

# VisitCanberra Pathway to Trade Ready program



VisitCanberra is excited to introduce our new **Pathway to Trade Ready** program for Canberra tourism businesses. This program provides a comprehensive learning pathway paired with tailored support, enabling businesses to identify inbound tourism opportunities, develop or refine their products for international markets, and effectively engage with distribution channels to reach international visitors.

Participating businesses will receive provisional membership with our partner, the Australian Tourism Export Council (ATEC), build valuable networks with industry and distribution partners, and have the opportunity to attend a guided walk through of Australia's largest inbound tourism event, Tourism Australia's Australian Tourism Exchange (ATE).

They will gain recognition through ATEC and VisitCanberra as being internationally trade ready and be supported to attend ATEC's largest B2B event, Meeting Place, as a seller organisation in 2025.

VisitCanberra will sponsor this development opportunity, valued at up to \$8000, for up to four businesses committed to entering the inbound marketplace.

**Expressions of interest will be open until 5pm Monday 16 December 2024.**

**APPLY NOW!**

# Benefits to your business

## Learn

- Insights into Australia's tourism marketplace and the opportunities it offers for your business
- Understanding the travel distribution system and strategies for engaging with various trade partners
- Techniques to identify and understand your potential customer bases, along with tailoring experiences to meet their needs
- Pricing strategies for profitability, including creating rate agreements and contracting for distribution
- Effective engagement with trade partners to maximise sales efforts through distribution channels

## Experience

- Small group workshops in a collaborative learning environment
- Presentations and consultations with subject matter experts
- Networking with industry colleagues and opportunities for collaboration
- A guided walkthrough of Australia's largest annual business-to-business tourism event, ATE25
- One-on-one business consultations and coaching

## Achieve

- Set clear and achievable inbound distribution goals for your business
- Develop or enhance an experience to attract more international customers
- Attend your first B2B trade event and connect with interested buyers at ATEC Meeting Place 2025



# Program

Workshop / Event	Details
<p><b>Workshop 1:</b> Introduction to the inbound marketplace and your future customers</p>	<p>What: Full day workshop When: 3 February 2025 Where: Canberra</p>
<p><b>Workshop 2:</b> All about distribution and bookability</p>	<p>What: Full day workshop When: 24 February 2025 Where: Canberra</p>
<p><b>Workshop 3:</b> Working with inbound &amp; building exceptional experiences</p>	<p>What: Full day workshop When: 17 March 2025 Where: Canberra</p>
<p><b>Workshop 4:</b> Maximising your distribution efforts</p>	<p>What: Full day workshop When: 7 April 2025 Where: Canberra</p>
<p><b>Group session:</b> Intro to B2B events and the Australian Tourism Exchange</p>	<p>What: 1 hour group session When: 14 April 2025 Where: Canberra - In person or online</p>
<p><b>Experience:</b> ATE Day Pass Experience (optional)</p>	<p>What: Full day experience When: 28 April 2025 Where: Brisbane Convention Centre</p>
<p><b>Group session:</b> Planning your own path</p>	<p>What: 1 hour group session When: May 2025 Where: Canberra - In person or online</p>
<p><b>One on one business consultations</b></p>	<p>What: 1 hour individual consultation When: May 2025 Where: Canberra - In person or online</p>
<p><b>Ongoing group check ins and support</b> (2 x group check ins and 2 x one-on-one meetings minimum)</p>	<p>When: May to September 2025 Where: Canberra - In person or online</p>
<p><b>ATEC Meeting Place</b></p>	<p>When: TBC October/November 2025 Where: Location to be announced</p>

## Participating businesses will receive the following support from VisitCanberra valued at up to \$8000 per organisation :

- ATEC Provisional Membership November 2024 – June 2025
- 4 x full day workshops
- Subject matter expert presentations and group sessions
- ATE25 Day Pass Program for up to 2 people
- One on one consultations & coaching
- Access to tailored support tools & resources
- Access to Team CBR Inbound Group quarterly sessions
- Subsidy for ATEC Meeting Place 2025 seller registration (up to \$1000 per organisation)
- Subsidy for ATEC full membership July 2025 – June 2024 (up to \$1000 per organisation)
- Optional events:
  - Subsidy for ATEC Meeting Place 2026 seller registration (up to \$1000 per organisation )
  - Subsidy for ATE26 seller registration (up to \$1500 per organisation)
  - Subsidy for ATEC Explore ACT/NSW 2026 seller registration ( up to \$1000 per organisation)

## Commitment required from participating businesses:

- Attend 4 x workshops outlined above
- Attend group sessions and meetings outlined above
- Complete all learning modules and event surveys
- Attend ATEC's Meeting Place 2025 as a seller organisation
- Cover any additional registration costs for ATEC Meeting Place 2025 over and above subsidy (anticipated cost of \$800 per organisation)
- Cover any travel and accommodation expenses associated with attending ATEC Meeting Place 2025
- Cover travel and accommodation expenses for attending ATE25 day pass program (optional)
- Cover any additional registration costs, as well as any travel and accommodation expenses, for attending optional events (ATEC Explore ACT & NSW 2026, Australian Tourism Exchange 2026, and/or Meeting Place 2026)

# Eligibility Criteria

- You are an ACT based tourism business.
- You have a current Australian Tourism Data Warehouse listing.
- You are **not** already a member of the Australian Tourism Export Council (ATEC).
- You are bookable online.
- Tourism is a key focus of your business, and you are an attraction, tour operator, or provider of tourism experiences. Please note that accommodation providers are ineligible for this program.
- You have not yet entered the inbound marketplace or are in the early stages of doing so.
- You are committed to collaborating with VisitCanberra and other industry experts to work with inbound distribution channels.
- You have a product or are committed to developing one by July 2025, that can be commissionable at the appropriate industry levels (up to 30%).
- You are committed to attending all workshops, meetings, and required events.

# Selection Process

- Applicants must complete the [Expression of Interest](#) form on or before 5pm Monday 16 December 2024
- VisitCanberra reserves the right to select the appropriate products based on the eligibility criteria and EOI submission
- 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 and fill inbound product gaps for the ACT (e.g. a mix of tours, attractions, experiences, etc)

## Terms of participation

- A primary participant must be nominated to represent your business and complete the program in its entirety.
- A second participant may be nominated to participate in and complete the education elements of the program. Note that subsidies for event attendance are set per organisation and will not be increased if additional delegates attend.
- Participants are required to attend all scheduled workshops, compulsory events, and meetings, except in exceptional circumstances.
- Workshops and events are not interchangeable among employees within your business unless otherwise approved by VisitCanberra.
- Participation in the program includes attendance as a seller organisation at ATEC's Meeting Place event in 2025 (MP25), VisitCanberra will cover up to \$1000 of the registration fee per participating business. Any additional registration costs, as well as travel expenses including any flights and accommodation, will be the participant's responsibility.
- The Australian Tourism Exchange (ATE) Day Pass program is optional for program participants. This event will take place in Brisbane and travel expenses, including accommodation and flights, will be the participant's responsibility.
- Participants must complete all modules and event surveys to progress through the program.
- ATEC Provisional Membership, funded by VisitCanberra, will be valid through to 30 June 2025. This provisional membership cannot be extended beyond June 2025.
- Upon completion of the required milestones and availability of an inbound trade product, businesses will be eligible to upgrade to full membership. For eligible participating businesses, VisitCanberra will cover up to \$1,000 of the July 2025 to June 2026 membership fee.
- Participating businesses must complete registration for Meeting Place by 31 July 2025 or by the MP registration cutoff date, whichever is earlier. If a business is not eligible or becomes unable to attend MP25, VisitCanberra reserves the right to terminate or defer your participation in the program.
- If a compulsory milestone is not met, or if a compulsory event, workshop, or meeting is not attended, VisitCanberra reserves the right to terminate your participation in the program.
- Subsidies for attendance at additional trade events are available as outlined in the program and are optional. Any additional registration costs over and above the stated subsidies, as well as travel expenses including any flights and accommodation, will be the participant's responsibility. VisitCanberra reserves the right to withdraw additional subsidies.

**APPLY NOW!**