manager, Tourism Eyre Peninsula, phone (08) 8682 4688 or email mm@tep.com.au

Fleurieu Peninsula Visitor Guide

Release date	Annually in October/November
Opportunity available	Advertising sales for each edition start in May
Cost	Rates vary, and there are discounts for participation in multiple opportunities. Please contact Fleurieu Peninsula Tourism for further information.
Discount available	5% for operators with NTAP accreditation
Contact	For more information please contact the Marketing Manager, Fleurieu Peninsula Tourism, phone (08) 8556 8766 or email chris@fptour.com.au

Regional Visitor Guides – continued

Flinders Ranges and Outback Visitor Guide

Release date	Annually in February
Opportunity available	Advertising sales for each edition start in September
Cost	Rates vary – please contact Flinders Ranges & Outback Tourism
Contact	For more information please contact the Marketing Manager, Flinders Ranges and Outback Tourism, phone (08) 8648 5187 or email barker.meg@saugov.sa.gov.au

Kangaroo Island Visitor Guide

Release date	Annually in March
Opportunity available	Advertising sales for each edition start in November/December
Cost	Rates vary – please contact Tourism Kangaroo Island
Contact	For more information please contact the Marketing Manager, Tourism Kangaroo Island, phone (08) 8553 1185 or email marketing@tourkangarooisland.com.au

Limestone Coast Visitor Guide

Release date	Annually in November
Opportunity available	Advertising sales for each edition start in August
Cost	Rates vary – please contact Limestone Coast Tourism
Discount available	5% for operators with NTAP accreditation
Payment arrangements	A cooperative marketing campaign that allows operators to buy into various opportunities will be available in August 2005.
Contact	For more information please contact the Marketing Manager, Limestone Coast Tourism, phone (08) 8723 1644 or email rmm@thelimestonecoast.com

Murraylands Visitor Guide

Release date	Annually in March
Advertising available	Advertising sales for each edition start in November/December
Cost	Rates vary – please contact Murraylands Tourism Marketing
Contact	For more information please contact the Marketing Manager, Murraylands Tourism Marketing, phone (08) 8539 1141 or email murraylandstourism@rcmb.sa.gov.au

Riverland Visitor Guide

Release date	Annually in February
Opportunity available	Advertising sales for each edition start in August
Cost	Rates vary – please contact the Riverland Tourism Association
Contact	For more information please contact the Marketing Manager, Riverland Tourism Association, phone (08) 8582 3415 or email rta@riverland.net.au

Yorke Peninsula Visitor Guide

Release date	Annually in December
Opportunity available	Advertising sales for each edition start in July
Cost	Rates vary – please contact Yorke Peninsula Tourism Marketing
Contact	For more information please contact the Marketing Manager, Yorke Peninsula Tourism Marketing, phone (08) 8821 2663 or email yorkepeninsula@saugov.sa.gov.au

Talk to Your Neighbours

South Australian Shorts

South Australian Shorts is one of the most successful tourism campaigns in Australia.

Developed in 1991 by the SATC to encourage South Australians to 'holiday at home', *South Australian Shorts* is the definitive guide to short break holidays in every region of South Australia. The book includes accommodation, family offers, car hire and tours along with maps and 'Must See and Do' ideas for each region.

As one of South Australia's best-known holiday brands, *Shorts* is a powerful way for you to reach local consumers who eagerly await the guide each year – approximately 9000 books are distributed in the week after the book's launch.

The publication is targeted solely to South Australians and is distributed in the state through the South Australian Visitor & Travel Centre, RAA offices and selected SA travel agents.

Its advertising and marketing campaign includes television and print media advertising, promotions, publicity and seasonal sale promotions, as well as The *Shorts* Shop at the annual AFTA/*Advertiser* Holiday Expo (see page 26).

The *Shorts* website www.shorts.com.au was launched in March 2005 and will play an important part of the ongoing marketing and promotion of this program. All packages in *Shorts* will automatically be included on the *Shorts* website.

All products featured in *Shorts* can be booked direct with the operators and through the South Australian Visitor & Travel Centre.

Validity date	1 April 2006 – 31 March 2007
Launch date	February 2006 at the AFTA/ <i>Advertiser</i> Holiday Expo in Adelaide.
Eligibility requirements	Operators wanting to sell their product to the intrastate market, and who are registered on SAATDW.
Opportunity available	<i>South Australian Shorts</i> is an ongoing annual program. Operators are required to complete an application form with rates and information, in line with the conditions of inclusion for this program. Application forms will be sent to all operators on SAATDW in May/June 2005.
Cost	<p><i>SA Shorts</i> and <i>SA Holidays</i> participation is now combined. The one fee covers inclusion in both programs – there is no longer a single entry fee.</p> <p>In 2006/07 the fees are:</p> <ul style="list-style-type: none"> • \$850 for accommodation, houseboats and car hire packages • \$600 for tour packages • \$350 for family offer packages
Discount available	A 20% discount is available to operators with NTAP accreditation.
Application deadline	30 June 2005
Payment arrangements	The SATC will invoice participating operators in October/November 2005.
Contact	For more information please contact the Trade Communications Coordinator, phone (08) 8463 4604 or email ward.alda@saugov.sa.gov.au

Talk Across Borders

South Australian Holidays

South Australian Holidays is the SATC's interstate wholesale program. The key role of this publication is to provide the domestic travel trade (travel agents and motoring associations) with a comprehensive range of bookable South Australian product from each region, including accommodation, houseboats, tours, transport and car hire. These products must be appealing to interstate consumers and easy for the travel trade to book.

SA Holidays also contains maps, suggested itineraries and 'Must See and Do' ideas.

South Australian Holidays is promoted to the trade by the SATC's interstate National Trade Marketing team and is also distributed at various consumer shows around Australia. As the publication is primarily to enable travel agents to sell South Australian product, bookings are directed to agents and not to operators.

Participation in this program provides you with a cost effective way of increasing sales and awareness of your product by expanding your distribution to include the interstate market.

Validity date	1 April 2006 – 31 March 2007
Release date	April 2006
Eligibility requirements	Operators wanting to sell their product to the interstate market, and who are registered on SAATDW.
Opportunity available	<i>South Australian Holidays</i> is an ongoing annual program. Operators are required to complete an application form with rates and information, in line with the conditions of inclusion from this program. Application forms will be sent to all operators on SAATDW in May/June 2005.
Cost	<i>SA Shorts</i> and <i>SA Holidays</i> participation is now combined. The one fee covers inclusion in both programs – there is no longer a single entry fee. In 2006/07 the fees are: <ul style="list-style-type: none"> • \$850 for accommodation, houseboats and car hire • \$600 for tours • \$350 for family offers
Discount available	A 20% discount is available to operators with NTAP accreditation.
Application deadline	30 June 2005
Payment arrangements	The SATC will invoice you for the participation fee in approximately October/November 2005.
Contact	For more information please contact the Trade Communications Coordinator, phone (08) 8463 4604 or email ward.alda@saugov.sa.gov.au

Niche Market Publications and Websites

South Australian Nature

South Australian Nature is the SATC's publication that promotes eco-accredited products. It is distributed cooperatively with Ecotourism Australia to the international travel trade (Inbound Tour Operators, overseas wholesalers and overseas retail agents) at Australian Tourism Exchange (ATE), Internationale Tourismus Borse (ITB) and Japan Australia Mission (JAM) and to consumers through interstate and intrastate visitor information centres.

Release date	To be advised
Eligibility requirements	Operators who have nature and ecotourism accredited South Australian products, and are registered on SAATDW. For information on ecotourism accreditation, contact the Nature – Ecotourism Advisor.
Opportunity available	The SATC will contact eligible operators when dates are finalised.
Cost	Free of charge
Booking requirements	An application form will be sent to eligible operators. Operators are required to provide information about their product including features and rates.
Booking deadline	To be advised
Contact	For more information please contact the Nature – Ecotourism Advisor, phone (08) 8463 4622 or email idt@saugov.sa.gov.au

Yurrebilla Trail Product and Services Guide

The *Yurrebilla Trail Product and Services Guide* is the SATC's publication promoting tourism products surrounding the Yurrebilla Trail in the Adelaide Hills. It is distributed cooperatively with

the Department for Environment and Heritage to consumers through interstate and intrastate visitor information centres and national parks offices.

Release date	August 2005
Eligibility requirements	Operators with product on or near the Yurrebilla Parklands, and that are registered on SAATDW.
Opportunity available	Biennially. The SATC will contact eligible operators mid-year.
Cost	Free of charge
Booking requirements	An application form will be sent to all eligible operators registered on SAATDW. Operators are required to provide information about their product including features and rates.
Booking deadline	June 2005
Contact	For more information please contact the Nature – Ecotourism Advisor, phone (08) 8463 4622 or email idt@saugov.sa.gov.au

Adelaide's Wildlife Trail

Adelaide's Wildlife Trail promotes wildlife attractions within a two-hour drive of Adelaide. The brochure is a cooperative project of the SATC, the Wildlife Tourism Association and the Department for Environment and Heritage.

It is distributed to consumers through interstate and intrastate visitor information centres, national parks offices, selected accommodation and retail outlets.

Release date	December 2005
Eligibility requirements	South Australian wildlife tourism operators who are within a two-hour drive of Adelaide and registered on SAATDW.
Opportunity available	Biennially
Cost	To be advised – estimated cost \$1,000 to eligible operators
Booking requirements	Please contact the SATC by the booking deadline. Operators are required to provide information about their product including features and rates.
Booking deadline	July 2005
Contact	For more information please contact the Nature – Ecotourism Advisor, phone (08) 8463 4622 or email idt@saugov.sa.gov.au

Niche Market Publications and Websites – continued

South Australian Trails Publications and www.southaustraliantrails.com

South Australian Trails is a partnership between the Office for Recreation and Sport, South Australian Tourism Commission, ForestrySA and the Department for Environment and Heritage. This partnership was formed to drive the development of some exciting new marketing products for South Australian trails.

The result of this partnership is the Trails SA family of products that includes a trails guide publication, a guide called *40 Great South Australian Short Walks* and the website www.southaustraliantrails.com

These promote walking, cycling, horse riding, dive and canoe trails across South Australia.

SA Trails products are distributed cooperatively to consumers through relevant retail outlets, recreation associations, consumer shows, and through interstate and intrastate visitor information centres.

Release date	Varies for each publication. Website is ongoing.
Eligibility requirements	Trails designed for walking, cycling, horse riding, snorkelling/scuba, canoeing/kayaking are eligible for inclusion. The trail should have its own name; on-site signs; brochure and map; and a management and maintenance plan either as an entity in its own right (eg Riesling Trail) or within a Regional Development Plan/Reserve Management Plan.
Opportunity available	Ongoing
Cost	Free of charge
Booking requirements	Please complete the application form available from: Trails SA Office for Recreation and Sport PO Box 219 Brooklyn Park SA 5032 Phone: (08) 8416 6794 Email: ors.SouthAustralianTrails@saugov.sa.gov.au
Booking deadline	Varies for each publication
Contact	For more information please contact the Nature – Ecotourism Advisor, phone (08) 8463 4622 or email idt@saugov.sa.gov.au

Dive Tourism Website

The website www.dive.southaustralia.com contains information on South Australia's six dive regions and a database of dive operators with bookable product.

The website is part of the cooperative initiatives undertaken by the SATC in consultation with the Department for Environment and Heritage and industry stakeholders to develop and promote dive tourism in South Australia.

Release date	Ongoing
Eligibility requirements	Operators who offer dive and snorkeling experiences or events, and who are registered on SAATDW.
Opportunity available	Ongoing
Cost	Free of charge
Booking requirements	Please contact the Nature – Ecotourism Advisor on the number below to express your interest.
Contact	For more information please contact the SATC's Nature – Ecotourism Advisor, phone (08) 8463 4622 or email idt@saugov.sa.gov.au

Grants and Funding

Regional Events and Festivals Program

The Regional Events and Festivals Program provides financial and marketing support to tourism events that are capable of generating tourism activity in South Australia.

The Regional Events and Festivals Program has also allocated a small section of its budget to fund smaller, community-based events that

do not normally meet the strict tourism-based criteria of the program, but show potential for growth and tourism development. A maximum of \$2000 is available to successful applicants of the Community Events Development Fund. There is only one intake per year and events cannot apply to both the Regional Events and Festival Program and the Community Events Development Fund.

Eligibility requirements	To be considered for funding all events must have the support of the region's Regional Marketing Manager and local government. Please refer to application information available at www.tourism.sa.gov.au/regionalevents . This information will be updated in late January 2006.
Opportunity available	Annually
Booking deadline	Closing date for submissions is 31 March 2006.
Contact	For more information please contact the Regional Events and Festivals Coordinator, phone (08) 8463 4618 or email kilmore.hannah@saugov.sa.gov.au

Meet the Waders Coorong Festival

This three-month event focuses on the annual arrival from September to November of the migratory wader and waterfowl into the waterways and wetlands in southern coastal South Australia, especially in The Coorong.

The aim is to develop a nationally significant annual arts, nature and recreational tourism event.

The program incorporates a range of existing and new activities and experiences under the event umbrella.

The SATC is seeking expressions of interest from operators who have existing products or activities, or would like to create new ones, that might suit the program.

Event date	September-November 2006 (3-month event program)
Location	Centred around Coorong National Park and extending to and including various locations throughout the Limestone Coast, Murraylands and Fleurieu Peninsula.
Eligibility requirements	Expressions of interest are currently being sought from local and state government, legally incorporated community associations and recreational groups, and the private tourism sector.
Opportunity available	Annually from September to November from 2006.
Cost	Free of charge
Booking requirements	Please contact the Nature – Ecotourism Advisor on the number below to express your interest.
Booking deadlines	Applications close at the end of June 2005.
Contact	For more information please contact the SATC's Nature – Ecotourism Advisor, phone (08) 8463 4622 or email idt@saugov.sa.gov.au

Tourism White Paper Funding Opportunities

As part of the \$235 million Tourism White Paper, the Australian Federal Government has created a number of grant programs to support the development of tourism across Australia including:

- **The Australian Tourism Development Program (ATDP).** Starting in 2004-05, the ATDP will inject \$24 million over four years to support the development of tourism in cities and regions. Application forms and more information including deadlines can be found at www.ausindustry.gov.au

- **The Tourism and Conservation Partnership Program** is intended to help facilitate the development of nature-based tourism attractions, while increasing the capacity to protect and conserve the environment.

For more information please visit www.industry.gov.au/TourismAndConservation

The SATC is keen to assist operators maximise these opportunities. For more information and/or advice please contact Tourism Development on (08) 8463 4639 or email idt@saugov.sa.gov.au

Tourism Development Fund

Through the Tourism Development Fund (TDF) the SATC provides funding assistance for tourism infrastructure projects that enhance visitor experiences and provide economic and social benefits to local communities.

The Tourism Development Fund provides grants up to \$50,000, which are available on a

dollar-for-dollar basis. Priority is given to local government and tourism associations. Successful applicants must meet eligibility requirements and be in a position to complete the project before 30 June 2007. Private operator projects for profit or gain are ineligible, however there could be infrastructure aspects associated with such projects that qualify.

Eligibility requirements	Please contact the Project Officer.
Opportunity available	Annually
Booking deadline	Applications close 28 April 2006.
Contact	For more information please contact the Project Officer, phone (08) 8463 4656, email blyth.mark@saugov.sa.gov.au or go to www.tourism.sa.gov.au

National Ecotourism Conference

The National Ecotourism Conference showcases current and future trends and initiatives in the ecotourism industry. To encourage participation by South Australian ecotourism operators, the SATC offers an Annual Incentive Program to assist eco-accredited operators to attend and present at the National Ecotourism Conference.

Event date	November 2005
Venue	Hobart, Tasmania
Eligibility requirements	Operators who have eco-accredited product, and are registered on SAATDW.
Opportunity available	Annually
Cost	Conference registration is subsidised for eligible operators who make a conference presentation.
Booking requirements	Please contact the Nature – Ecotourism Advisor to express your interest.
Booking deadline	September 2005 for registrations of interest.
Contact	For more information about the conference please contact the Nature – Ecotourism Advisor, phone (08) 8463 4622 or email idt@saugov.sa.gov.au



+ Promoting Your Product Nationally

The key to a successful business is great marketing.

In this section, we'll show you how to promote your business effectively across Australia using a range of marketing tools. From advertising and direct mail to speaking to the media and entering the South Australian Tourism Awards, the SATC has plenty of ideas to help you showcase your business and boost your profits.

Talk to Travel Agents

South Australian Specialist Retail Agents

The South Australian Specialist (SAS) network operates in every Australian state and territory and has 151 retail travel agencies as its members.

These agencies have demonstrated their ongoing commitment to providing the best standard of service to their customers, as well as up-to-date knowledge about South Australia's tourism product.

The SATC's National Trade Marketing team ensures that all SAS agencies are regularly updated on products, including festivals and events, through sales calls, in-house training, invitations to familiarisations, access to the SATC media library (in accordance with its terms and conditions), window and in-store shop displays and a quarterly e-newsletter.

The SAS network is not affiliated with any retail chain or preferred wholesale program and there is no cost for membership.

SAS and Trade Newsletters

The National Trade Marketing team produces a quarterly newsletter that goes to SAS members and retail agencies that are interested and proactive about selling and learning more about South Australia's tourism product.

Operators can submit information on new South Australian products, or products and service updates for inclusion in these newsletters.

The information included will be at the discretion of the SATC and will depend on the availability of space, relevance to the particular market and the prevailing theme of the newsletter.

Eligibility requirements	Operators registered on SAATDW
Opportunity available	SAS agencies are regularly updated. Newsletter sent every three months.
Cost	Free of charge
Contact	For more information and to provide content for inclusion in the newsletters, please contact the Trade Marketing Assistant, phone (08) 8463 4600 or email hogan.tracey@saugov.sa.gov.au

Target Your Message

Advertising and Direct Marketing

Please refer to pages 12 and 13 for information on how you can participate in *South Australian Shorts* and *South Australian Holidays*, which are key SATC programs through which you can promote and market your business.

Domestic Direct Marketing Activity

The SATC has developed a database of over 300,000 consumers (almost evenly split between interstate and intrastate) who have responded to campaign promotions, given their details through www.southaustralia.com or made bookings through the South Australia Visitor & Travel Centre.

These consumers receive targeted marketing material in mail and email formats through the ongoing *Secrets* and *Shorts* marketing campaigns. Consumers on this database can be segmented by state of origin, travel preferences (accommodation style, holiday theme, holiday activities) and demographics.

Key industry and regional groups are invited to use this database to enhance an existing marketing campaign. The open nature of the opportunity means consultation with the Campaign Services team must be the first step in any project. To maintain privacy, branding and database integrity, all campaigns will be managed by SATC. In no circumstances will a third party be provided with a list from the SATC database for their own management.

Eligibility requirements	Industry associations, regional marketing committees and wholesale partners.
Booking requirements	Each project will be evaluated on a case-by-case basis.
Contact	For more information please contact the Campaign Services Manager, phone (08) 8463 4616 or email campaign.services@saugov.sa.gov.au

Wine and Food Tourism Cooperative Marketing Program

A new South Australian wine and food campaign was launched in late 2004 to reinforce the State's positioning as a premier wine and food destination. The campaign consists of magazine advertising and direct marketing to target wine and food and indulgent visitors.

The SATC is seeking expressions of interest from regional marketing committees, wine and food industry associations and wine and food event organisers to participate in the program in the 2005/06 financial year.

Cooperative marketing activities available include supplementary advertising and direct mail using the SATC's consumer database.

Eligibility requirements	Regional marketing committees, wine and food industry associations and wine and food event organisers.
Opportunity available	2005/06 financial year
Costs	Costs vary for different activities – contact the Campaign Services Manager.
Booking deadline	22 July 2005 for expressions of interest. Deadlines for magazine advertisements and direct mail activities to be advised.
Contact	For more information please contact the Campaign Services Manager, phone (08) 8463 4616 or email campaign.services@saugov.sa.gov.au

Nature-Based Tourism Cooperative Marketing Program

The SATC is developing new magazine advertisements as part of this program in 2005/06. These will have strong nature-based content that reinforces South Australia's position as a premier nature-based tourism destination.

The media schedule will be finalised by 30 June 2005 and opportunities to register interest will be open until 22 July 2005.

Industry associations, regional marketing committees and tourism operators with ecotourism accredited products are invited to participate in the program through supplementary advertising that will accompany the SATC advertising.

Eligibility requirements	Preference will be given to industry associations, regional marketing committees and tourism operators with ecotourism accredited products. For information on ecotourism accreditation see page 7.
Opportunity available	For duration of program
Costs	Costs vary for different activities – contact the Campaign Services Manager.
Booking requirements	To be advised when media schedule is finalised – please contact the Campaign Services Manager.
Booking deadline	22 July 2005 for registrations of interest. Deadlines for advertisements will be advised.
Contact	For more information please contact the Campaign Services Manager, phone (08) 8463 4616 or email campaign.services@saugov.sa.gov.au

Talk to the Media

Public Relations and Media

The following activities present you with the opportunity to promote your business through free publicity and editorial coverage. Please note however that story ideas will be accepted on merit only.

Electronic and print media

The Public Relations Unit and National Media Office provide story ideas for television travel shows such as *Postcards*, *Discover*, *The Great Outdoors* and *Getaway*, and pitch stories to newspapers such as *The Sunday Mail* and *The Advertiser*, radio programs and magazines such as *SA Life*, *Vogue Entertaining and Travel* and *Australian Gourmet Traveller*. Story ideas can be provided to the Public Relations Unit, phone (08) 8463 4584.

The Word Around

This monthly newsletter features new products, events and tourism news, providing story ideas to more than 1000 international, national and local media. *The Word Around* is circulated at the beginning of each month and information for inclusion is required by the 15th of the preceding month.

Story ideas can be provided to the Public Relations Officer, phone (08) 8463 4570 or email dare.laura@saugov.sa.gov.au

Fast Track

Hundreds of media outlets rely on this weekly events listing to publicise what's on around South Australia. Information is required at least two weeks prior to an event and can be submitted to the Public Relations Group Assistant, phone (08) 8463 4584 or email

harwood.skye@saugov.sa.gov.au

Dealing with the media

The Public Relations Unit is also on hand to offer expert advice on dealing with the media, including information on writing media releases, developing media contacts and managing crises. For more information contact the Media Communications Manager, phone (08) 8463 4583 or email

vandeventer.jodie@saugov.sa.gov.au

Become a Star

South Australian Tourism Awards

The annual South Australian Tourism Awards form part of the Australian Tourism Awards. The awards aim to recognise and promote excellence in the tourism industry. Award categories are judged on a written submission and site visit.

Entering the tourism awards will provide you with an opportunity to:

- review goals and record achievements
- benchmark yourself against other professionals
- showcase your success to the industry and the public
- contribute to raising standards within the tourism industry
- receive recognition of excellence by your peers
- raise the profile and awareness of your business
- provide a potential marketing advantage and increased business

Event date	11 November 2005. The black-tie awards presentation is held annually in November, with State winners proceeding to the Australian Tourism Awards in February of the following year.
Venue	Adelaide Convention Centre
Eligibility requirements	The awards are open to all tourism businesses and industry suppliers that meet the awards category criteria as outlined in the Call for Entries guide.
Opportunity available	The call for entries opens in May/June each year with final submissions to be received in late August. Comprehensive seminars for prospective entrants are held throughout the State during June and July.
Cost	\$60 registration fee
Booking requirements	To register your interest in entering the awards please complete the nomination form that is available on www.satourismawards.com.au The Call for Entries guide is available from the Tourism Awards Coordinator.
Booking deadlines	Nominations close 24 June 2005. Submissions close 22 August 2005.
Contact	For more information contact the Tourism Awards Coordinator, phone (08) 8463 4626, email borrett.bianca@saugov.sa.gov.au or visit www.satourismawards.com.au

Show Off

Trade and Consumer Shows

From time to time the SATC participates in domestic trade shows that have an operator participation component. These opportunities will be included in *Opportunity Knocks*, a monthly SATC newsletter that is distributed to tourism operators, and in updates of this guide that can be found at www.tourism.sa.gov.au/partneropps

For further information on domestic trade and consumer shows please contact the Trade Events Coordinator, phone (08) 8463 4591 or email chadwick.joanne@saugov.sa.gov.au

AFTA/Advertiser Holiday Expo – The *Shorts* Shop

The 2½ day expo is South Australia's major consumer travel show and has a visitation of approximately 13 000 people each year. The *Shorts* Shop is set up next to the SATC's general stand.

The *Shorts* book for the following tourism year is launched at the expo and approximately 9000 books are distributed to visitors at the event.

Participants at The *Shorts* Shop receive registration for one representative, booth signage, listing in the

event guide and a panel for package display.

The opportunity is particularly good for new operators who would generally not have the exposure to such a large number of South Australians at one event.

For information about the *Shorts* book and campaign, see page 12.

Event date	Annually in February
Venue	Adelaide Convention Centre
Eligibility requirements	All operators who have a package in the edition of the <i>Shorts</i> book to be launched at the expo, and who are registered on SAATDW.
Opportunity available	Invitations to participate, with the booking form, are sent to eligible operators in September 2005.
Cost	The rate in 2005 was \$297. This cost could change depending on the organisers' rate for each event.
Booking requirements	The booking form must be sent to Phillip Styles Exhibition Services, organisers of the expo. Full payment is required at the time of booking.
Booking deadline	End of October. Information on exhibition set-up information is forwarded to participants in early December.
Discount available	A 20% discount applies to Tourism Award winners and NTAP accredited operators – only a single 20% discount will apply regardless of how many accreditations your business holds. The discount refund will be forwarded to you by the SATC, within 14 days of the expo.
Contact	For more information please contact Phillip Styles Exhibition Services, phone (08) 8299 9100



+ Go Global

Imagine potential customers around the world vying for a chance to visit your business.

This section will show you how to turn this dream into reality – using workshops, conferences, trade shows and the SATC’s network of tourism professionals to meet the ‘people who matter’ and help your business go global.

Some of the events listed here are initiatives of Tourism Australia, the Federal Government statutory authority responsible for international and domestic tourism marketing. To be involved you should register your interest through their trade events website www.tradeevents.australia.com

Talk to International Travel Trade

South Australian Product Manual

The *South Australian Product Manual* is the South Australian Tourism Commission's publication for the international trade. It is used by agents who plan and book Australian holidays, and is a ready and accurate reference guide to products in South Australia.

The SATC's international staff use the publication as one of their key information resources for wholesalers and retailers in the UK, Europe, USA, NZ, Asia and Japan. It is distributed only to the international travel trade – Inbound Tour Operators (ITOs), overseas wholesalers and overseas retail agents.

As an international trade reference tool, the publication isn't intended to generate immediate direct bookings to operators, and it is not given to consumers.

Advertising in the publication will greatly assist your promotion activity to the international trade, encouraging them to package and book your product (often through ITOs).

All products and prices must be valid from 1 April to 31 March – the official travel trade business year. Operators must be prepared to pay commission levels expected by international trade – up to 30%.

Release date	April 2006
Eligibility requirements	Operators with South Australian products who are already active in the international market or are ready to start targeting international markets, and who are registered on SAATDW.
Opportunity available	The manual is an annual publication. Price details and application forms to advertise are sent to all operators on SAATDW in June.
Cost	Prices for the 2006/07 edition are being finalised. As a guide the advertising costs for the 2005/06 edition were: <ul style="list-style-type: none"> • Accommodation \$330 including GST • Tour Operators \$330 including GST • Car, 4WD, campervan rentals \$330 • Charters \$220 including GST
Discount available	Operators with National Tourism Accreditation receive 20% discount on fees.
Booking requirements	To participate, operators must complete the application form. You will be required to provide information about your product including features and rates. Accommodation suppliers are required to supply an image.
Booking deadline	The application form, along with all content for the manual, must be returned by the end of June 2005.
Payment arrangements	The SATC will invoice you for the participation fee in November 2005.
Contact	For more information please contact the Trade Events Coordinator, phone (08) 8463 4591 or email chadwick.joanne@saugov.sa.gov.au

Newsletters to International Inbound Tour Operators (ITOs)

The National Trade Marketing Unit produces quarterly newsletters for Inbound Tour Operators (ITOs). Operators can submit information on new South Australian products, or updates about their existing products and services, for inclusion in these newsletters.

All information included will be at the discretion of the SATC and will depend on the availability of space, relevance to the international market and the prevailing theme of the newsletter.

Eligibility requirements	Operators registered on SAATDW
Opportunity available	Every three months
Cost	Free of charge
Contact	For more information and to provide content for inclusion in the newsletters, please contact the Trade Marketing Assistant, phone (08) 8463 4600 or email hogan.tracey@saugov.sa.gov.au

International e-newsletters and media updates

This opportunity is available to operators who have new South Australian product or have a product update they wish to share with the international travel trade and consumers. Participation in e-newsletters and media updates is one way to expose your product to the travel trade so that it can be better understood and sold to the consumer.

All information included in e-newsletters and media updates will be at the discretion of the SATC and will depend on the availability of space, relevance to the particular market and the prevailing theme.

For more information and to provide content for inclusion in the e-newsletters and media updates, please contact the relevant Marketing Coordinator for each region as follows:

- **New Zealand & Americas**

Phone (08) 8463 4657

Email white.rebecca@saugov.sa.gov.au

- **Asia & Japan**

Phone (08) 8463 4603

Email portway.peter@saugov.sa.gov.au

- **UK, Europe & Gulf Countries**

Phone (08) 8463 4590

Email swan.lachlan@saugov.sa.gov.au

Reach Many People

Advertising

Please see page 28 for information on how you can participate in the *South Australian Product Manual* to increase sales and promote your product internationally.

Singapore Major Tactical Campaign

Each year the Singapore office of the SATC participates in a major tactical (price-led) advertising campaign in conjunction with Tourism Australia and other State Tourism Offices.

The theme of the campaign changes each year and price-led packages are developed with wholesale partners using products relevant to the Asia market.

The campaign helps to generate awareness of Australia and provides exposure of South Australia to consumers through advertising, and keeps products fresh in the minds of the Singapore travel trade.

South Australian operators may participate in the campaign as long as they have provided current rates to participating Inbound Tour Operators (ITOs).

Eligibility requirements	Operators who wish to be involved in international marketing in the Eastern Hemisphere (i.e. Asia) and are registered on SAATDW. Inclusion in the campaign is at the discretion of the SATC, based on the suitability of product for the market.
Opportunity available	Planning usually commences around October each year, with the campaign beginning in December/January.
Cost	Free of charge
Booking requirements	Please contact the Marketing Coordinator on the number below to express your interest.
Booking deadline	Annually in early October
Contact	For more information please contact the Marketing Coordinator – Asia & Japan, phone (08) 8463 4603 or email portway.peter@saugov.sa.gov.au

Meet People Who Matter – Briefings, Forums and Workshops

Trade and International Marketing Team

Briefings

The Trade and International Marketing team holds monthly meetings at which all operators can provide an update on their tourism business, products and/or services. These briefings provide an opportunity for you to effectively disseminate information about your product and business throughout the SATC.

Meetings are held in the SATC head office at 50 Grenfell Street, Adelaide.

For more information or to register your interest please contact the Group Assistant, Trade and International Marketing, phone (08) 8463 4589 or email barton.belinda@saugov.sa.gov.au

Industry Forum

The Trade and International Marketing team also holds an annual Industry Forum for South Australian operators. Through participation in this forum you have the chance to meet with the SATC's National Sales Team and International Managers. Forum events also include a breakfast featuring guest speakers from the industry, a session for tourism businesses new to international marketing, and an evening networking function.

Event date	Mid to late November 2005
Eligibility requirements	South Australian operators who are already active in the international market or are ready to start targeting international markets, and are registered on SAATDW.
Opportunity available	Annually
Cost	The fee for 2004 was \$35 per person. Fees for 2005 to be advised.
Booking requirements	Please complete an application form, which is available from the Group Assistant, Trade and International Marketing Unit.
Booking deadline	Usually one month before the event
Payment arrangements	The SATC will invoice you for the registration fee
Contact	For more information, please contact the Group Assistant, Trade and International Marketing Unit, phone (08) 8463 4589 or email barton.belinda@saugov.sa.gov.au

Meet People That Matter – continued

Talk SA

Talk SA is an Inbound Workshop for South Australian Operators in Sydney, where they can meet with Inbound Tourism Operators (ITOs) in scheduled appointments and, in doing so, educate and update ITOs on SA product.

ITOs are the vital link between the supplier of Australian tourism product and the overseas wholesalers who purchase the product on behalf of the travel agent or consumer. The majority of ITOs are based on Australia's east coast.

Event date	3-4 August 2005
Venue	Sydney, Australia
Eligibility requirements	South Australian operators who are already active in the international market place or are ready to start targeting international markets, and are registered on SAATDW.
Opportunity available	Annually in the second half of the year
Cost	Costs are \$200 including GST for ATEC members and \$250 including GST for non-ATEC members.
Booking deadline	29 July 2005
Booking requirements	An invitation to participate and application form with all booking details will be emailed to eligible operators in June.
Payment requirements	The SATC will invoice you for the participation fee
Contact	For further information please contact the Trade Events Coordinator, phone (08) 8463 4591 or email chadwick.joanne@saugov.sa.gov.au

Discover SA

Held in Adelaide, Discover SA is an Inbound Workshop for South Australian operators to meet with and showcase their product to Inbound Tourism Operators (ITOs).

Discover SA is held in conjunction with the Australian Tourism Export Council (ATEC). ITO's are the vital link between the supplier of Australian tourism product and the overseas

wholesalers who purchase the product on behalf of the travel agent or consumer.

The majority of ITOs are based on Australia's east coast, although a small number are located in Adelaide. A familiarisation program for the visiting ITOs is offered in conjunction with the workshop.

Event date	February 2006 – to be confirmed
Venue	To be advised
Eligibility requirements	South Australian operators already active in the international market place or ready to start targeting international markets, and are registered on SAATDW.
Opportunity available	Annually
Cost	The 2005 costs were \$420 including GST for ATEC members and \$550 including GST for non-ATEC members. Prices may change for the 2006 event.
Booking requirements	ATEC South Australia send the information guide and application form by email.
Booking deadline	Usually two months before the event
Payment requirements	ATEC will invoice you for the participation fee
Contact	For further information please contact the Trade Events Coordinator, phone (08) 8463 4591 or email chadwick.joanne@saugov.sa.gov.au For further information on ATEC visit www.atec.net.au

Show Off Globally – Trade and Consumer Shows

Each year international trade and consumer shows are held in Australia and overseas to promote Australia as a premier travel destination. The majority of these trade shows and events are held within key international markets, providing the opportunity for the Australian tourism industry, travel agents and travel wholesalers from around the world to come together under the one roof.

Information on trade and consumer shows run by Tourism Australia can be found on www.tradeevents.australia.com. To be involved you should register your interest through this website.

Participation Subsidies for International Trade Shows

The SATC provides financial support in the form of subsidies for accredited operators to participate in selected international trade and consumer shows. These subsidies are provided to assist operators who are entering a particular international market.

Eligibility requirements	This subsidy is available to NTAP accredited operators registered on SAATDW. National and/or interstate-based operators of tourism services to and within South Australia can also apply, provided more than 50% of their product is South Australian. All applicants must be a financial member of a local or regional tourism group or a nominated industry body with statewide membership. Subsidies are not available to tourism marketing boards or regional marketing committees.
Opportunity available	Ongoing, depending on the relevant trade show
Payment arrangements	Generally, for first year participation in a SATC supported and approved consumer or trade show, a 30% subsidy is granted, with a 15% subsidy for the second year. Subsidy entitlements cease in the third year. Please note that subsidies are paid after the event and will be paid after the SATC receives your invoice with ABN details.
Contact	For general information on trade show subsidies please contact the Trade Events Coordinator, phone (08) 8463 4591 or email chadwick.joanne@saugov.sa.gov.au For information on specific international trade and consumer shows, see following pages and contact the International Marketing Coordinator listed for each event.

Trade and Consumer Shows – continued

Australian Tourism Exchange (ATE)

The Australian Tourism Exchange (ATE) is one of the world's premier trade events. It is a forum for the Australian tourism industry to exhibit their products and services and meet with select travel wholesalers and retailers from around the world.

Around 700 trade representatives from about 50 countries attend the event, all looking for Australian product to include in their programs.

It is split into two parts – Eastern Hemisphere (Japan and Asia) and Western Hemisphere (rest of world) – to allow Australian operators to choose which markets they want to target.

As well, around 50 key international tourism journalists attend ATE to report to thousands of people worldwide on what is new in the Australian travel and tourism industry.

The event is coordinated and funded by Tourism Australia in partnership with members of the Australian tourism industry.

Event date	16-23 June 2006
Venue	2006 in Adelaide
Eligibility requirements	Selection criteria are set by Tourism Australia and can be found on www.tradeevents.australia.com . This event is most suited to South Australian operators who are already active in the international market.
Opportunity available	Annually
Cost	Cost varies depending on booth size, appointment schedule (full, half or third) and the number of delegates per company. For example, in 2005 a share booth with a half appointment schedule for a single delegate cost \$2625. Please contact the Trade Events Coordinator for further details.
Booking deadline	Six months before the event
Booking requirements	To participate in this event, please register online at www.tradeevents.australia.com
Payment arrangements	Tourism Australia will invoice you for the registration fee
Contact	For more information please contact the Trade Events Coordinator, phone (08) 8463 4591 or email chadwick.joanne@saugov.sa.gov.au

India Travel Mission

The India Travel Mission 2005 allows Australian suppliers to meet with key travel agents and tour operators in a one-to-one business appointment session. This event presents an opportunity for

you to educate the Indian travel trade on South Australia and your product while gaining exposure among the Indian travel trade.

Event date	19-23 September 2005
Venue	Goa, India
Eligibility requirements	Selection criteria are set by Tourism Australia and can be found on www.tradeevents.australia.com . This event is most suited to South Australian operators who are already active in the international market.
Opportunity available	Annually in September
Cost	To be advised – cost in 2004 was \$3500
Booking deadline	Approximately three months before the start of the event
Booking requirements	Please register online at www.tradeevents.australia.com
Payment arrangements	Tourism Australia will invoice you for the registration fee
Contact	For more information please contact the Marketing Coordinator – Asia and Japan, phone (08) 8463 4603 or email portway.peter@saugov.sa.gov.au

Australian Travel Mission to China 2005

The China Mission provides an opportunity to increase the level of awareness of Australian tourism products and services among the Chinese travel trade and media. Specifically targeting the group and leisure travel markets, it will provide direct access to key industry organisations, travel agents, tour operators, government representatives, media and airlines.

The event will also educate Australian suppliers on new and existing issues affecting Chinese travellers to Australia, as well as providing a better understanding of the new and emerging source regions within China for Australia.

Event date	31 October to 3 November 2005
Venue	China
Eligibility requirements	Selection criteria are set by Tourism Australia and can be found on www.tradeevents.australia.com . This event is most suited to South Australian operators who are already active in the international market.
Opportunity available	Annually in October/November
Cost	To be advised – in 2004 costs were \$4850 for a sole booth and \$3550 for a share booth.
Booking deadline	Approximately three months before the start of the event
Booking requirements	Please register online at www.tradeevents.australia.com
Payment arrangements	Tourism Australia will invoice you for the registration fee
Contact	For further information please contact the Market Development Manager – Eastern Hemisphere, phone (08) 8463 4592 or email seeliger.michael@saugov.sa.gov.au

China International Travel Mart (CITM)

China International Travel Mart is the largest travel event in Asia. It is open to trade participants on two days and consumers on the following two days. CITM is also visited by both travel trade and consumer media from all over the People's Republic of China (China) and represents a

tremendous opportunity for you to update the Chinese travel trade who are selling your product, and to increase your exposure in China.

Tourism Australia coordinates an Australian Pavilion at CITM.

Event date	November 2005
Venue	China
Eligibility requirements	Selection criteria are set by Tourism Australia and can be found on www.tradeevents.australia.com . This event is most suited to South Australian operators who are already active in the international market.
Opportunity available	Annually in November
Cost	To be advised – in 2004 the cost was \$5000.
Booking deadline	Approximately three months before to the start of the event
Booking requirements	Please register online at www.tradeevents.australia.com
Payment arrangements	Tourism Australia will invoice you for the registration fee
Contact	For further information please contact the Market Development Manager – Eastern Hemisphere, phone (08) 8463 4592 or email seeliger.michael@saugov.sa.gov.au

Trade and Consumer Shows – continued

Japan Australia Mission (JAM)

The Japan Australia Mission (JAM) is the premier trade event in Japan. The three-day event enables operators to meet the travel trade in Japan, establish relationships and raise awareness of

tourism products and operators also introduce new products to the market, and operators also obtain market intelligence, market trends and segment information.

Event date	February 2006
Venue	Japan
Eligibility requirements	Selection criteria are set by Tourism Australia and can be found on www.tradeevents.australia.com . This event is most suited to South Australian operators who are already active in the international market.
Opportunity available	Annually in February
Cost	To be advised – in 2005 the costs were \$5200 for a sole booth and \$3800 for a share booth.
Booking deadline	Approximately three months before the start of the event
Booking requirements	Please register online at www.tradeevents.australia.com
Payment arrangements	Tourism Australia invoices you for the registration fee
Contact	For further information please contact the Market Development Manager – Eastern Hemisphere, phone (08) 8463 4592 or email seeliger.michael@saugov.sa.gov.au

OzTalk New Zealand

OzTalk New Zealand is the biggest trade show in the New Zealand travel industry, at which Australian operators have two days of scheduled appointments with New Zealand retail agents and

wholesale reservations staff. Through participation in this event you will be able to educate New Zealand retail and wholesale agents about your product.

Event date	February 2006
Venue	Brisbane, Australia
Eligibility requirements	South Australian operators who are already packaged by New Zealand wholesalers or are keen to start working in the New Zealand market, and are registered on SAATDW.
Opportunity available	Annually in February/March
Cost	Registration fees for 2005 were NZ\$2840 for a share booth and NZ\$4930 for a sole booth. Fees for 2006 to be advised.
Booking deadline	August 2005
Booking requirements	Please register online via www.oztalk.co.nz
Payment arrangements	The SATC will invoice you for the registration fee.
Contact	For more information, please contact the Marketing Coordinator New Zealand and Americas, phone (08) 8463 4657, email white.rebecca@saugov.sa.gov.au or visit www.oztalk.co.nz

Internationale Tourismus Borse (ITB)

The Internationale Tourismus Borse (ITB) is the world's largest travel and tourism exhibition, and also has a consumer component. It's known throughout the world as the leading trade fair for the global tourism industry.

ITB is open to the travel trade for up to three days of the event; with 70% of its trade visitors from Germany, and the balance from a variety of European markets.

Participation in this event will enable you to educate European travel representatives already selling your product and increase your exposure among the European travel industry.

Event date	8-12 March 2006
Venue	Berlin, Germany
Eligibility requirements	Selection criteria are set by Tourism Australia and can be found on www.tradeevents.australia.com . This event is most suited to South Australian operators who are already active in the European market (preferably already included in some European programs) and would like to be included in more European wholesale programs.
Opportunity available	Annually in March
Cost	Registration fees for 2005 were Euro 3100 for a share booth and Euro 5750 for a sole booth. Fees for 2006 to be advised.
Booking deadline	Usually six months before the event
Booking requirements	Please register online at www.tradeevents.australia.com
Payment arrangements	Tourism Australia will invoice you for the registration fee
Contact	For more information please contact the Marketing Coordinator, UK, Europe & Gulf Countries, phone (08) 8463 4590, email swan.lachlan@saugov.sa.gov.au or visit www.tradeevents.australia.com

Discover Australia

The Discover Australia workshop sees 200 registered German Aussie Specialist travel agents meet in an Australian city for 2½ days of appointment style workshops with Australian suppliers. The event represents a tremendous opportunity for you to educate and train Aussie Specialists first hand on your product.

Before the event, groups of these agents participate in one-state famils – approximately 30 Aussie Specialists will visit South Australia.

Event date	May 2006
Venue	Australia, to be advised
Eligibility requirements	South Australian operators who are active (and feature in wholesale brochures) in the German and Swiss market, and are registered on SAATDW.
Opportunity available	Annually in May
Cost	Registration fees for 2005 were \$2200. Fees for 2006 are to be advised.
Booking deadline	Usually advised two months before the event
Booking requirements	Please register online via www.tradeevents.australia.com
Payment arrangements	Tourism Australia will invoice you for the registration fee
Contact	For more information please contact the Marketing Coordinator, UK, Europe & Gulf Countries, phone (08) 8463 4590, email swan.lachlan@saugov.sa.gov.au or visit www.tradeevents.australia.com

Trade and Consumer Shows – continued

OzTalk South East Asia

OzTalk is the biggest trade show in South East Asia at which Australian operators have three days of scheduled appointments and networking functions with Asian retail agents and wholesale reservations staff. OzTalk represents a

tremendous opportunity for you to educate and update the Asian travel trade who are selling your product, or to increase your exposure with the Asian travel trade.

Event date	July/August 2006
Venue	Singapore and Malaysia
Eligibility requirements	Selection criteria are set by Tourism Australia and can be found on www.tradeevents.australia.com . This event is most suited to South Australian operators who are already active in the international market.
Opportunity available	Every two years
Cost	To be advised – in 2004 costs were \$3000 – \$3500.
Booking deadline	Approximately three months before the start of the event
Booking requirements	Please register online at www.tradeevents.australia.com
Payment arrangements	Tourism Australia will invoice you for the registration fee
Contact	For more information please contact the Marketing Coordinator – Asia and Japan, phone (08) 8463 4603 or email portway.peter@saugov.sa.gov.au

OzTalk North America

OzTalk North America is a trade show where Australian operators train North American wholesale reservation sales staff who are actively promoting and selling Australia. The event

consists of an in-depth weekend involving product-training presentations designed to keep staff informed on new and exciting export-ready product.

Event date	August 2006
Venue	Los Angeles, United States
Eligibility requirements	South Australian operators who have attended ATE and who are already packaged by American wholesalers (not essential but highly recommended), and are registered on SAATDW.
Opportunity available	Annually, usually in August
Cost	The 2005 registration fee was US\$3000. Fees for 2006 to be advised.
Booking deadline	Usually a minimum of five months before the event
Booking requirements	Please register online via www.oztalknorthamerica.com
Payment arrangements	The SATC will invoice you for the registration fee.
Contact	For more information, please contact the Marketing Coordinator New Zealand and Americas, phone (08) 8463 4657, email white.rebecca@saugov.sa.gov.au or visit www.oztalknorthamerica.com

Malaysian International Travel Fair (MITF)

The Malaysian International Travel Fair is the largest consumer show in Malaysia. Consumers look for travel bargains and make bookings at the show, providing a great opportunity for you to gain exposure for your product.

Event date	March 2006
Venue	Kuala Lumpur, Malaysia
Eligibility requirements	South Australian operators who are already active in the international market or are ready to start targeting international markets, and are registered on SAATDW.
Opportunity available	Annually in March
Cost	Participation at MITF only available in conjunction with participation at NATAS (see below). Combined cost for both is approximately \$2000.
Booking deadline	31 December 2005
Booking requirements	You are required to complete a registration form, which is available from the Marketing Coordinator – Asia and Japan.
Payment arrangements	The SATC will invoice you for the participation fee
Contact	For more information please contact the Marketing Coordinator – Asia and Japan, phone (08) 8463 4603 or email portway.peter@saugov.sa.gov.au

National Association of Travel Agents Singapore Travel Fair (NATAS)

The National Association of Travel Agents Singapore Travel Fair is the largest consumer show in Singapore. Consumers look for travel bargains and make travel bookings at this show, which provides a great opportunity for you to gain exposure for your product.

Event date	March 2006
Venue	Singapore
Eligibility requirements	South Australian operators who are already active in the international market or are ready to start targeting international markets, and are registered on SAATDW.
Opportunity available	Annually in March
Cost	NATAS only – approximately \$1500; or both NATAS and MITF (see above) for approximately \$2000.
Booking deadline	31 December 2005
Booking requirements	You are required to complete a registration form, which is available from the Marketing Coordinator – Asia and Japan.
Payment requirements	The SATC will invoice you for the participation fee
Contact	For more information please contact the Marketing Coordinator – Asia and Japan, phone (08) 8463 4603 or email portway.peter@saugov.sa.gov.au

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

Summary				
Opportunity	Page No.	Event or Release Date	Opportunity Available	Booking deadline
Getting Started				
SA Australian Tourism Data Warehouse (SAATDW)	4		Ongoing	None
ConnectSA	5	Begins in June 2005	Ongoing	
National Tourism Accreditation Program	6		Ongoing	None
Tourism Development	7			
Business Development	7		Ongoing	
Industry Advice Kit	7		Ongoing	
Business Planning Template	7		Ongoing	
Interactive Pricing Calculator	7		Ongoing	
Tourism Operator Business Education	7	Various dates – refer to www.tobe.com.au	See www.tobe.com.au	Vary – visit www.tobe.com.au
Ecotourism Accreditation	7		Ongoing	
Decipher	7		Ongoing	
SATC Media Gallery	8		Ongoing	
Regional Visitor Guides	9			
Adelaide Visitor Guide	10	Annually in April	September/December	To be confirmed
Adelaide Hills Visitor Guide	10	Annually in December	Annually in July /August	To be confirmed
Barossa Visitor Guide	10	Annually in October /November	Annually in May /June	To be confirmed
Clare Valley Visitor Guide	10	Annually in May	Annually in January	To be confirmed
Eyre Peninsula Visitor Guide	10	Annually in December	Annually in June /July	To be confirmed
Fleurieu Peninsula Visitor Guide	10	Annually in October/November	Annually in May	To be confirmed
Finders Ranges and Outback Visitor Guide	11	Annually in February	Annually in September	To be confirmed
Kangaroo Island Visitor Guide	11	Annually in March	Annually in November/December	To be confirmed
Limestone Coast Visitor Guide	11	Annually in November	Annually in August	To be confirmed
Murraylands Visitor Guide	11	Annually in March	Annually in November/December	To be confirmed
Riverland Visitor Guide	11	Annually in February	Annually in August	To be confirmed
Yorke Peninsula Visitor Guide	11	Annually in December	Annually in July	To be confirmed
South Australian Shorts	12	Release date February 2006	Annually around May and June	30 June 2005
South Australian Holidays	13	Release date April 2006	Annually around May and June	30 June 2005
Niche market publications and websites				
South Australian Nature	14	To be advised	To be advised	To be advised
Yurrebilla Trail Product and Services Guide	15	Release date August 2005	Biennially	June 2005
Adelaide's Wildlife Trail	15	Release date December 2005	Biennially	July 2005
South Australian Trails Publications and website	16	Varies for each publication Website ongoing	Ongoing	Varies for each publication
Dive Tourism Website	17	Ongoing	Ongoing	
Grants and Funding				
Regional Events and Festivals Program	18		Annually	Submissions close 31 March 2006
Meet the Waders Coorong Festival	18	September – November 2006	Annually from September to November	Applications close end of June 2005
Tourism White Paper Funding Opportunities	19	Annually	Annually	Check websites on page 19
Tourism Development Fund	19	Annually	Annually	Applications close on 28 April 2006
National Ecotourism Conference	19	November 2005	Annually	September 2005
Promoting your Product Nationally				
South Australian Specialist Retail Agents (SAS Agents)	21		Ongoing	
SAS and Trade Newsletters	21		Quarterly	
Advertising and Direct Marketing	22			
Domestic Direct Marketing Activity	22		Ongoing	
Wine and Food Tourism Cooperative Marketing Program	22	2005/06 financial year	Duration of program	Expressions of interest by 22 July 2005
Nature-Based Tourism Cooperative Marketing Program	23	2005/06 financial year	Duration of program	Registrations of interest by 22 July 2005

Summary				
Opportunity	Page No.	Event or Release Date	Opportunity Available	Booking deadline
Public Relations and Media				
Electronic and print media	24		Ongoing	
The Word Around	24		Monthly	Information required by the 15th of the previous month
Fast Track	24		Weekly	Information required at least two weeks before the event
Dealing with the media	24		Ongoing	
South Australian Tourism Awards	25	11 November 2005	Annually	Nominations close 24 June 2005 Submissions close 22 August 2005
Trade and Consumer Shows				
AFTA/Advertiser Holiday Expo – The Shorts Shop	26	Held annually in February	Annually in September	End of October
Go Global				
Talk to International Travel Trade				
SA Product Manual	28	Release date April 2006	Annually June	30 June 2005
Newsletters to International Inbound Tour Operators	29		Quarterly	
International e-newsletters and media updates	29	Ongoing	Ongoing	
Advertising				
Singapore Major Tactical Campaign	30	December/January	Annually in October	Early October each year
Workshops and Forums				
Trade and International Marketing Team Briefings	31		Monthly	
Industry Forum	31	Mid to late November 2005	Annually	Usually one month before the event
Talk SA	32	3-4 August 2005	Annually in the second half of the year.	29 July 2005
Discover SA	32	February 2006 – dates to be advised	Annually	Usually two months before the event
Trade and Consumer Shows				
Trade Show Subsidies	33	Ongoing	Ongoing depending on the relevant trade show	
Australian Tourism Exchange (ATE)	34	16-23 June 2006	Annually	Six months before the event
India Travel Mission	34	19-23 September 2005	Annually in September	Approximately three months before the event
Australian Travel Mission to China	35	31 October to 3 November 2005	Annually in October/November	Approximately three months before the event
China International Travel Mart (CITM)	35	November 2005	Annually in November	Approximately three months before the event
Japan Australia Mission (JAM)	36	February 2006	Annually in February	Approximately three months before the event
OzTalk New Zealand	36	February 2006	Annually in February/March	August 2005
Internationale Tourismus Borse (ITB)	37	8-12 March 2006	Annually in March	Usually six months before the event
Discover Australia	37	May 2006	Annually in May	Will be advised two months before the event
OzTalk South East Asia	38	July/August 2006	Every two years	Approximately three months before the event
OzTalk North America	38	August 2006	Annually, usually in August	Usually a minimum of five months before the event
Malaysian International Travel Fair (MITF)	39	March 2006	Annually in March	31 December 2005
National Association of Travel Agents Singapore Travel Fair (NATAS)	39	March 2006	Annually in March	31 December 2005
Travel Industry – Self-Famil Program	40	Ongoing	Ongoing	Varies for each market
Cruise Ship Retail Village	40	October – March	Annually in May	1 July 2005
Brand Australia				
Marketing Mix Builder	41		Ongoing	
Australian Tourism Export Council (ATEC)	41		Ongoing	