



MEDIA RELEASE

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BUSINESS DEVELOPMENT PROGRAMS TO SUPPORT STATE'S VISITOR ECONOMY

Tourism businesses across South Australia are set to benefit from a suite of business development programs being rolled out by the South Australian Tourism Industry Council (SATiC) during 2017.

Premier Jay Weatherill today launched SATiC's Event Program and Tourism Awards at one of the State's most popular tourist attractions, the Botanic Gardens.

Premier Jay Weatherill says tourism is one of the success stories of the South Australian economy.

"The sector has grown by 4,000 jobs in the past 24 months, the fastest rate of growth in Australia," Premier Weatherill says.

"The ServiceIQ: Smarter Business Workshops program, the State Tourism Awards and other business development programs run by SATiC will no doubt build on our enviable reputation."

SATiC Chairman, Eoin (Owen) Loftus says SATiC actively contributes towards delivering the full economic potential that tourism can offer through its supply side activities.

"SATiC can play a key role in driving industry growth and investment and strengthen business profitability and capability," Mr Loftus says.

"One of our business development goals is to provide linkages, knowledge and tools to help our members increase profitability.

"In 2017, SATiC is set to build even further on previous success and positivity with the introduction of a brand-new workshop program.

"The new **ServiceIQ: Smarter Business Workshops Program** assists business owners and their staff to develop their capabilities through industry workshops and one-on-one business coaching, with the aim to position South Australia's tourism industry as Australia's leader in service excellence.

"We believe that by providing a comprehensive workshop program, with the support of the South Australian Tourism Commission, around customer service and its many facets, our industry will excel and be second to none."

The event also launched the **2017 South Australian Tourism Awards** with Mr Loftus highlighting the program's significance within industry.

"The State Tourism Awards recognises our State's finest tourism operators and it has greater support than ever before through nominee mentoring and a new online entry process which allows entrants to focus on content rather than presentation," Mr Loftus says.

For further information contact Bianca Borrett, Communications & Sponsorship Manager, South Australian Tourism Industry Council on 0421 355 252 or email bianca@satic.com.au.

“Each year there is an impressive number of entrants into the Awards and this can be attributed to the importance the industry places on these accolades.

“This year’s Awards program will see the addition of a new category – *International Ready*, which will enable South Australian tourism businesses who deliver tourism to international visitors to demonstrate their understanding of the international visitor and markets.

“SATIC also manages the **Australian Tourism Accreditation Program** in SA, which is a well-known business development program that assists in the development of quality management practices and gives consumers peace of mind when booking a holiday.

“This program is seeing renewed uptake and support by industry as operators look for the best way to distinguish their business as a trusted enterprise.

“The **2017 SATIC Tourism Conference**, set for June this year, is a must-attend event for tourism education, networking and professional development. This year will see the conference extended to a day and a half with more time for networking.

“2017 presents a significant year of opportunity to build on the State’s tourism momentum, with the visitor economy now worth \$6.2billion and tourism recognised as a key economic driver for South Australia.

“It’s a great time to be in tourism in South Australia.”

Businesses interested in nominating for the 2017 South Australian Tourism Awards are asked to register their interest at: <http://bit.ly/2kXYLk2>

More information on SATIC programs can be found online at www.satic.com.au

The ServiceIQ: Service Excellence Program is an initiative of the Premier and is being delivered through SATIC with funding provided by the South Australian Tourism Commission and the Government of South Australia.