



VISITCANBERRA AND ATEC EXPORT READY ACCELERATOR PROGRAM 2019/20

VisitCanberra is once again partnering with the Australian Tourism Export Council (ATEC) to deliver an Export Ready Accelerator Program for Canberra tourism businesses. Now in its third year, the Program provides a learning pathway for tourism businesses who are interested in exploring opportunities in the international tourism sector.

The program will be delivered through ATEC's nationally recognised training program. Selected tourism businesses will be supported through a learning pathway of dedicated workshops and events, providing the know-how for creating an international tourism plan.

VisitCanberra will sponsor this development opportunity for up to six tourism businesses who are committed to building international-readiness.

Benefits to your business

- Learn the structure of the international tourism distribution system and how to engage with different trade partners.
- Learn about the commercial aspects of international tourism and how to create an informed international tourism plan for your business.
- Learn how to best pitch your product in a tourism business-to-business setting.
- Access some of the most important events on the Australian inbound tourism business-to-business calendar.
- Begin to build networks and promote your business to distribution partners.
- Gain recognition through ATEC and VisitCanberra as being internationally-ready.
- Discovery Membership with ATEC until 30 June 2020.

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Program

The learning program will take place from December 2019 to May 2020 and will include the following workshops and events:

Workshop/Event	Details	Costs
Introduction to ATEC and your Discovery Membership	What: Individual call with ATEC. When: W/C 9 December 2019	Nil
ATEC ACT Branch Event: to welcome participants and provide connection to ATEC members	When: December 2019 (date TBC) Location: Canberra	Nil
Introduction to Inbound (Webinar): an introduction to inbound tourism and understanding the travel distribution system	What: Online workshop When: 3 x consecutive sessions on 5, 12 and 19 February 2020, time TBC Duration: 2 hours per session	Participation costs covered by VisitCanberra
Rates and Contracting for Profit (Webinar): understanding rates and negotiation in more detail	What: Online workshop When: 4 March 2020 Duration: 2 hours	Participation costs covered by VisitCanberra
Mastering Tradeshows (Webinar): Best practice in understanding how to sell your product in a B2B workshop	What: Online workshop When: 18 March 2020 Duration: 2 hours	Participation costs covered by VisitCanberra
Attendance at ATEC's Inbound Tour Operator event: Pitch your product to Inbound Tour Operators and network	What: Trade Event When: April 2020 (date TBC) Location: Sydney Duration: Full-day event	Accommodation and travel at your own expense
Progress meeting with ATEC	What: Individual call with ATEC When: May 2020 Duration: 30 minutes	



Eligibility Criteria

- Tourism should be a key focus of your business.
- You should be a new business that has not yet engaged in the international tourism space, or is in the early stages of doing so.
- You must have your own website and/or availability for your product or service to be booked and distributed through international channels.
- You must represent a product that can be commissionable at the appropriate industry levels (up to 30%).
- You must be committed to attending all workshops and events in the program without exception. This includes an event in Sydney where travel will be at your own cost.
- You must have public liability insurance to a minimum of \$20,000,000.

Selection Process

- VisitCanberra reserves the right to select the appropriate products, based on the eligibility criteria.
- If the number of interested companies exceeds the number of places, VisitCanberra has the right to apply its discretion to select a balanced mix of products and services represented in the program (e.g. a mix of tours, attractions, experiences, accommodation etc).





Terms of Participation

- You must participate in all scheduled workshops and events in the program without exception.
- It is preferred that you nominate one representative from your business to complete the program in its entirety.
- The workshops and events are not interchangeable amongst employees in your business unless otherwise approved by VisitCanberra.
- If a compulsory event or workshop is not attended, VisitCanberra reserves the right to terminate your participation in the program.
- Participation in the program includes attendance at an event in Sydney. Travel expenses including any flights and accommodation are at your own cost.
- Participants must complete post module surveys in order to progress through the program.
- ATEC Discovery Membership will be valid through to 30 June 2020.
- Members cannot extend ATEC Discovery membership beyond 30 June 2020. Once all milestones are complete your business is recognised as internationally-ready and you are eligible to upgrade to full ATEC membership at your own discretion and cost.
- Discovery members will be provided with a database of all buyers they meet at the included program of events. The full ATEC member database service is available only to full ATEC members.

Expression of Interest

If you would like to be considered for the Export Ready Accelerator Program, please complete the following expression of interest and return it to Donna Ciaccia, Partnerships & Distribution Officer, by **Wednesday 4 December**.

Company name:	
Contact name:	
Contact address:	
Contact tel:	
Contact email:	
Website:	

I have read and understood the Selection Criteria and Terms of Participation

Signature:	Date
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Return to:

E: donna.ciaccia@act.gov.au

T: 02 6205 0622



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