

Australia's Green Cauldron

A NATIONAL LANDSCAPE

Are you a Tourism Operator in Australia's Green Cauldron region?

Are you interested in increasing your visitation, developing your visitor experience and driving your business's growth?

Then join us for...

A FREE Mentoring and Marketing Masterclass for Tourism Businesses

The Masterclass focuses on developing your visitor experience, marketing tips and getting your brand right.

Hero experience development

- Creating memorable experiences
- More profit and repeat business

Cost effective marketing

- Getting your brand right
- Hints on creating free media publicity



Australia's Green Cauldron

As one of 16 destinations featured in the Australia's National Landscapes program, Australia's Green Cauldron provides tourism operators with a platform to promote their experiences (products and services) and effectively reach their Domestic and International markets through a nationally recognised tourism destination program.

BOOK one of the following Masterclasses NOW!

Coolangatta

Wednesday 1 June 2016
10am to 2pm

Southern Cross University
Room A220
Southern Cross Drive
Bilinga

CLICK HERE
TO BOOK
NOW!

Byron Bay

Thursday 2 June 2016
10am to 2pm

Byron Bay Golf Club
62 Broken Head Road
Byron Bay

CLICK HERE
TO BOOK
NOW!

Need one-on-one support?

Would you like to apply for a Business Mentoring Program and gain access to tourism experts who can provide support to grow your business?

Then apply through a simple Expression of Interest (EOI) process to be considered for a place on this exciting program. Submit your application, either in person at any of the Masterclasses, or by emailing paula.hynes@dsd.qld.gov.au

Numbers are limited and terms and conditions apply.



Masterclass Agenda

- | | |
|--|--|
| 1. Welcome to Australia's Green Cauldron | Background and overview of the Australia's Green Cauldron 2016 Business Mentoring Program and how to apply. |
| 2. 2015 Business Mentoring Program | Key findings, key opportunities and program outcomes. |
| 3. Creating Memorable Experiences and Cost Effective Marketing | Practical tips on keeping them coming back, getting your brand right and hints on creating free media publicity. |
| 4. National Landscapes Program | Update on Nature Based Tourism Strategy. |
| 5. Networking Lunch | |

Masterclass Presenters



Krista Hauritz

Specialising in regional tourism; having lived and worked in regional Australian tourism for 25 years.

Kirsta has collaborated on many cross regional tourism projects in Qld, including the Great Green Way - Cairns to Townsville, The Great Bunya Drive, Fish Inland Queensland, Reef to Outback, Drive Inland Queensland, Hand Made in Country and Southern Great Barrier Reef Dive Strategy.

A multi-tourism award recipient, Krista is featured in the Who's Who of Queensland and Who's who of Women, Australia. She works with regional communities to develop new tourism experience, enhance existing ones to attract visitors, increase spend and create regional dispersal.



Vicki Foster and David Shire

NORTEC Small Business advisors provide support to small business throughout the Gold Coast and Northern Rivers.

David and Vicki's skills cover financial strategy, efficient business process and planning, along with word of mouth marketing and digital engagement, gained through over 20 years combined business experience.

They both have extensive local knowledge and a strong connection with the Gold Coast and Northern Rivers communities. With career paths encompassing work throughout Australasia and Europe, giving them a sound understanding of the travel and tourism market both locally and internationally.

For any further enquiries please contact: **Paula Hynes** – Department of State Development, Queensland Government
P: (07) 5644 3208 E: paula.hynes@dsd.qld.gov.au

These initiatives are part of the Australia's Green Cauldron Business Mentoring Strategy which is proudly supported by:

