

## Eligibility Criteria

To ensure the Pilot Tourism Development Program delivers meaningful, measurable outcomes for both operators and the wider Riverina Murray visitor economy, eligibility criteria have been set to focus on readiness, potential and impact.

The program is intended for operators who are well-positioned to act on tailored support, progress development priorities, and bring regionally significant visitor-ready experiences to market within a 12 month timeframe.

### 1. Business Location and Status

Applicants must be:

- Physically located and operating within the Riverina Murray region
- Actively operating or in the final stages of launching a regionally significant tourism product

### 2. Strategic Alignment

Applicants must demonstrate alignment with the following guiding documents:

- Destination NSW Visitor Economy Strategy 2035

Aligns with strategic pillars:

- Make it Easy to Visit
  - Focus on Attracting Visitors
  - Drive Growth Through Events
  - Focus on Experiences
  - Leverage Data and Insights
- THRIVE 2030 National Strategy
    - Demonstrates potential to grow sustainably and contribute to regional visitor expenditure targets
    - Supports workforce development, innovation, and inclusion

### 3. Regional Significance

Applicant must offer or be actively developing a hero product/experience that:

- Has the capacity to attract substantial brand awareness for the Riverina Murray
- Drives significant increase in visitation to the Riverina Murray
- Has aspects that are uniquely connected to place (Riverina Murray)
- Offers something different to anything elsewhere in the state

## 4. Commitment to Full Program Participation

Applicants must commit to the entire 10-month program, including:

- Introductory cohort session
- One-on-one site visit and experience audit
- Monthly mentoring and webinars
- Completion of a tailored business growth roadmap
- Provide permission for agreed targets/achievements to be shared with DRM stakeholders
- Agreement to provide feedback & undertake interviews/commentary
- Completion of check-in survey forms

## 5. Operational Readiness

Applicants must hold or be willing to obtain:

- Valid insurance, permits, approvals, licenses, risk management, health & safety documentation
- ATDW listing
- Basic digital infrastructure, including:
  - Website
  - Online Booking System
  - At least one Social Media account (Facebook, Instagram, LinkedIn and/or TikTok)
- Willingness to adopt new technologies and systems throughout the program

## 6. Capability for Growth and Investment

Applications must demonstrate readiness and capacity to:

- Scale operations or expand market reach
- Attract investment or funding
- Collaborate with regional stakeholders and tourism bodies

## 7. Commitment to Sustainability and Inclusion

Applicants must be committed to:

- Sustainable and regenerative tourism practices
- Designing inclusive experiences, including accessibility and First Nations engagement
- Supporting responsible visitor behaviour and positive community well-being