

Return Address	Tien Nguyen T&H Cooperation Pty Ltd
Date	30/09/2020
Salutation	Dear Senate committee
Introduce yourself: your name, address and school to identify that you are a constituent	My name is Tien Nguyen – Vice Director of T&H Cooperation Pty Ltd trading as Melbourne Saigon Travel, 40 Esmond St, Ardeer, Vic 3022
Why are you writing your Senator?	I am writing this letter to regarding about the change of EDMG will be apply for next financial year.
Ask for a response	<ol style="list-style-type: none">1. At the moment, the EDMG rebate system is working very well. It help us to improve our business via representative office in oversea, marketing visit, free sample.... with our market (Vietnam). I have received the information from Austrade to inform the EDMG will be change from next year. This will be impact to our business.2. Our company operate as inbound tour operation (ITO). Our main market is Vietnam. As you know, to grow the business with market oversea, we have to build the plan for long time. We start to do the plan for Vietnam market from 2016. We start from zero (0). We have to concentrate to research the market, how the market work...And until now, we can bring too many visitor from Vietnam to Australia for tourism. We should be very busy for this year if Covid 19 didn't happen. We still have some marketing plan for this market as we will do roadshow to introduce about Australian Tourism and how the Australia Government fighting with the Covid 19. Our company got 2 full time staff, 2 part time staff and 5 casual staff in Australia. In Vietnam, we got 1 full time and 2 casual staff. Last year, our export salewas nearly AUD1,200,0003. Last 3 years, base on EDMG, we have done too much marketing to promote about the Australian tourism as I did too much marketing trip to promote, explain and introduce about our industry, our company and Australia background. Our office representative always find more agent to bring more customer from Vietnam. They did small meeting in coffee shop to share about Australia experienced. Also, we invited the director of tourist company to come to Australia to introduce our service, our company and let them enjoy the service in Australia. When they come back, they know how is Australia Tourism work. In my opinion, the EDMG can let us do more marketing to promote the market in Vietnam. The population in Vietnam at the moment nearly 100 million people. Vietnam is the growing country. Almost Vietnamese people like travel to
Thank your Senator for his/her time	
Closing with your name	

oversea. Last 10 years ago, Vietnamese people always travel to Cambodia, Thailand, Singapore, Malaysia. After that, they move to Korea, Japan. But 4 years ago, they move to travel Europe, USA and Australia. But Australia is the place they always choose. Because, from Vietnam to Australia only take 8 hours flight and they can do direct flight. This is better than Europe (take 16 hours and must transit) or USA (take 17 hours and must transit). Beside that, Australia is peaceful, safety and friendly country. So a lot of visitor they choose Australia for visiting.

4. As I explained, Vietnam market still expand in the future and specially, this market will be grow up after Covid 19 finish. We need to get support from EDMG to do more marketing in Vietnam. We intend to do the roadshow to introduce the Australian tourism and highlight that Australia is safe and always welcome visitor for tourism next year
5. Under new rules of EDMG, our business no longer to claim EDMG with current market. This is very hard with us. If it didn't Covid 19, it should be fine with us. But now Covid 19 is affected to us. After covid 19 gone, we have to spend money to do more marketing, promotion... to get visitor come back to Australia. As you know, Mr. Simon John Birmingham, Minister of Trade, Tourism and Investment advised the international border may be open June 2021. After that, we have to do more marketing activities with Vietnam marketing. But under new rules of EDMG, this no longer apply for us at we already got 5 grants until 2021. If we spend 100% cost of marketing, we can not do well than before.
6. Under new rule, EDMG only support us to expand the new market. But this is impossible plan. We must rehabilitate our main market first. The Australia Government always want the business will grow up after Covid19. So if we can not get EDMG from 6th to 8th, we can not do too much marketing plan to get more visitor from Vietnam. Also, we can not run the representative office Vietnam as it cost us too much money. Now, our representative office still working to promote the Australian Tourism for preparing when Australia border lifted.
7. I hope you can consider to keep the rule as normal to keep our business survive this difficult time. After 8 years, we can do own decision

I appreciate your help and hope to get the respond from you

Thank you for your time and considering my request.

Sincerely,

Tien Nguyen