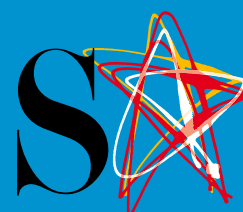


# FAMILIARISATION GUIDELINES FOR SA Operators and Famil Hosts

October 2011



South Australia.  
A brilliant blend.

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# INTRODUCTION

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THE MEDIA AND TRADE FAMILIARISATIONS PROGRAM WAS ESTABLISHED IN THE EARLY 1980s TO FAMILIARISE MEDIA, TRAVEL TRADE AND SELECTED VIPS FROM INTERSTATE AND OVERSEAS WITH SOUTH AUSTRALIA'S TOURISM PRODUCT.

## PROGRAM OBJECTIVES

- To generate favourable publicity about South Australia as a tourism destination.
- To enhance the product knowledge and motivation of the retail trade in selling South Australian tourism product.
- To demonstrate to wholesalers and inbound operators that South Australia has a broad range of saleable product.
- To create positive attitudes in key decision makers or opinion leaders towards South Australia as a tourism destination.

## WHAT IS A "FAMIL"?

Media, travel trade and VIPs are all involved in the Media and Trade Familiarisations Program. Invited media may consist of TV crews, journalists, radio presenters and photographic journalists; travel trade representatives include retailers, wholesalers and inbound tour operators. A small number of VIPs are also included in the program. They are invited as guests of the South Australian Tourism Commission.

It is important to remember that these guests are not here on a free holiday, but rather to work and complete their objectives which in turn benefits tourism to South Australia. The selection process for media famils is very strict and invited media representative must provide full details of their publication's circulation, frequency, when the article will appear in print, or in the case of TV, the program's audience details and when it will go to air. In circumstances where a journalist from a particular magazine/newspaper has visited and nothing was produced it is unlikely that they would be invited back. Travel trade are also carefully selected to ensure all products they visit are relevant to what they sell.

## HOW DO FAMILS WORK?

The Media and Trade Familiarisations Program plays an important role within the South Australian Tourism Commission, by bringing targeted media and travel trade to South Australia.

The SATC's Public Relations Unit in Adelaide actively targets local journalists and national media. The South Australian Tourism Commission's international representatives and offices target international media, while travel trade are targeted by international and head office.

The program also assists with the South Australian component of Tourism Australia's International Media Hosting Program (previously Visiting Journalist Program (Old VJP)), which targets international media and invites them to tour Australia.

Differing levels of support are given to media and travel trade participants, ranging from a fully funded itinerary to simply providing information and contacts.

## THE FAMILS UNIT IN ADELAIDE

Once the media and travel trade representatives have been selected, the famil requirements are sent through to the Famils Unit in Adelaide. It is the role of the Familiarisation Coordinators to contact operators to make bookings and be the main point of contact. The coordinator will also put together a South Australian Tourism Commission pack which will be given to all media and travel trade participants upon arrival.

# THE DIFFERENCE BETWEEN MEDIA AND TRAVEL TRADE

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Visitors are also invited to meet with a representative of the South Australian Tourism Commission for a briefing on the State and its tourism attributes.

Media are here to experience our lifestyle and to discover what is special about South Australia. They then help us sell our tourism assets to the world through publications, television programmes and images. Media need facts and a clear idea of what the State has to offer their audience and they will be inquisitive and ask many questions. Their itineraries need to be flexible to allow times for interviews and other story leads that may arise during the day.

Travel trade representatives come to South Australia to assess product, compare rates, see attractions and inspect local accommodation. Their itineraries will cover many more operators in a single visit than media and are much more regimented than the media. They need to know what they are selling and identify new product suitable to their market.

## BENEFITS OF THE PROGRAM

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The Media and Trade Familiarisations Program generates more editorial than the State or operator could afford through advertising. By bringing media and trade to sample South Australia, we are promoting the State to the world in a way that could not be sustained through an advertising campaign.

### BENEFITS FOR THE STATE INCLUDE:

- Possible national and/or international exposure.
- Detailed coverage which you won't get in an advertisement.
- An honest voice – editorial receives greater credibility than an advertisement.

On average we host approximately 1100 people per annum and the split is almost 50/50 between media and trade famils.

Editorial value per annum is usually between \$40-50 million. Exact figures are posted on our Corporate website each year.

# THE ROLE OF A “FAMIL” HOST

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THE FAMIL HOST PLAYS AN IMPORTANT ROLE IN THE SUCCESS OF THE VISIT.

It can make the difference between a really positive article vs. just a dull report, or in the case of travel trade, generate immediate repeat business vs. no business at all.

We are looking for operators or famil hosts who are outgoing, intelligent, worldly, sophisticated, patient, flexible, confident, have a sense of humour, streetwise, knowledgeable (product knowledge and knowing the theme), mature – age does not matter, comfortable with people from all backgrounds and are tactful and diplomatic.

## ARE YOU A GOOD HOST?

- Are you media savvy/experienced?
- Have you participated in any marketing campaigns overseas?
- Could you keep a media or travel trade guest interested in the State during a six-hour car journey?
- Do you have good quality professional transparencies available for journalists?
- Do you have a media kit including material about your business, information sheet in how to get there (including public transport) and any media related stories about your business? Don't forget to include your email and website addresses.
- Do you have a good knowledge of local history, are you aware of local tourism initiatives, personalities and events?
- Are you comfortable talking to people through an interpreter?
- Have you had any experience in being interviewed or filmed by the media?
- Can you provide interesting anecdotes about your business, or your region?
- Do you have the time and patience to allow a film crew the flexibility they need?
- Are you culturally sensitive?

## OTHER THINGS TO CONSIDER

- Personal presentation and attire needs to be suitable for all occasions, uniforms where appropriate, and grooming clean, neat and tidy.
- Some film crews may want to rope in locals as extras at the last minute so be prepared.
- Be prepared for changes to itineraries. Journalists and film producers often redevelop story lines when they meet new people/products upon arrival.
- Free time is essential for last minute filming and shopping. Journalists also like to get a feel for the city on their own explorations.
- Advise appropriate attire for dinner when dining in chic restaurants and suggest places to go after dinner.
- Accommodation should have an ensuite.
- Helpful tips to journalists such as tipping or no tipping, operating times etc should be briefed upon arrival.

# EXPECTATIONS OF A TOUR GUIDE

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## DO

- The role of a guide is to be a leader, an educator, public relations representative, a host and a manager.
- The duty of a guide is to fulfill the tour itinerary, meet “duty of care” to clients, fulfill the guidelines of the employment contract.
- The responsibilities of a tour guide are to fulfill the company’s goals, satisfy travellers, co-operate with other tour operators and protect the local culture and government.
- To be professional – your client must come first, last and always.
- Present yourself well.
- Memorise your clients’ names.
- Be aware of special requirements (diet, phobias, religion).
- Work out the group dynamics and personalities.
- Take pride in your work.
- Take your work seriously. Prepare yourself well about them, learn about their country, what theme or key message is the SATC emphasising, who are their readers, what would interest them.
- Strive to be better, keep yourself updated with all that is happening in the State.
- Evaluate what was a success and what was not as popular. If something is not really working after you have attempted to steer it in the right direction, cut it short politely and exit.
- Have a positive attitude everyday.
- Make an extra effort, even when not asked e.g. leave a welcome note the night before to introduce yourself and reassure that you will be there at the appointed time. If you know that they are interested in something that is not included in the itinerary and it won’t take long to visit, add it in.
- You are representing yourself, your company and the State. Be alert to those little trick questions visitors can throw at you.
- Be sensitive and alert to their interest and needs.
- Value the importance of your client.
- Be flexible, no tour is ever the same.
- Familiarise yourself with the routes and venues. Check the route whether you are driving or travelling by coach or limousine.

- Make sure you have an understanding of what is expected of you and the objective of the visit.
- Be the first to arrive and the last to go to bed.
- Share your time with everyone equally.
- Be on time for your scheduled appointments and advise if you are going to be running late. Always take your mobile (switched off during the tour) and the contact phone numbers of suppliers so that you can ring them.
- Be pleasant no matter what the circumstances.
- Dress professionally.
- Introduce yourself and if there is a coach captain don’t forget to introduce them.
- Discuss the tour in detail with the passenger/s.
- Take appropriate maps etc, show them where you are, where you are going and any other relevant places they should know.
- Know your tour commentary, be well informed and up to date with your information.
- Speak clearly and distinctly and if hosting foreign speaking clients, speak slowly.
- Be aware of cultural needs and be prepared for questions.
- Be enthusiastic, educational, entertaining and exciting.
- How you begin and how you end makes a great deal of difference.
- Alert operators of the client’s wishes.
- Smile.

## DON'T

- Drink to excess or take any illegal drugs.
- Use inappropriate language which will offend.
- Express any political opinions that can be seen as on behalf of the State Government, SATC or Tourism Australia.
- Say things to media that you would not be happy for them to quote with your name.
- Raise negative or controversial subjects here in Australia or from their countries.
- Talk negatively about other operators, regions, states.
- Plant ideas and offer alternative touring options. Their itineraries have been put together after a lot of thought and consultation and it is important that operators involved are not inconvenienced unnecessarily.

# MEDIA & TRADE FAMILIARISATION UNIT CONTACT LIST

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