

Give Your Business the Tourism Advantage!



www.satic.com.au

Membership
Prospectus

SATIC
SOUTH AUSTRALIAN
Tourism Industry Council

**To engage, represent,
strengthen and
empower the South
Australian tourism
industry contributing to
sustainable growth.**



Who is SATIC?

The South Australian Tourism Industry Council (SATIC) is the peak body for South Australia's tourism industry.

SATIC membership provides solutions to your everyday business challenges.

We offer members the latest news and information, connections to other tourism and event professionals, input to our 'one voice' policy agenda, training and invaluable business advice to help you thrive and avoid pitfalls.



Which type of member are you?

Industry Leader

This level provides the opportunity to influence, lead and advocate for tourism at a State level.

Business Owner

Access to a variety of our business programs and part of the SATIC online community. This level provides access to tools and services needed by business to become more competitive, productive and profitable.

Supporter of Tourism

Ideal for businesses and individuals who have an interest in the tourism industry. This level provides access to the latest updates on the tourism industry and opportunity to attend networking/training events.



Who are SATIC members?

Anyone who is involved with the tourism industry in South Australia can join.

- Accommodation
- Transport & Tour Operators
- Attractions
- Visitor Information Centres
- Caravan Parks
- Cellar Doors
- Restaurants & Cafes
- Houseboats
- Events & Conventions
- Local Government & Industry Associations
- Professional Service Providers

“ SATIC has helped Adventures Beyond Group in several areas over the past years including providing excellent network opportunities, sourcing students to help our business with projects, assisting our business in sourcing advice from government agencies and providing general advice on industry related matters. I would most definitely recommend SATIC membership to others. ”



Luke Talbot-Male, Owner,
Adventures Beyond Group

Top 5 reasons to join SATIC

1

ADVOCACY - We create a credible and unified voice for the tourism industry providing leadership for your future.

2

CONNECT - We provide linkages, knowledge and tools to help our members increase profitability.

3

BUSINESS DEVELOPMENT - We work with allied agencies to create efficiencies that provide a benefit to your business.

4

TRAINING - We deliver training, business development support and offer your tourism business a help-line.

5

COMMUNITY - We provide your business with opportunities to connect and collaborate with other SATIC members and businesses.

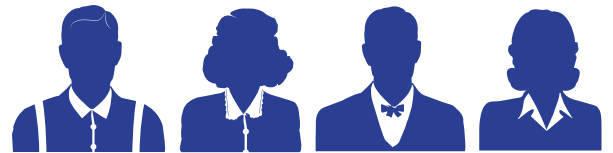


ALL TOURISM
ACCREDITED MEMBER
BUSINESSES

ARE LISTED ON SATIC'S
CONSUMER WEBSITE
WWW.QTSA.COM.AU



SNAPSHOT
SUBSCRIBERS
+3,000
(MONTHLY E-NEWSLETTER)

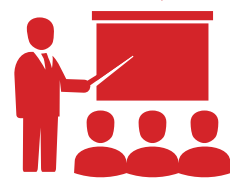


285 DELEGATES
2016 SATIC TOURISM CONFERENCE

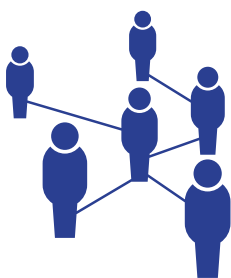


2016 SOUTH AUSTRALIAN
TOURISM AWARDS GALA DINNER
TOTAL 720
ATTENDEES

2,515



HOURS OF
TRAINING
IN 2016



800+
NETWORKING
FUNCTION
ATTENDEES



TOURISM
AWARDS
ENTRANTS
IN 2016



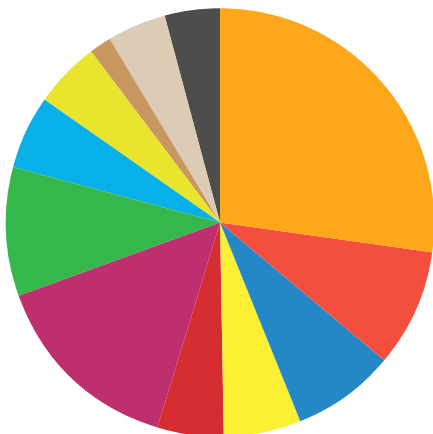
200
ADELAIDE
MEMBERS



OVER
500
REGIONAL
MEMBERS

SATIC MEMBERS

SATIC membership provides solutions to everyday business challenges.



| Members by Region | | % |
|---------------------------------|--|------|
| Adelaide | | 27.2 |
| Adelaide Hills | | 8.8 |
| Barossa | | 7.9 |
| Clare Valley | | 5.6 |
| Eyre Peninsula | | 5 |
| Fleurieu Peninsula | | 14.8 |
| Flinders Ranges & Outback | | 9.4 |
| Kangaroo Island | | 5.7 |
| Limestone Coast | | 4.8 |
| Murray River, Lakes And Coorong | | 1.9 |
| Riverland | | 4.2 |
| Yorke Peninsula | | 4.1 |



South Australian
Tourism Awards

Tourism Awards

The South Australian Tourism Awards is recognised as a premier event on the tourism calendar, attracting widespread interest from the government, industry, media and public. It's known as Tourism's Night of Nights by showcasing the State's finest tourism products as well as providing a great opportunity to network and celebrate.



Entering the state awards allows us to benchmark our businesses against the best in the state and the nation. It is a great way to reflect on the previous year, while assisting in planning for the year to come. By winning our the award, it shows the greater tourism industry and guests that we value the tourism experiences we offer.

Nicole Hodgson, Seppeltsfield Estate Winery





SATIC Tourism Conference

The annual State-wide SATIC Tourism Conference is a must-attend event for tourism education, networking and professional development. It facilitates the continuous development of a dynamic, innovative and competitive tourism industry in our State. The conference program promotes best practice across a range of sectors and encourages thought leadership within the industry.

“ The SATIC Tourism Conference remains the one absolute “must do” annual event for my business.



” Inspiring, informative, and relevant.

Sharyn Rogers, Seppeltsfield Vineyard Cottage



Business Development

SA Tourism Industry Council assists members by enhancing their sustainability and profitability. Our programs and events include:

- Australian Tourism Accreditation Program
- Tourism Awards Program and Gala Dinner
- State-wide Tourism Conference
- Service Excellence training
- SA Branch Manager for the Australian Tourism Export Council and its International Ready programs
- Partnership with Ecotourism Australia's certification programs

Industry Representation

- Regulatory reform and reducing business costs
- Developing small businesses and regional tourism
- Economic, social and environmental sustainability in tourism
- Public investment in transport, destination marketing and tourism infrastructure
- Assisting members with affordable training, marketing, research and product development
- Creating exciting and enjoyable experiences, events and careers for members



Want more information?

For all membership enquiries, please contact:

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