

Australia's Green Cauldron

A NATIONAL LANDSCAPE

Business Mentoring 2016 - Introductory Program

Date	Workshop	Venue	Time	Program Management	Workshop Expert
8 Jul*	Program rollout - intro to the program and the Mentors Business Planning – The Business Plan and Pricing	Byron Bay	10am - 1pm	NORTEC SBS	NORTEC SBS Krista Hauritz TBC
3 Aug	Experience Development & Clustering - developing a unique experience	Byron Bay	10am - 1pm	NORTEC SBS	Krista Hauritz
31 Aug*	Sales + Marketing - Branding, first impressions, marketing, media & sales	Byron Bay	10am - 1pm	NORTEC SBS	Krista Hauritz
5 Oct	Digital Training - website, social media, trip advisor	Kirra	10am - 1pm	NORTEC SBS	Krista Hauritz
2 Nov	Trade + Distribution - understanding trade and long-term relationships	Kirra	10am - 1pm	NORTEC SBS	Krista Hauritz

❖ Business Planning – The Business Plan and Pricing

Creating your own tailored Business Plan is the start of the journey to success. This session will help you develop a plan in three steps of where you've been, where you're going and how you're going to get there. Most importantly it will help you to understand your pricing – taking you from turnover to profit. You will walk out of the workshop with a simplified template to start actioning your plan for the future.

What to bring? Your dreams for your business. A calculator. Your laptop with access to your current prices and breakdown of income and expenses (for your eyes only).

What you'll walk away with

- Strategic Vision for your Business
- Strategic Business Plan Summary Template
- Understanding of turnover vs. profit

❖ Experience Development & Clustering - developing a unique experience

Are you really offering your visitors a lasting experience that keeps them coming back? You will be taken on a journey through your region to identify possible clusters that will help you to increase spend and length of stay. This interactive workshop will help you find your hidden gems and give you that important differentiation to stand out from the rest to create repeat visitation.

What to bring? Any fliers or brochures of your current tourism experiences.

What you'll walk away with

- Unearthed hidden gems in your business
- How to present your experiences in a meaningful manner
- Differentiation for your business

❖ Sales + Marketing - Branding, first impressions, marketing, media & sales

So what is branding and do visitors really judge a “book by its cover”? This workshop will give you some effective tips to give you a professional presentation. We’ll cover what to include in your marketing mix and how to attract media, from media releases to hosting visiting journalists. This workshop will help you understand the importance of personal sales and tactical tools to encourage visitors to “book now” and spend more.

What to bring? All your marketing tools (e.g. brochures, posters, business cards, letterhead, sales kits) and if you have a uniform/name badge please wear it!

What you’ll walk away with

- A clear understanding of your brand
- Marketing Strategy Template
- Media Release Template

❖ Digital Training - website, social media, trip advisor

It can be a digital minefield out there. Is my website effective? Should I be using Facebook, Instagram, Twitter, YouTube, Google Plus or Pintrest? What happens if I get a bad review on Trip Advisor? This introductory workshop will help you through the maze of digital, keeping it simple – but effective, and how to integrate it into your business to those that don’t have the time to do social media. We’ll also offer tips on how to best leverage regional, state and national social media platforms to help bring your business to a much wider audience.

What to bring? Your laptop, smart phone and/or IPAD/tablet.

What you’ll walk away with

- Understanding of the importance of digital media for the future of your business
- Tips for time poor business owners to use social media
- Actions to grow your followers

❖ Trade + Distribution - understanding trade and long-term relationships

With a trade and distribution expert, you’ll get first hand knowledge and insights into the world of travel distribution, packaging and bundling. You’ll leave with an understanding of wholesale, inbound and retail. Included in the workshop will be real life examples, tips on what the product managers are looking for and how the distribution networks can be leveraged in Australia and overseas, and what commission should you be paying?

What to bring? Any existing packages.

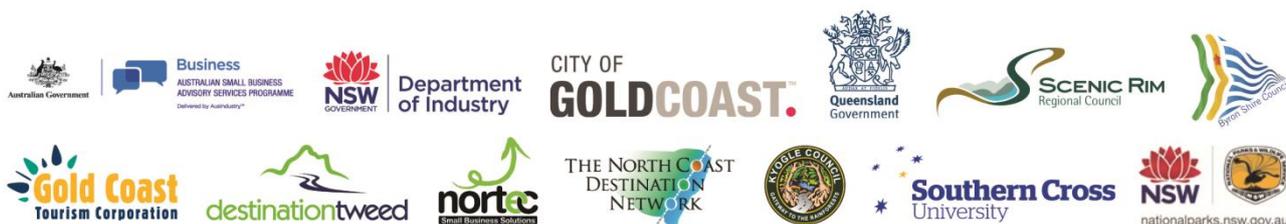
What you’ll walk away with

- An understanding of wholesale, inbound and retail
- Tips on what product managers are looking for
- Outline of what commissions you should and shouldn’t be paying

This subsidised program is \$200 for eligible businesses

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

This initiative is part of the Australia’s Green Cauldron Business Mentoring Strategy which is proudly supported by:



Business Mentoring 2016 - Graduate Program

Date	Workshop	Venue	Time	Program Management	Workshop Expert
7 Jul*	Program rollout - intro to the program and the Mentors Business Planning - strategic development, budgeting and targets for next 12 months	Byron Bay	10am - 1pm	NORTEC SBS	NORTEC SBS
4 Aug	Trade Development & Clustering Familiarisations	Byron Bay	10am - 1pm	NORTEC SBS	Krista Hauritz
1 Sep	Sales & Marketing Training including Cultural Awareness program	Byron Bay	10am - 1pm	NORTEC SBS	Krista Hauritz
6 Oct	Digital Training program	Kirra	10am - 1pm	NORTEC SBS	Krista Hauritz
3 Nov	Table Top Talks	Kirra	10am - 1pm	NORTEC SBS	Krista Hauritz

❖ Business Planning - strategic development, budgeting and targets for the next 12 months

This workshop will help you focus and develop the strategic direction for your business, with a clear outline to develop the budget and your targets for the next 12 months and beyond. You'll leave the workshop with a tailored template and action plan to keep you on track.

What to bring? Laptop with access to your financials (for your eyes only) and your deepest desires for the future of your business.

What you'll walk away with

- Strategic Business Plan Summary Template
- Targets for 2017/18
- Action plan for the next 12 months and beyond

❖ Trade Development & Clustering Familiarisations

Further enhance the distribution of your business through trade and gain an understanding of how to make your business stand out. Who to target and learn how to master hosting trade. Develop a clustering familiarisation during the workshop with something they'll remember ...and sell.

What to bring? Any existing agreements and packages with trade

What you'll walk away with

- How to make your business stand out in trade
- How to host trade
- Develop a clustering familiarisation

❖ Sales & Marketing Training including Cultural Awareness program

Further your sales and marketing, with a review of your marketing tools. Learn some tactical tools to take home and start implementing today. With some helpful and effective selling tips, that will help you make genuine presentations to trade, sales desks and potential visitors. We'll touch on how your marketing meets the needs of visitors from overseas. Most of all, you will leave this workshop with a clear and comfortable way to promote you and your business.

What to bring? All your marketing tools (brochures, fliers, posters, business cards) and laptop/IPAD to access your website.

What you'll walk away with

- How to better promote your business
- Understanding of the needs of other cultures
- How to turn your marketing into sales

❖ Digital Training program

Have you grown your social media network, or still not sure which platform works for you? We'll revise some handy hints to get you picked up on the networks at the regional, state and national network. Is your website driving sales and can we easily find you? This interactive session will have you mystery shopping each other and gaining insights to help you further grow your digital strategy.

What to bring? Laptop/IPAD and smartphone; and your access/passwords to your website, social media and other online listings (e.g. ATDW). 4 gorgeous digital photos if you have them.

What you'll walk away with

- The essential hashtags and hints to grow your social media networks
- Maximised digital listings on ATDW and TripAdvisor
- Review of your website and digital channels

❖ Table Top Talks

This session is where we bring it all together with a tourism industry version of "speed dating" and get creative. You'll get an opportunity to promote your business and packages to the industry, media and each other.

What to bring? Anything that will help you promote your business. Laptop, poster, brochure, presentation folder, photos, tastes – anything to excite the senses to give you an opportunity to personally present your business.

- The confidence to present and promote your business
- New industry and media networks
- Potential industry partners to promote into the future

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