



Eligibility Criteria

1. Applicant businesses must be eligible based on Australian Tourism Export Council's (ATEC) membership criteria and receive official acceptance as an ATEC Explore NSW seller from ATEC.
2. Applicant businesses must be first-time sellers at an ATEC B2B trade event.
3. Applicant businesses must be a new member of ATEC.
4. Applicant businesses must be an Australian registered business with applicable taxes paid in Australia.
5. Applicant businesses must be a NSW-based tourism supplier (e.g. accommodation, attraction, tour/activity provider, or tourism transport).
6. Applicant businesses must demonstrate engagement with one or more inbound tour operators within the 2025/26 financial year.
7. Applicant businesses must demonstrate they are able to provide inbound net rates for the 2026/27 and 2027/28 financial years.
8. Applicant businesses must demonstrate they have participated in an international trade-ready program or recognised trade-ready program (such as the NSW First Program Inbound Strategy & New Product Workshops delivered by Destination NSW, or the ATEC Tourism Trade Ready Program).
9. Product Representation Companies (PRCs) are not eligible for a participation subsidy under the ATEC 2026 New Product Pathway. A PRC is a business that represents and acts on behalf of either a single business or multiple businesses.
10. The Destination NSW \$1,000 + GST support for the ATEC 2026 New Product Pathway applies only to the ATEC Explore NSW primary delegate registration fee and ATEC Associate Membership until 30 June 2027. Following the Destination NSW support, the applicant will be responsible for the remaining package cost of:
 - a. \$1,363.64 + GST for membership and Explore NSW (both markets); or
 - b. \$854.55 + GST for membership and Explore NSW (one market)
11. All other expenses (including travel, accommodation and incidentals) are the responsibility of the applicant
12. Applicants who have been successful in receiving other federal or state grants to support their attendance at an ATEC event in 2026 are not eligible to apply.
13. Applications will be assessed based on eligibility and on a first come, first served basis. Places are limited to a maximum of 6 ATEC 2026 New Product Pathway recipients.
14. Successful applicants must submit an Expression of Interest to Destination NSW and meet all eligibility requirements of the ATEC 2026 New Product Pathway. Following assessment and approval by Destination NSW, successful applicants will be provided with a registration link to complete their ATEC Explore NSW 2026 registration and pay the applicable applicant contribution amount. Destination NSW will reimburse ATEC directly for the \$1,000 + GST support component
15. Cancellation fees for ATEC Explore NSW will apply in accordance with the [Event Terms & Conditions](#)



DISCLAIMER:

16. Submission of an Expression of Interest does not guarantee a place in the ATEC 2026 New Product Pathway Package or any funding support. Meeting the eligibility criteria does not guarantee selection, as places are limited and subject to assessment and availability.
17. Applicants are responsible for all costs associated with preparing and submitting an Expression of Interest and attending Explore NSW, including travel, accommodation and incidental expenses. Destination NSW and ATEC are not liable for any loss, damage, cost or expense incurred by an applicant arising from participation in the program or from any change, postponement or cancellation of the program or event.
18. By submitting an Expression of Interest, applicants acknowledge that information provided may be collected, used and shared between Destination NSW and ATEC for the purposes of assessing eligibility, administering the program and communicating with applicants, in accordance with each organisation's privacy policy.