

Exclusive Offers Program: Partner Overview & Terms

1. The Opportunity

The Adelaide Economic Development Agency (AEDA) invites City of Adelaide businesses to participate in the **Exclusive Offers Program**. This initiative is designed to drive footfall and expenditure by connecting local retailers, hospitality providers, and experience operators directly with high-value visitor segments, including:

- **International and Domestic Cruise Passengers**
- **National and International Conference Delegates**
- **Major Event Attendees**

By participating, your business gains exclusive visibility through AEDA's strategic distribution channels, ensuring your brand is front-of-mind for visitors looking to explore the city.

2. Program Duration

The Program is a 12-month initiative scheduled to commence in **July 2026**. AEDA reserves the right to extend the Program duration at its discretion.

3. Eligibility & Participation

- **Location:** Participation is open to businesses operating within the City of Adelaide.
- **ATDW Registration:** To ensure high-quality digital promotion, businesses must maintain an active Australian Tourism Data Warehouse (ATDW) listing. Registration is free; <https://www.atdw.com.au/>
- **Selection:** All Expressions of Interest (EOIs) will be assessed by AEDA to ensure a diverse and high-quality range of offers. Submission of an EOI does not guarantee inclusion.
- **Alignment:** AEDA reserves the right to decline applications that do not align with the Program's strategic objectives or quality standards.

4. Offer Requirements

To maintain the program's prestige and effectiveness, participating businesses agree to:

- **Provide Value:** Offers must be clear, compelling, and provide genuine value (e.g., a percentage discount, value-add service, or exclusive incentive).
- **Consistency:** Offers must remain valid for the full 12-month duration unless otherwise negotiated with AEDA.
- **Integrity:** All offers must be honoured as advertised and comply with Australian Consumer Law.

5. Exclusive Distribution & Promotion

AEDA acts as the strategic link between your business and the visitor economy. Promotion of the Program is managed via:

- **Targeted Distribution:** AEDA coordinates directly with conference organisers, event planners, and cruise stakeholders to facilitate the offer.
- **Partner-Led Delivery:** Offers are disseminated exclusively through internal partner channels, such as private conference apps, delegate-only websites, and onboard cruise communication platforms.
- **Closed-Loop Exclusivity:** To protect your margins and brand value, AEDA will not host these offers on public-facing websites. Access is strictly limited to verified visitors and is not available to the general public.

6. Performance Tracking & Data Reporting

To measure the success of the Program and the ROI for your business, participants are required to provide quarterly redemption data, including:

- Total number of redemptions.
- Estimated transaction values.
- Qualitative feedback on visitor engagement.
- *Note: Failure to provide this data may result in removal from the Program.*

7. Program Management

- **No Guarantees:** While AEDA commits to strategic promotion, we do not guarantee specific redemption volumes or financial outcomes.
- **Modifications:** AEDA reserves the right to modify, suspend, or cancel the Program or update these Terms as required to meet evolving visitor needs.
- **Withdrawal:** Businesses may request to withdraw by providing written notice. AEDA reserves the right to remove any participant that fails to honour offers or meet reporting standards.

8. Branding & Liability

- **Marketing Assets:** Participants grant AEDA permission to use business names, logos, and offer details for promotional purposes.
- **Responsibility:** The business remains solely responsible for the delivery of the offer. AEDA accepts no liability for disputes between the business and customers or any loss of revenue resulting from participation.

9. Acceptance

By submitting an Expression of Interest, your business acknowledges and agrees to these Terms & Conditions.