

TOURISM WESTERN AUSTRALIA

TRADE READY INTRODUCTION
PROGRAM 2024

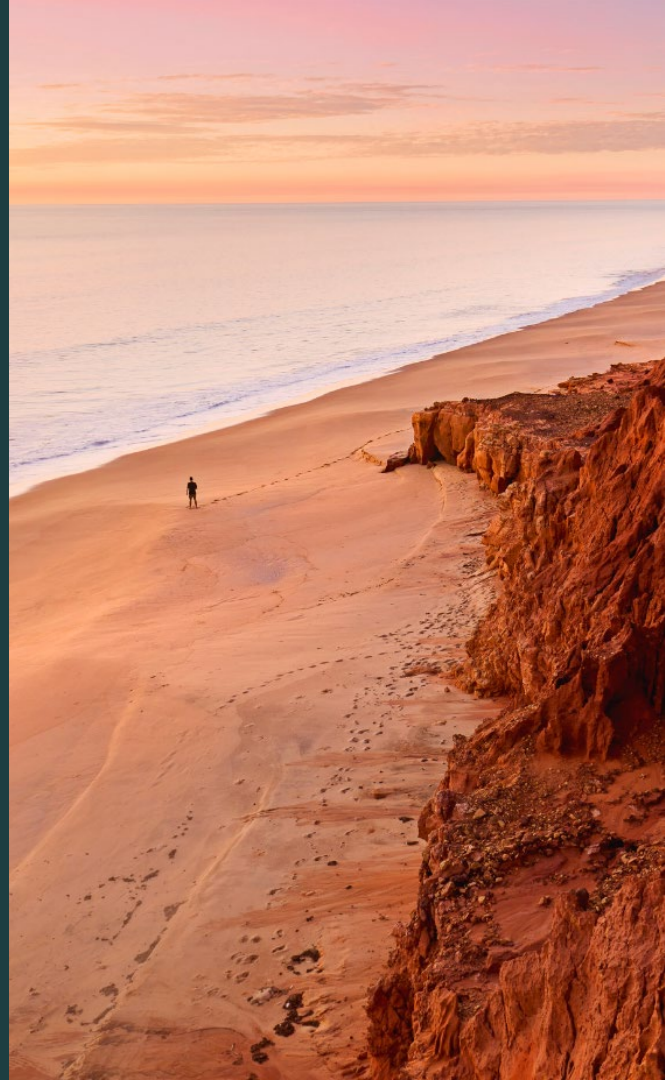


ACKNOWLEDGEMENT OF COUNTRY

Tourism Western Australia acknowledges Aboriginal peoples as the traditional custodians of Western Australia and pay our respects to Elders past and present. We celebrate the diversity of Aboriginal West Australians and honour their continuing connection to Country, culture and community. We recognise and appreciate the invaluable contributions made by First Nations peoples across many generations in shaping Western Australia as a premier destination.

OVERVIEW

1. Program Description
2. Program Benefits
3. Additional Financial Assistance
4. Eligibility Requirements
5. Selection Criteria
6. Selection Process
7. Reporting Requirements
8. Key Dates
9. How to Apply
10. Terms and Conditions
11. Contact Information
12. Frequently Asked Questions



PROGRAM DESCRIPTION

Tourism Western Australia invites expression of interest applications from industry operators to participate in the WA Trade Ready Introduction Program (TRIP).

2024 will mark the inaugural year of this new initiative, with the purpose of the program to introduce tourism operators that are trade ready and have had limited or no face-to-face engagement with out of state trade. The program will assist operators in the facilitation of trade B2B opportunities as they work to grow contracting relationships with buyers in the domestic and international markets.

Involvement in the program spans a three-year period and will include opportunities such as:

- Attendance at the Australian Tourism Exchange (ATE) and other conferences/events (as approved by event organisers);
- Attendance at TWA Roadshows (either domestically or internationally), the WA Cruise Exchange and other tourism roadshow events;
- Trade and industry networking opportunities;
- Inclusion in WA destination showcases and familiarisation tours (where applicable)

PROGRAM BENEFITS

YEAR 1

100% CONTRIBUTION

In the first year, program participants will be awarded financial support of up to \$6,700 to cover costs of attendance at trade events such as the annual Australian Tourism Exchange (collective registration), attendance at select industry conferences that have an appointment stream (such as ATEC Meeting place, etc) a Tourism WA roadshow, WA Cruise Exchange or Tourism Australia Marketplace, covering 100% of registration costs.

YEAR 2

75% CO-CONTRIBUTION

In the second year, program participants will be awarded financial support of up to \$5,025 to cover costs of attendance at trade events such as the annual Australian Tourism Exchange (collective registration), attendance at select industry conferences that have an appointment stream (such as ATEC Meeting place, etc) a Tourism WA roadshow, WA Cruise Exchange or Tourism Australia Marketplace, covering 75% of registration costs.

YEAR 3

50% CO-CONTRIBUTION

In the third and final year, program participants will be awarded financial support of up to \$3,350 to cover costs of attendance at trade events such as the annual Australian Tourism Exchange (collective registration), attendance at select industry conferences that have an appointment stream (such as ATEC Meeting place, etc) a Tourism WA roadshow, WA Cruise Exchange or Tourism Australia Marketplace, covering 50% of registration costs.

Forming part of the WA TRIP, Tourism WA is proposing to host a WA Trade Expo every three years to showcase new and existing trade ready product to global buyers. Buyers will be invited to visit Western Australia for B2B meetings with Sellers and to experience pre and post familiarisation tours. Operators that participate in the WA TRIP will be given priority to participate in the WA Trade Expo.

ADDITIONAL FINANCIAL ASSISTANCE

Beyond year one of the program, additional financial assistance may be available through Austrade's EMDG Scheme for international marketing activities undertaken by small and medium size businesses.*

Financial assistance is available to eligible West Australian based small and medium-sized enterprises for the purpose of developing new national and international markets.

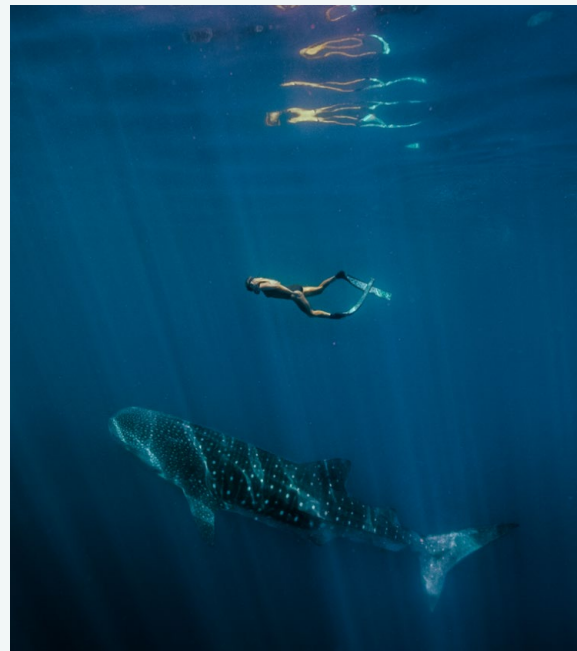
The Austrade administered Export Market Development Grant (EMDG) scheme is a key Australian Government financial assistance program for aspiring and current exporters. The scheme supports a wide range of industry sectors and products, including and of particular note, inbound tourism.

The EMDG scheme:

- Encourages small and medium sized Australian businesses to develop export markets.
- Reimburses up to 50% of eligible export promotion expenses above \$5,000 provided that the total expenses are at least \$15,000.

For more information on the EMDG please refer to the Austrade website or contact 13 28 78.

**EMDG Scheme funding subject to continuation of Austrade program to be confirmed.*



ELIGIBILITY REQUIREMENTS

Businesses will be assessed on their capability to meet the below eligibility requirements and by meeting key deadlines:

- Be a West Australian owned and operated tourism business, with headquarters in WA.
- Be able to provide evidence of holding public liability insurance to a minimum of \$10 million.
- Have product that is suitable for the domestic and/or international markets that will contribute to driving visitation to Western Australia.
- Have had limited or no face-to-face engagement with trade via industry events, conferences and trade missions, for example ATE, ATEC Meeting Place, Tourism Australia Marketplace, etc.
- Be able to demonstrate long-term commitment and operational stability to selling in the domestic and international markets.
- Be able to demonstrate Tourism as the primary focus of your business operations.
- Be available to commit to the program for the minimum duration of three years.
- Be able to demonstrate marketing activities in the intrastate market (this can include association and activity with your relevant RTO/Visitor Centre). Please submit a copy of your current marketing plan with your application.
- Presence and engagement through social media platforms such as Facebook, Instagram and LinkedIn.
- An existing website with an online booking platform.
- Have product with scheduled availability and have an existing, or be willing to develop, a rate sheet for trade, with a minimum commission structure of 25%.

SELECTION CRITERIA

To be considered as a participant for the program, you must demonstrate how you meet the selection criteria and provide the necessary information by the key dates specified. All applications will be considered on a case-by-case basis. You will need to address the following questions as part of the application process:

- Please explain and demonstrate how you meet the eligibility criteria. (Please include a copy of your current marketing plan)
- Why do you want to be involved in this program ? (Max 300 words) Please explain what you hope to achieve by being involved with the WA Trade Ready Introduction Program.
- What is your current understanding of trade distribution and working in the domestic and international markets? Please identify if you have any previously established trade relationships. (Max 500 words)
- As a three-year joint funding commitment is required, please provide details of your ability to commit to this program. (Please include a copy of your business plan)

Considerations:

- We recognise that many tourism operators deliver big results with small teams. Please consider the impact on your business if you will be attending a trade event/conference for up to 5 days and outline your plan to continue operation during a period where you may be away for a number of days. We also ask for consideration of the co-contribution amounts required and evidence that this has been accounted for in your budget.
- Current association memberships and accreditations with an industry body (e.g. BE Perth, ATEC, TCWA, WAITOC, RTOs) will be highly regarded. Please ensure you highlight this in your application.
- It will be a requirement of the program to have completed by 31 December 2023, the Tourism Council WA's Accessible Tourism and EcoStar Accreditation and/or the Ecotourism Australia's Strive 4 Sustainability Scorecard.

SELECTION PROCESS

The EOI is a competitive process and applicants will be evaluated by a panel, appointed by and including, representatives from Tourism Western Australia. This program will have limited annual intake.

Successful candidates are required to commit to participate in the program over a three-year period.

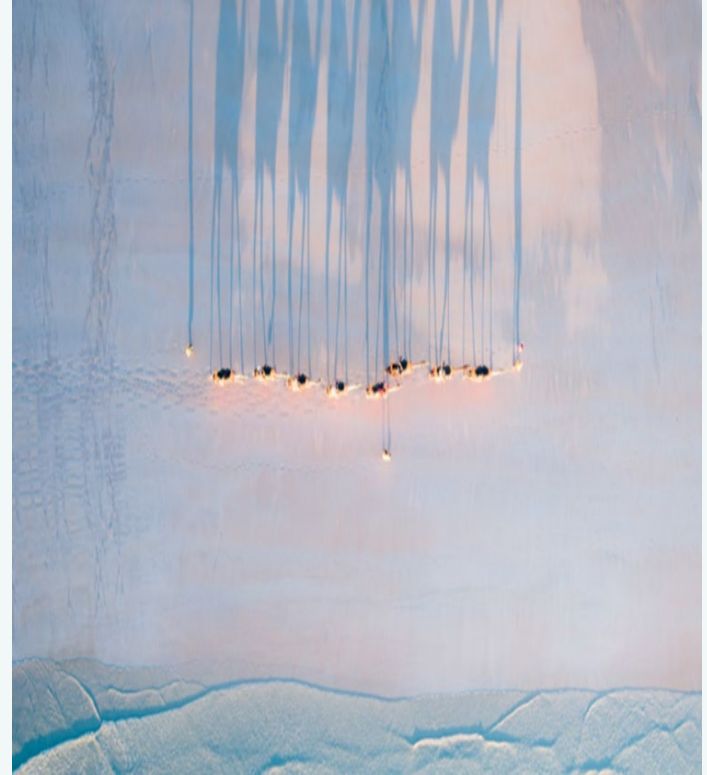
All applicants will receive a letter of outcome.



REPORTING REQUIREMENTS

Participants of the program will be required to report and provide feedback on the program, including but not limited to:

- Results from attendance at trade events, for example:
 - Media exposure
 - Value of resulted bookings
 - Formed partnerships
- Financial acquittal of Tourism WA contributed funds
 - Evidence of payment for event registrations, etc.
- Completion of an annual survey





KEY DATES

Applications Open:

Monday 2 October 2023

Applications Close:

Friday 3 November 2023

Successful Applicants Announced by:

Monday 4 December 2023

HOW TO APPLY

Eligible tourism businesses are invited to submit an expression of interest (EOI) electronically by completing the **online application form** by 5pm AWST on Friday 3 November 2023. Late submissions are unable to be accepted.

Your application should include the documents/evidence requested as part of the selection criteria.

Should you have any questions regarding the application process, please contact the Partnerships and Industry Team at Tourism Western Australia by emailing industry@westernaustralia.com

[APPLY NOW](#)

TERMS AND CONDITIONS

By applying to participate in the WA Trade Ready Introduction Program, tourism operators agree to abide by these terms and conditions.

1. To meet product demand in domestic and international markets, and to showcase the diversity of Western Australian tourism product, Tourism Western Australia (Tourism WA) reserves the right to assess all applications on a case-by-case basis, determining final operator participation for the program, with Tourism WA's decision being final.
2. Accepted operators can only represent the business that has applied and been accepted to participate in the program, unless approval is provided by Tourism WA.
3. Submission of an EOI application does not guarantee participation in the program. Where warranted, a business may be accepted into the program in year two or three, at the discretion of Tourism WA.
4. Tourism WA will pay participating businesses the annual agreed amount at the beginning of each year of the agreement. Tourism operators agree to acquit the funds at the end of the year upon Tourism WA's request in line with reporting requirements.
5. Operators that are already receiving funds as part of a Tourism WA program will not be eligible to participate in TRIP.
6. Operators must be able to commit to the three-year program. Should an operator's circumstances change that inhibits their participation for the entire three-year duration, notification must be given in writing to Tourism WA with supporting evidence for the reason they can no longer participate in the program.
7. Operators will be selected by a panel, appointed by and including, representatives from Tourism Western Australia. The panel may consult with Tourism WA's Regional Tourism Organisation (RTOs) partners for feedback on applicants during the selection process.
8. Operators accepted into the program will be required to produce financial statements relating to program expenses upon the request of Tourism WA.
9. Funds contributed by Tourism WA for attendance at a trade event cannot be attributed towards any travel costs. If travelling for a Tourism WA Road Show, a subsidy may be provided as part of the Roadshow program.
10. Tourism WA will work with successful applicants to develop a program budget identifying the appropriate program benefits relevant to their business. Benefits of the program are to be agreed upon by both parties, the operator and Tourism WA.
11. It will be a requirement of the program to have completed by 31 December 2023, the Tourism Council WA's Sustainability and Accessibility programs and/or the Ecotourism Australia scorecard, if they haven't already.
12. Attendance at trade events will be based upon the approval of the event organisers, which may be out of the control of Tourism WA. If an operator is denied to attend a trade event, Tourism WA will work with the operator to identify a different, but applicable, opportunity.
13. Participants of the program may be accepted into any year of the program, dependent on participant numbers, which will be determined by and at the discretion of Tourism WA.
14. Each operator hereby warrants that the information supplied to Tourism WA is and will remain true, correct, reliable and current and neither misleading nor deceptive and that the publication of such information will not contravene any laws including the Competition and Consumer Act 2010 (Cth) and Fair Trading Act 2010 (WA).
15. These terms and conditions are governed by the laws of Western Australia irrespective of the place of residence of any Operator.

An underwater photograph showing a diver in the middle ground and a large whale shark in the foreground. The water is clear blue, and light rays are visible. The diver is wearing a mask and fins. The whale shark is covered in white spots and stripes.

CONTACT US

If you have any queries about the program or the application process and its criteria, please don't hesitate to contact our team!

Tourism WA Partnerships and Industry
industry@westernaustralia.com

FREQUENTLY ASKED QUESTIONS

1. How will it be determined which trade events I can attend?

Successful applicants will meet with Tourism WA to determine the market segmentation of their product. A budget and plan will be developed, identifying the appropriate trade events the operator can register to attend. If the operator isn't accepted to attend a trade event, another relevant event will be identified.

2. Can I use the funds to attend conferences or training?

No, the funds can only be used to cover the registration costs of trade events agreed upon with Tourism WA.

3. Do I need to commit to all three years of the program?

Yes, it is a requirement to commit to the duration of the program. Applicants will need to demonstrate how they plan to commit to the three-years, demonstrating this in their business plan.

4. Can I use the funds for travel expenses?

No, funds cannot be used for travel expenses. If the operator applies to attend a Tourism WA roadshow, a travel subsidy might be provided as part of the roadshow program.

5. Can I transfer the funds to another business?

No, funds must be used for and by the business accepted into the program. The operator will be required to acquit the funds and provide evidence of spent Tourism WA monies.

6. Can I still apply if I have previously attended an interstate or international trade event?

Yes, you can still apply, however operator's must have had limited engagement with trade. Depending on an operator's level of experience in market, operators may be accepted into the program in years 2 or 3, at Tourism WA's discretion.

7. Can I apply for this program if I am already receiving funding through another Tourism WA business support program?

No, an operator must not be receiving funds from Tourism WA as part of another business support program.

For further clarification on the conditions of the program, please contact industry@westernaustralia.com