

# INDUSTRY CO-OPERATIVE MARKETING FUND

## SOUTH AUSTRALIAN TOURISM COMMISSION 2011-2012

### OVERVIEW

The South Australian Tourism Commission (SATC) has a responsibility to support and work with the South Australian tourism industry in a number of ways. The SATC recognises that South Australia's tourism operators are specialists in their own fields of operation and invest their money wisely in marketing initiatives that drive conversion for their own tourism products. The collective activity undertaken by the industry supplements and supports the overarching destination promotion that is undertaken by the SATC.

### PURPOSE

The purpose of the Industry Co-operative Marketing Fund is to effectively double the industry investment in marketing by matching operator investment with SATC marketing funds. The SATC has therefore allocated funding for the industry to access, based on criteria outlined in this document, to match any funds that are spent on marketing South Australian tourism products.

### TIMEFRAME

The fund will provide matching funding for activities undertaken in the 2011-2012 financial year. The marketing fund is an annual opportunity.

### CRITERIA AND OBLIGATIONS

The SATC wish to make the application and approval process as simple as possible, however it is necessary to put in place several criteria and obligations for both parties to abide by. Following is an outline of these:

#### Prior to SATC approval:

- The minimum investment required from operators is \$5000 to a maximum of \$100,000 per campaign/activity (including GST).
- This investment will be matched by SATC.
- 'In-kind' contributions are not acceptable; there must be evidence of actual planned expenditure by the applicant.
- A draft media plan, including advertising medium (ie. television, print, online; number of placements and size of advertisements) is to be submitted as part of the application.
- The applicant must demonstrate that the marketing activity is incremental to previous marketing activities undertaken by the applicant.
- The marketing activity must be in line with the SATC's strategic marketing direction (details on the [www.tourism.sa.gov.au](http://www.tourism.sa.gov.au)).
- The SATC's investment is capped at \$1.2million for the 2011/12 financial year and will be reviewed annually.
- The funds must be allocated to 'above the line' marketing activities, which can include any or all of the following: television, radio, press, direct mail, electronic direct mail, online advertising, search engine marketing, or convention related marketing. Advertising in SATC publications (eg Regional Guides, Product Manual) does not qualify.
- Applications can come from individual suppliers, a group/co-operative of tourism operators, a tour operator undertaking consumer direct promotion of a South Australian program, tourism related festival and event organisations, or convention management organisations. Marketing campaigns for Federal, State and Local Government are not eligible to apply for funds.

- Individual SA operators applying must be listed on the ATDW. For further information on how to be listed on the ATDW, please contact the SATC – Online Services unit, [satconlineservices@tourism.sa.com](mailto:satconlineservices@tourism.sa.com) or phone 08 8463 4560.
- The campaign/activity can occur in any geographical market, ie intrastate, interstate or international.
- The campaign/activity can include business to business to consumer opportunities (for example involving a travel agent or wholesale partner), but it is the responsibility of the applicant to identify and work with the partner.
- The SATC will not approve applications for activity that has already occurred, nor that will occur predominantly in the following financial year (ie 2012/13)
- The SATC will review the application and respond within 5 working days.
- The SATC retains the right to accept or deny applications based on any of these requirements, or based on previous cooperative marketing campaign performance.

#### Post SATC approval:

- All campaigns/activity are to be managed by the applicant. The SATC will supply the Brilliant Blend logo with associated creative guidelines, which must be adhered to.
- The applicant will receive access to the SATC media gallery, [www.media.southaustralia.com](http://www.media.southaustralia.com), enabling them to download images in their preferred format free of charge.
- Campaigns are to advertise South Australian tourism products only, and in the case of extended tours, at least 80% of the product must be located within South Australia.
- Invoices are to be submitted to the SATC within 30 days of the commencement of activity. For activity that commences in May/June 2012, invoices must be received by the 1 June 2012 for processing prior to the end of the financial year.
- Reporting is mandatory within 60 days of the conclusion of the campaign/activity and must include tracking of enquiries and gross sales as a minimum. Additional reporting required may include the: total number of bookings, total number of passengers, total number of room nights (if applicable), e-newsletter open rate and landing page/banner unit visitors.
- If a report is received by the SATC later than 60 days of the conclusion of the campaign, the SATC will not approve any further applications from that operator, including cooperative applications involving that operator among others.
- The SATC will not consider applications from an applicant until the post event report for any previous application has been received and accepted by the SATC.
- Funding will be capped at \$100,000 (incl. GST) per operator per year.
- All application approvals are at the discretion of the SATC.

# APPLICATION FORM

## SATC'S INDUSTRY CO-OPERATIVE MARKETING FUND

Name:

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Company/s:

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Email:

Telephone:

.....

Fax:

Date:

.....

ABN:

.....

Postal Address:

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## CAMPAIGN DETAILS

Please note: a separate document outlining campaign details can be attached if it contains all of the below details

Timing (start/end date of advertising):

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Region: (intrastate, interstate – which states, international – which country):

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Target Market:

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Product and/or offer being promoted (if multiple, please specify):

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Advertising/promotional activity (for example which mediums, ie television, print, online; number of placements; size of advertisements – please attach a separate overview / media schedule):

.....

SATC logo format required (eg jpeg):

.....

## RESULTS

Response target (eg number of enquiries):

.....

Bookings target (eg value of sales, pax numbers):

.....

## INVESTMENT (including GST)

Applicant(s) investment (per party):

.....

Requested SATC investment:

.....

Total campaign investment:

.....

Have you applied for or received funds through other channels at the SATC?  Yes  No

If yes, please provide details (ie: which fund and how much funding did you apply for?)

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### PLEASE EMAIL OR FAX THIS FORM TO:

Mark Phelps, Email: mark.phelps@tourism.sa.com, Fax: 08 7421 0200

A response will be provided via email to the applicant within five (5) working days of receipt of complete application

### SATC internal use only

Campaign approved by (name): Signed:

.....

Manager's signature (if required): Date:

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Further information requested: (not applicable if proposal is complete)

Signed page is to be returned by email or fax to the applicant within five (5) working days of receipt of application.



**Government of South Australia**

South Australian Tourism Commission