

An aerial photograph of a beach with reddish-brown sand. The top half of the image shows the beach with several sets of parallel tire tracks. The bottom half shows the ocean with waves breaking onto the shore, creating white foam. The text is centered over the beach area.

TOURISM WESTERN AUSTRALIA

TRADE READY INTRODUCTION
PROGRAM 2025



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.

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PROGRAM DESCRIPTION

Tourism Western Australia invites expression of interest applications from tourism operators for the 2025 intake into the Tourism WA Trade Ready Introduction Program (TRIP).

TRIP was established in 2024 with the aim to assist operators who are ready to expand their business into interstate and international markets through the facilitation of B2B trade engagement opportunities as they work to grow contracting relationships with buyers.

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

- Attendance at the Australian Tourism Exchange (ATE);
- Attendance at other in-market tourism trade events (such as Tourism Australia Marketplace, ATEC Meeting Place, G'Day Australia, etc);
- Attendance at TWA Roadshows (either domestically or internationally), the WA Cruise Exchange and other Tourism WA events;
- Trade and industry networking opportunities;
- Inclusion in WA destination showcases and familiarisation tours (where applicable)

*Note, trade event opportunities are dependent on being accepted by the event organiser and prior approval from Tourism WA is required to access TRIP financial support.

PROGRAM BENEFITS

YEAR 1

100% CONTRIBUTION

In the first year of participating in the program, participants will be awarded financial support of up to \$6,700, covering 100% of registration costs to attend trade events such as the annual Australian Tourism Exchange (under a shared registration), attendance at select industry conferences that have an appointment stream (such as ATEC Meeting Place) a Tourism WA Roadshow, WA Cruise Exchange and/or a Tourism Australia Marketplace event.

YEAR 2

75% CO-CONTRIBUTION

In the second year of participating in the program, participants will be awarded financial support of up to \$5,025, covering 75% of registration costs to attend trade events such as the annual Australian Tourism Exchange (under a shared registration with the option to apply for a full registration at own cost), attendance at select industry conferences that have an appointment stream (such as ATEC Meeting Place) a Tourism WA Roadshow, WA Cruise Exchange and/or a Tourism Australia Marketplace event.

YEAR 3

50% CO-CONTRIBUTION

In the third and final year of participating in the program, participants will be awarded financial support of up to \$3,350, covering 50% of registration costs to attend trade events such as the annual Australian Tourism Exchange (under a shared registration with the option to apply for a full registration at own cost), attendance at select industry conferences that have an appointment stream (such as ATEC Meeting Place) a Tourism WA Roadshow, WA Cruise Exchange and/or a Tourism Australia Marketplace event.

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

Terms and Conditions apply. Tourism WA will work with successful applicants to develop a program budget identifying the appropriate program benefits relevant to their business.

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. Please submit a copy of current certificate with your application.
- 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 duration of three years. Commitment includes financial commitment and time to travel and attend trade events, meetings and presentations relating to TRIP.
- 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.
- Have a business listing with the [Australian Tourism Data Warehouse \(ATDW\)](#)
- Presence and engagement through social media platforms.
- Have an existing website with a secure 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% for Wholesalers and Tourism WA's Key Distribution Partners. Rates can be negotiable for smaller Online Travel Agents and Retailers.

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 your business meets the eligibility criteria. (Please include a copy of your current marketing plan with your application)
- Why do you want your business to be involved in this program? Please explain what you hope to achieve by being involved with the 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.
- As a three-year joint funding commitment is required, please provide details of your ability to commit to this program financially and operationally. (Please include a copy of your current business plan with your application)

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 from your business for several 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.
- Participants accepted into the program must have completed by 31 December 2024 a sustainable tourism accreditation and an accessible tourism online assessment, if not already completed.

SELECTION PROCESS

- The expression of interest application process is competitive, and applicants will be evaluated by a selection panel, appointed by and including, representatives from Tourism Western Australia.
- Applicants will be assessed on the following:
 - Meeting the selection criteria and eligibility requirements
 - Product demand in the domestic and international markets
 - Ability to demonstrate their commitment to participate in the program over the three years
- All applicants will receive a notification of the outcome of their application.
- Intake into the program is limited and on an annual basis. Operators who have previously applied but were unsuccessful are welcome to apply again.



PROGRAM COMMITMENTS

Participants of the program will be required to commit to the following activities, including but not limited to:

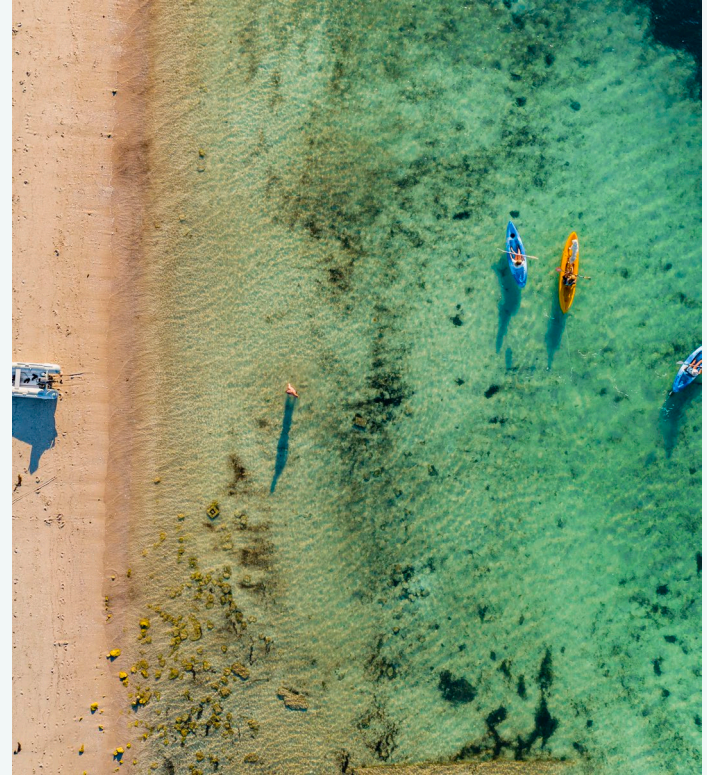
- Initial 1:1 meeting (online or in-person) with Tourism WA to discuss goals of the program and trade event opportunities for the calendar year – Jan/Feb
- Pre-scheduling ATE briefing - Feb/Mar
- Presentation to Tourism WA staff of trade product offerings – Mar/Apr
- Annual attendance at the Australian Tourism Exchange (ATE) – Apr/May
- Completion of a post ATE survey - May
- Completion of an end of year program results survey – Dec



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 a post ATE and end of year survey





KEY DATES

Applications Open:

Thursday 5 September 2024

Applications Close:

Friday 18 October 2024

Outcomes advised by:

Friday 6 December 2024

HOW TO APPLY

Eligible tourism businesses are invited to submit an Expression of Interest (EOI) application electronically by completing the **online application form** by 5pm AWST on Friday 18 October 2024. 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](#)

FREQUENTLY ASKED QUESTIONS

1. How will it be determined which trade events my business 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 and roadshows 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 entire duration of the program. Applicants will need to demonstrate how they plan to commit to the three-years, supporting this by providing a copy of their business plan.

4. Can I use the funds for travel expenses?

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

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 applicants must have had limited in person engagement with trade. Depending on an applicants' 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.

8. Can I apply for the program even if I have previously applied but was not successful?

Yes, operators who have previously applied are encouraged to apply again. The program is competitive with limited intake so unfortunately not all applicants will be successful but may be successful in future years.

9. How is it decided who is accepted into the program?

A selection panel assesses every application on a case-by-case basis, considering how their business meets the eligibility and selection criteria, how the applicant has demonstrated their commitment to the three-year program and if their product is in demand in domestic and international markets. Tourism WA global market managers also provide feedback on this.

10. What can I do to ensure my application is strong?

Ensure you address in your application how you meet the eligibility and selection criteria and provide all supporting documents as requested by the application deadline. Applicants are welcome to submit any further supporting evidence to bolster their application such as customer reviews.

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

WHAT THE 2024 TRIP COHORT HAVE TO SAY

"The business growth facilitated by this program has been outstanding. It has truly opened my eyes to what is possible, underscoring the saying 'you don't know what you don't know.' The personal growth has been equally significant, pushing me outside my comfort zone during preparation, the event, and follow-ups with new connections."

"I was unsure what value would be available, but it has opened my eyes to the opportunities this can create. Incredible for our small part of the world!"

"The work Jacqui and the team did to prepare TRIP operators was very beneficial and played a key role in guiding how to present and what to present."

"Meeting the right people with the right intentions means that a whole new world has opened up."

"Before becoming part of the TRIP program, I did not think that ATE is suitable for a small business owner like myself. Thanks for the guidance I received through the TRIP program I was well prepared for the event and knew what to expect from the event itself..."

"What was unexpected was the way the TRIP team came together to support each other, connect, and have a laugh, making the experience far better..."

"We would not have attended ATE this year if we weren't in the TRIP program. The cost of having our own booth, the planning required and the work in the lead up would not have been possible without the financial and mentoring support that the program offers."

"It was great to be introduced to the trade environment and ATE as part of a supportive 'team' of operators. There was a lot of positivity being shared, through TWA and operator colleagues."



2024 TRIP Cohort at ATE24

TERMS AND CONDITIONS

By submitting an Expression of Interest (EOI) to participate in the Tourism WA Trade Ready Introduction Program, tourism operators agree to abide by these terms and conditions.

Definitions

In these T&Cs unless the context otherwise requires:

- Program refers to the Tourism WA Trade Ready Introduction Program (TRIP)
- Activity refers to any event or activity forming part of the TRIP program
- Department means the Department of Jobs, Tourism, Science and Innovation
- Tourism WA means Tourism Western Australia
- State means the State of Western Australia.

Acknowledgements

1. Submitting an expression of interest application does not guarantee a place in the program.
2. Tourism WA reserves its right and absolute discretion to select applicants for the program.
3. You acknowledge that, if successful, your participation in the program may expose you to the risk of damage, loss or harm. You will not hold the State, the Department and Tourism WA responsible for any damage, loss or harm that occurs because of participation in the program.

No legal relationship

1. Nothing in these T&Cs shall imply the creation of any legal relationship between you, the Department and Tourism WA.
2. No party has the authority to make any representation or warrant or incur any obligation or liability on behalf of the other party, no indemnity, nor shall they make any representation to any third party.
3. The State, the Department and Tourism WA shall not have any responsibility or liability for the success or otherwise of the program. The State, the Department and Tourism WA shall not be liable for any losses suffered by an applicant in attending, or arising from, or in connection with program activities.

Privacy

1. By submitting an expression of interest, you agree to your personal information being collected by the Department and Tourism WA.
2. The Department and Tourism WA may also use or disclose your personal information for a purpose related to that for which it was collected, including communications about future programs of a similar nature.
3. The applicant consents to the collection and disclosure of their personal information by the department and any online platform use in connection with the program and declares that they are authorised to provide the personal information to third parties where applicable.
4. Your personal information will at all times be dealt with in accordance with the applicable legislation in Western Australia and consistent with any legal obligation, including legal obligations in the Privacy Act 1988, Freedom of Information Act 1992, and Financial Management Act 2006.

Promotion and acknowledgement

1. The Department and Tourism WA reserves the right to publicise the outcomes of the program and any feedback as a result of the applicant participating in the program.
2. If requested by the Department and Tourism WA, the applicant must acknowledge the support provided by the Department and Tourism WA in any relevant publicity undertaken by the applicant.

Code of Conduct

1. You must conduct yourself in a professional manner having regard to the intent of the program.
2. You must act ethically and within integrity when engaged in all activities associated with the program.
3. Maintain professional, respectful and positive behaviours and habits throughout the program.
4. When traveling under an activity forming part of the program, maintain behaviour in accordance with local customs, Treat colleagues and the public with respect and courtesy at all times.

TERMS AND CONDITIONS CONT.

Program requirements and applicant/participant obligations

1. To meet product demand in domestic and international markets, and to showcase the diversity of Western Australian tourism product, 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. The Department and Tourism WA reserves the right, in its sole and absolute discretion to cancel, postpone or modify activities within the program without any liability to the Department and Tourism WA.
3. Program participants can only represent the business that has applied and been accepted to participate in the program, unless approval is provided by Tourism WA.
4. 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.
5. Program participants agree to acquit funds upon Tourism WA's request in line with reporting requirements, producing copies of receipts/financial evidence as required.
6. Operators that are already receiving funds as part of a Tourism WA program will not be eligible to participate in the Trade Ready Introduction Program.
7. Participants 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.
8. Operators will be selected by a selection panel, appointed by and including, representatives from Tourism Western Australia. The panel may consult with Tourism WA's Regional Tourism Organisation (RTOs) and Tourism Council WA for feedback on applicants during the selection process.
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. Participants accepted into the program must have completed by 31 December 2024 sustainable tourism accreditation and an accessible tourism online assessment, if not already completed.
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 acknowledge that if successful in being accepted to attend a trade event organised by a third party, the participant will be subject to the Terms and Conditions of the external organiser.
14. Unless advised otherwise, participants are responsible for the arrangements and costs of their own travel, including but not limited to airfares, visas, insurance, accommodation, transport, tours and meals (outside of the official program).
15. Participants must attend all activities attached to the program as informed by Tourism WA, unless discussed and agreed upon in advance.
16. If requested by the Department and/or Tourism WA, all attendees agree to participate in a formal evaluation of the program conducted by the Department and Tourism WA or its agents.
17. Participants accepted into the program must abide by program schedules, meeting deadlines for applications, presentations, attendance at trade events, supplying promotional assets and meeting reporting requirements.
18. Each applicant 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).

These terms and conditions are governed by the laws of Western Australia irrespective of the place of residence of any operator/applicant/participant of the program.





CONTACT US

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

Tourism WA Partnerships and Industry
industry@westernaustralia.com