



**AUSTRALIA.COM**

**Australia Tourism Exchange 2019**

**Buyer Event Policy**

**Version 1.0**

## Table of Contents

<b>1.0 Introduction</b> .....	3
<b>2.0 Definition of Terms</b> .....	3
<b>3.0 Buyers</b> .....	5
<b>3.1 Attendance Type</b> .....	5
<b>3.1.1 Hosted Buyer Delegates</b> .....	5
<b>3.1.2 Unhosted Buyer Delegates</b> .....	5
<b>3.1.3 State and Territory Tourism Organisation (STO) Regional Buyer Delegates</b> .....	6
<b>4.0 Buyer Appointment Schedule</b> .....	6
<b>5.0 No Shows and Cancellation of Appointments</b> .....	7
<b>6.0 Buyer Participation Fees</b> .....	7
<b>7.0 Passes</b> .....	8
<b>7.1 Buyer Delegate Passes</b> .....	8
<b>7.2 Walkthrough Pass</b> .....	8
<b>8.0 Registration and Payment</b> .....	8
<b>9.0 Cancellation</b> .....	9
<b>10.0 Functions, Events and Familiarisations</b> .....	9
<b>11.0 Media</b> .....	10
<b>12.0 Trade Promotion, Lotteries &amp; Competitions</b> .....	10
<b>13.0 Code of Conduct</b> .....	10
<b>14.0 Workplace Health and Safety</b> .....	10

## 1.0 Introduction

This policy forms part of the terms and conditions of participation at the Australia Tourism Exchange 2019 (ATE19) (“Event”). The policies as detailed in this document are in place to protect the investment of those companies and their delegates who have paid to attend the event. All delegates must adhere to any and all policies distributed by Tourism Australia. Participants who agree to the [ATE19 Buyer Terms and Conditions](#) at the time of application are also acknowledging and accepting to adhere to all Event policies, including this ATE19 Buyer Event Policy.

## 2.0 Definition of Terms

### **Additional delegate**

An additional delegate is a second or subsequent delegate of a company other than the primary delegate (see primary delegate under Definition of Terms) who is eligible to attend the entire ATE19 program. Additional delegates are not listed in the Directory of Buyers and are not included in participation packages.

### **Buyer earlybird registration**

An invited buyer who completed an online application prior to the earlybird registration deadline. This deadline is determined by Tourism Australia and is stated in the [ATE19 buyer key dates and deadlines](#).

### **Buyer selection criteria**

A list of requirements a company must meet to be considered for participation. These criteria and the [ATE19 Buyer Terms and Conditions](#) govern buyer participation in this Event. All buyers must meet the [ATE19 Buyer Selection Criteria](#) unless otherwise indicated by Tourism Australia.

### **Buyer standard registration**

An invited buyer who completed an online application after the earlybird registration deadline but before the standard registration deadline. This deadline is determined by Tourism Australia and is stated in the [ATE19 buyer key dates and deadlines](#).

### **Day pass delegate**

A day pass delegate is a second or subsequent delegate of a company other than the primary delegate (see primary delegate under Definition of Terms) who is eligible to attend one day of the ATE19 program as specified in their registration type. A company must have at least one primary delegate on an appointment schedule attending ATE19 to request a day pass for consideration. Day pass delegates are not listed in the Directory of Buyers and are not included in participation packages.

### **First-time buyer**

A first-time buyer delegate of ATE19 is a delegate representing a company that has not previously attended an ATE event. A first-time buyer must have their own appointment schedule – i.e. be a primary delegate. Tourism Australia reserves the right to assess this on a case-by-case basis. First-time buyers are not eligible for more than one delegate to attend from their organisation. First time buyers must meet the [ATE19 Buyer Selection Criteria](#).

### **Hosted buyer delegate**

A hosted buyer delegate is invited by Tourism Australia to attend ATE19 and is a representative of an International buyer company or an online buyer company. A buyer delegate must be directly employed by the company and must have received an invitation from Tourism Australia inviting

them to attend ATE19 as a buyer. Australian based buyers will be hosted on a case by case basis. Hosted buyer delegates must meet the [ATE19 Buyer Selection Criteria](#).

### **Inbound Tour Operator (ITO) and National Tour Operator (NTO)**

An Inbound Tour Operator (ITO) and a National Tour Operator (NTO) promotes and sells Australia travel packages to offshore buyers and provides a range of services including advice on product, price and availability, and coordination of ground arrangements for group and FIT travel in Australia. They must meet the [ATE19 Buyer Selection Criteria](#). ITOs can apply to attend ATE19 as a buyer only (previously registration as a seller first was mandatory) and hosted status will be at the discretion of Tourism Australia.

### **International buyer company**

An international buyer company is the term given to retail and wholesale travel companies that work with the Australia tourism industry to brochure/package and sell Australian tourism products and/or services within overseas markets. For a company to be eligible to attend ATE19 and to conduct business with the Australian tourism industry, they must meet the [ATE19 Buyer Selection Criteria](#).

### **Marketing Services**

Marketing Services are companies that offer marketing solutions to Australian tourism products and services to sell Australia to overseas markets. They must meet the [ATE19 Buyer Selection Criteria](#).

### **Online travel companies**

Online/dot com travel companies are companies that package and sell Australian tourism products and services solely via the Internet to overseas markets. They must meet the [ATE19 Buyer Selection Criteria](#).

### **Online Travel Booking Platform (B to B)**

Online Travel Booking Platform (B to B) provide product with an online booking option which can link to global distributors. They must meet the [ATE19 Buyer Selection Criteria](#).

### **Premium buyer delegate**

A premium buyer delegate is the representative of a niche buyer company invited to attend ATE19 for part of the program. Premium buyer companies are eligible to attend only if this is their first time to the event. Appointment schedules are based on one-way preferencing, enabling them to meet with relevant Australian products. Premium buyer delegates are subject to approval by Tourism Australia. They must meet the [ATE19 Buyer Selection Criteria](#).

### **Primary delegate**

A primary delegate is the main contact for ATE19 and is included in all participation packages. The primary delegate is responsible for the application, appointment schedule, ensuring all deadlines are met and will be listed in the Directory of Buyers. The primary delegate must attend the entire ATE19 program. If they cannot attend the full program, it will be reflected on their record as not meeting the [ATE19 Buyer Selection Criteria](#) and will be ineligible to attend future ATE events.

### **Specialist buyer delegate**

A specialist buyer delegate is the representative of a niche buyer company invited to attend ATE19 for part of the program. Appointment schedules are based on one-way preferencing, enabling them to meet with relevant Australian products. Specialist Buyer delegates are subject to approval by Tourism Australia. They must meet the [ATE19 Specialist Buyer Selection Criteria](#).

## State / Territory Tourism Organisations (STO)

A State / Territory Tourism Organisation (STO) is a government agency dedicated to the development and marketing of sustainable tourism destinations and experiences within their individual state/territory of Australia to increase awareness and attract visitors.

### Unhosted buyer delegate

Unhosted buyer delegates attendance excludes accommodation and flights or discounted flights if available through the Tourism Australia regional office. Unhosted buyer delegates must meet the [ATE19 Buyer Selection Criteria](#). Unhosted buyer delegates includes:

- i. Buyers who apply without being invited to attend by Tourism Australia;
- ii. Australian based buyers who have attended previously but not been able to maximise appointment schedules (i.e. low demand from sellers);
- iii. First time Australian based buyer companies. Consideration will be given to these delegates for accommodation and this decision will be made at the discretion of Tourism Australia.

## 3.0 Buyers

### 3.1 Attendance Type

#### 3.1.1 Hosted Buyer Delegates

To be accepted as a hosted delegate for ATE19, the delegate:

- i. Must be directly employed by the international buyer company or the online travel company.
- ii. Must meet the [ATE19 Buyer Selection Criteria](#).
- iii. Must have received an invitation from Tourism Australia inviting them to apply for ATE19 as a buyer, prior to being accepted to attend the Event.
- iv. Must attend the entire [ATE19 program](#). If they cannot attend the full program, it will be reflected on their record as not meeting the [ATE19 Buyer Selection Criteria](#) and will be ineligible to attend the event the following year. Exceptions apply to Specialist Buyer delegates.
- v. Is encouraged to attend as a primary delegate. Exceptions to this rule apply for:
  - a) Senior staff such as Managing Directors or equivalent; and/or
  - b) Other delegates at the sole discretion of Tourism Australia.
- vi. Is not entitled to International and/or domestic flights to and from the host ATE19 city. There are not included in the Registration Fee. Flights or discounted airline rates may be available through the Tourism Australia regional office, and if so, will be communicated directly to the accepted delegate.
- vii. Is entitled to five (5) nights sponsored accommodation over the core ATE19 dates (in: 8 April, out: 13 April) in the ATE host city. This will be available to all hosted buyer primary and additional delegates, excluding those based in the host city.

#### 3.1.2 Unhosted Buyer Delegates

Buyers may alternatively be accepted to attend ATE19 as an unhosted buyer delegate.

- i. Priority for hosted attendance at ATE19 is given to offshore buyers from Tourism Australia's key markets.
- ii. Consideration will be given to buyers to attend as an 'unhosted buyer' who:
  - a) Has not been invited to attend;

- b) Previous attendance did not meet the minimum seller demand for an appointment schedule;
- c) The application does not meet the demand for multiple hosted delegates;
- d) Are an Australian first-time buyer; and/or
- iii. Are an Online Travel Booking Platform (B to B) or Marketing Service.
- iv. Standard participation costs apply.
- v. Online Travel Booking Platforms (Business to Business) and Marketing Services are not able to participate in preferencing but will have access to Online Messaging. One-way preferencing applies whereby sellers can preference these unhosted buyers but not the reverse. Other unhosted buyer types can participate fully in preferencing unless otherwise stated.
- vi. Unhosted buyer delegates attendance excludes accommodation and flights or discounted flights if available through the Tourism Australia regional office.
- vii. Invitation to the buyer-only event is at the sole discretion of the host STO.

### 3.1.3 State and Territory Tourism Organisation (STO) Regional Buyer Delegates

- i. A State and Territory Tourism Organisation (STO) regional buyer delegate must be a representative of an STO and based in a regional office.
- ii. A State and Territory Tourism Organisation (STO) regional buyer delegate is a delegate who wishes to have an appointment schedule to meet with sellers.
- iii. A State and Territory Tourism Organisation (STO) regional buyer delegate will receive inclusions specified in the [ATE19 buyer delegate participation options](#), excluding accommodation and flights, and an invitation to buyer events is at the host STOs discretion.
- iv. Additional delegate passes, and day passes are not available for State and Territory Tourism Organisations (STO) regional buyer delegates.
- v. International and/or domestic flights to and from the host ATE city are not included in the participation fee.

## 4.0 Buyer Appointment Schedule

- i. All buyer primary delegates attending the entire [ATE19 Program](#) are eligible for an appointment schedule to meet with Australian sellers. Additional delegates and day and event pass delegates are not eligible for appointment schedules.
- ii. All buyer delegates are encouraged to have an individual appointment schedule. Companies with more than one (1) delegate will be allocated separate appointment schedules if the demand of requests from sellers and evidence of maximising appointment schedules can be seen from previous ATE event attendance.
- iii. More than one (1) appointment schedule allocated per one (1) application is subject to Tourism Australia's approval and at their sole and absolute discretion.
- iv. Additional delegates are welcome to accompany the primary delegate to their scheduled appointments at the Event.
- v. Buyer delegates representing a first-time organisation at ATE19 are only eligible to have one primary delegate attendee with an appointment schedule. Consideration for more than one (1) delegate from a first-time organisation will be given and approved at the sole discretion of Tourism Australia.
- vi. All first-time buyer delegates must attend as a primary delegate and have their own appointment schedule i.e. be a primary delegate, regardless of the number of years of

- attendance by their organisation. Tourism Australia reserves the right to assess this on a case by case basis.
- vii. A standard appointment schedule means that the buyer can achieve the maximum number of pre-scheduled appointments. The final number of pre-scheduled appointments will be dependent on the seller demand during preferencing.
  - viii. Pre-scheduled appointments are based on both buyer and seller preferences, with the exception of unhosted buyers (Note: Online Travel Business to Business and Marketing Services – by seller request only) and Specialist Buyers and Premium Buyers (note: by Specialist Buyer and Premium Buyer request only).
  - ix. Tourism Australia reserves the right to assess registration type allocations on a case by case basis.
  - x. Buyers are not permitted to sell media and/or advertising during ATE19. Any buyer found doing so will be asked to leave ATE19 and risk exclusion from future participation.

## 5.0 No Shows and Cancellation of Appointments

- i. Buyers are discouraged from cancelling pre-scheduled appointments with sellers prior to or at the vent without a legitimate reason.
- ii. Buyers cancelling pre-scheduled appointments without a legitimate reason risk not being invited to attend ATE19 in future years.
- iii. Buyers are required to attend all pre-scheduled appointments unless they have cancelled the appointment with the seller through the online messaging system prior to the appointment with a legitimate reason.
- iv. These policies are in place to protect the investment of Australian suppliers who subsidise the cost of buyer participating at ATE19.

## 6.0 Buyer Participation Fees

Each buyer company is charged one participation fee per delegate. More information on the participation fees is available on the [ATE19 website](#).

There are a number of buyer delegate participation fees:

- a) **Buyer delegate earlybird participation** – A reduced participation fee is charged for all buyer primary and additional delegates that apply to attend ATE19 prior to the earlybird registration deadline as outlined in the [key dates](#).
- b) **Standard buyer delegate participation** – Buyer primary and additional delegates that apply after the earlybird registration deadline are charged the standard buyer delegate participation fee.
- c) **Late buyer delegate participation** – A late fee will be charged for all primary and additional buyer delegates that submit an application to attend ATE19 or add a delegate after the official closing date for buyer applications. All late delegate pass requests are subject to availability and a late administration fee. Refer to the [buyer key dates and deadlines](#).
- d) **State and Territory Tourism Organisation (STO) regional buyer participation** – A STO regional staff member attending ATE19 as a buyer and taking an appointment schedule to meet with Australia sellers will be charged the standard buyer participation fee. Earlybird registration discount does not apply.
- e) **Day pass participation** – A registered delegate that is eligible to attend one day of the program. Multiple day passes may be purchased. Day passes provide access to the trade show only, on the specific date/s of the day pass purchased, and do not include event

access, accommodation or an appointment schedule. Day passes are not refundable if not used, however they are transferrable to another day, subject to availability, delegate capacities and solely at Tourism Australia's discretion.

## 7.0 Passes

### 7.1 Buyer Delegate Passes

- i. Delegate passes are not transferrable and delegate name badges must be worn at all times during the event and any events within the official program.
- ii. Delegates will not be permitted to enter ATE19 without their name badge being displayed.
- iii. Delegates will only be permitted to collect their own name badge and not those of other sellers or buyers regardless of whether they are from the same company, unless prior arrangement has been made.
- iv. Any individual from a registered company found without a valid name badge or with another delegate's name badge on the trade show floor and/or any event within the official program will be automatically charged an additional delegate fee (not a day pass fee), given a warning and recorded. For more information regarding delegate fees refer to [www.events.tourism.australia.com](http://www.events.tourism.australia.com). For a second offence, the delegate and company risk being banned from attending ATE the following year.
- v. Any individuals from a company not registered to attend ATE19 and found without a name badge or with another delegate's name badge on the trade show floor and/or any event within the official program will be required to leave immediately. For a second offence, the offending individual and the company who has provided the name badge will risk being banned from attending ATE the following year.
- vi. Name badges that are lost or misplaced will be replaced only once per delegate at a cost of AUD\$100 (including GST). Identification is required to reissue the name badge. If a badge needs to be replaced a second time, this will be at a full cost price of the relevant pass. Delegates who arrive without their badge will be asked to return to the hotel or to where they left the pass before being allowed back onto the trade show floor or into the function.

### 7.2 Walkthrough Pass

- i. Walkthrough passes are only available to individuals invited by the host State or Territory Tourism Organisation (STO) or Tourism Australia.
- ii. Walkthrough passes are not available to seller or buyer companies who wish to provide temporary access to the trade show floor for non-registered employees or other individuals.
- iii. Individuals issued with a walkthrough pass must be escorted at all times by either a member of staff from the host STO or Tourism Australia when accessing the trade show floor and can only be on the trade show floor during their scheduled walkthrough and not at any other time.

## 8.0 Registration and Payment

- i. In order to confirm attendance at the Event, each accepted applicant must pay a participation fee (**Registration Fee**).
- ii. Buyer companies must apply and pay for additional delegates, day and event passes by the deadline indicated on the website, which will coincide with offer of acceptance.



Immediate payment by credit card or POLi Payments ([read more about POLi Payments](#) for Australian bank accounts only) is required to accept the offer and secure attendance at the Event. Credit card merchant fees will be absorbed by Tourism Australia.

- iii. The Registration Fee does not include any insurance of visa fees.
- iv. All costs for the company's participation in a trade event coordinated by Tourism Australia, and any other overdue accounts with Tourism Australia globally, must be paid in full prior to you being able to confirm your application's acceptance for the Event.

## 9.0 Cancellation

- i. All cancellations must be confirmed in writing to Tourism Australia's ATE19 Buyer Team, as indicated on the [ATE19 contact us page](#) of the website.
- ii. 50% and 100% cancellation dates for companies accepted to attend ATE19 are specified in the event information. For more information regarding cancellation dates refer to the [ATE19 website](#).
- iii. Cancellation prior to the 50% cancellation date (Friday, 14 December 2018) can be done without incurring any cancellation fees.
- iv. Cancellation between the 50% and 100% cancellation date (Friday, 14 December 2018 to Thursday, 24 January 2019) will incur a cancellation fee equivalent to 50% of the total cost of participation. For buyers this includes primary, additional and/or day pass delegate costs.
- v. Cancellation after the 100% deadline (Friday, 25 January 2019 onwards) will incur a cancellation fee equivalent to 100% of the total cost of participation. For buyers this includes primary, additional and/or day pass delegate costs.
- vi. Any buyer day pass cancellations made after Monday 14 January 2019 but before Friday 1 March 2019 will be charged a \$50 administration fee.
- vii. Any buyer day pass cancellations made from Friday 1 March 2019 onwards will be charged a 100% cancellation fee.
- viii. By agreeing to the [ATE19 buyer terms and conditions of participation](#) in your application you are agreeing to the cancellation policy of ATE19.
- ix. Cancellation fees are payable regardless of whether any monies have been paid or the application has been accepted in the system by the delegate or not. Monies are payable once an offer to attend the event has been made.
- x. Failure to make payment of the cancellation fee will result in the company not being eligible to attend future Tourism Australia Trade Events until the payment has been made.

## 10.0 Functions, Events and Familiarisations

- i. A buyer must attend all functions and events as per the official event program. For further details, refer to the [ATE19 program](#). The official ATE19 program includes appointment sessions, lunches, happy hour and the official events hosted by Tourism Australia and the ATE host partner.
- ii. A buyer delegate who does not attend all components of the official ATE19 program will risk the buyer company not being invited to participate in ATE in future years.
- iii. The service of alcohol on the trade show floor is not permitted without the express permission of Tourism Australia and the Perth Convention and Exhibition Centre.
- iv. Famils before and after ATE19 are not part of the official ATE19 program and are generally owned by the host state. Tourism Australia will not be liable for any loss or

damage arising from your participation in famil events before and after ATE19. It is the participant's responsibility to register for familis.

## 11.0 Media

- i. Tourism Australia will not support tourism industry events, such as breakfasts, lunches or dinners for domestic or international media. Should industry wish to invite media to experience their product they should liaise with their respective STO media representative.

## 12.0 Trade Promotion, Lotteries & Competitions

- i. It is the responsibility of the organiser to comply with the legislative requirements in WA under the *Gaming and Wagering Commission Act 1987 (WA)* for any sweeps, raffles, door prizes, Calcutta's etc. held during ATE19.
- ii. For any further queries, please contact Gaming and Wagering Commission of Western Australia on:  
Phone: +61 1800 634 541  
Website: <http://www.rgl.wa.gov.au>

## 13.0 Code of Conduct

- i. Companies are responsible for all delegates representing them at ATE19 and related events. All participants must adhere to the [Tourism Australia Event Code of Conduct](#), which is a condition of participation at all Tourism Australia events.
- ii. Tourism Australia may, in its sole discretion, refuse a delegate entry into, or remove a delegate from, any ATE19 event (official, unofficial or related events) and prohibit them and/or their company from participating in the remainder of ATE19 (and/or future ATE events) without compensation, if Tourism Australia considers, acting reasonably, that the delegate is acting in contravention of Tourism Australia's Code of Conduct – for example, acting in such a way that:
  - a. Interferes with the enjoyment, comfort or safety of other persons at the event(s); or
  - b. Threatens the reputation of Tourism Australia of the ATE19 event
- iii. This includes, but is not limited to, inappropriate behaviour such as harassment, violence, racial vilification, intoxication and downloading illegal material using Internet services provided at ATE19. Please refer to [Tourism Australia's Code of Conduct](#).

## 14.0 Workplace Health and Safety

- i. Health and Safety is each Participant's individual responsibility at ATE19. Tourism Australia will not be held liable for any direct, indirect or consequential loss suffered as a result of a breach of the *Work Health and Safety Act 2011 (cth)* and *Work Health Safety Regulations 2017* and companies and individual participants acknowledge their responsibilities and liabilities imposed upon them under this legislation.