



## AMAZING TOURISM MENTORING PROGRAM 2019 APPLICATION FORM

The Amazing Tourism Mentoring Program is specifically designed for tourism businesses based in the Lower Great Southern region of Western Australia. The program aims to create a vibrant community of tourism operators and encourage innovation across the region.

The Mentoring Program has been developed by the Great Southern Centre for Outdoor Recreation Excellence (GSCORE) in partnership with Amazing South Coast Tourism Incorporated (ASCTI).

*“The Tourism product is what the customer buys,  
the tourism experience is what they remember.”*

Tourism is part of the experience economy, a sector dominated by the desire to be engaged at an emotional, physical, intellectual and spiritual level. Successful experience-based tourism products provide visitors and marketing organisations with reasons to talk about your business – and attract more customers!

### Overview

The Amazing Tourism Mentoring Program provides tourism businesses with access to a range of tourism innovation resources to tap into the experience economy. The program includes workshops, guest presenters, activities, networking, and mentoring.

### The Amazing Tourism Mentoring Program is perfect for you if...

- You are thinking about starting a tourism business, but don't know where to start
- You are a brand new or newly established tourism business and need help to grow
- You are an existing tourism business looking to innovate to increase market share
- You have a tourism event idea and need assistance to make it happen

### How do I sign up?

A limited number of places are available, and applications will be assessed via a competitive Expression of Interest (EOI) process. Applications open in September 2019 and successful candidates will be advised by mid-October 2019. The program will be delivered at substantially reduced rates for successful applicants, with funding made possible by the Western Australian government and the Lower Great Southern Economic Alliance.

To be eligible, all prospective candidates must currently own, operate or manage; or intend to operate, a tourism business in the Lower Great Southern region, defined as the local government regions of Denmark, Albany, Plantagenet and Jerramungup.

Complete the attached Expression of Interest form and submit by **close of business 30 September 2019**.

## What's involved?

The program provides expert business support and industry mentoring to develop your business skills, entrepreneurship and tourism capability. There are three industry streams, suited to businesses at different stages of growth. **The participation rate is \$500+GST per business for each 6-month program.** We have secured funding to deliver these mentoring programs at a substantially subsidised rate in 2019-2020. This represents a significant discount – each program is valued at \$3,600.

Industry Stream	Program Details
<b>Tourism PREP</b>	
<p>PREP is a Pre-Accelerator Program designed for start-ups and business owners in the first 2 years of establishment. The program is also open to established tourism businesses who want to diversify, expand or re-invest in their tourism products. We focus on turning the kernel of a good idea into an amazing tourism experience. Learn how to test your ideas and find valuable information from your customers. The program brings together the latest expert knowledge on innovation, design sprints, lean canvas, and peer pitching.</p>	<p><u>6-month program contains three phases:</u></p> <ul style="list-style-type: none"> <li>• <b>Design Sprint</b> – 8-week program starting mid-October 2019;</li> <li>• <b>Business Planning</b> – 8 weeks starting mid-December; and</li> <li>• <b>Pitch Clinic</b> - 8-week program starting early February 2020.</li> </ul> <p><u>Requirements:</u></p> <ul style="list-style-type: none"> <li>• Mentees must attend a fortnightly full-day workshop</li> <li>• Meet with their Mentor a minimum of 1 hour per month</li> </ul> <p><u>Outcome:</u> Business Plan  <u>ASC Member Benefit:</u> One-year free base level ASC membership</p>
<b>Tourism ACE</b>	
<p>ACE is an Accelerator Program that supports tourism businesses in the first years of establishment to gain traction in local and intra-state markets. The focus is on improving products, services and process, driving innovation in product development, and leveraging marketing know-how. At the end of the program you will have developed an effective Local Marketing Plan to promote your business and leverage the Amazing South Coast Brand.</p>	<p><u>6-month program</u></p> <p><u>Requirements:</u></p> <ul style="list-style-type: none"> <li>• Meet with their Mentor a minimum of 1 hour per fortnight for 6 months</li> <li>• Commit 2 hours per week into growing their business</li> </ul> <p><u>Outcome:</u> Local Marketing Plan  <u>ASC Member Benefit:</u> Premium-level presence on ASC website *</p>
<b>Tourism MATES</b>	
<p>MATES (Mastering Trade Engagement) is a Capacity Building Program that supports tourism businesses with established tourism products who want to enter the trade and online distribution marketplace. The focus is on understanding pricing and yield and working with online retailers and wholesalers and inbound tour operators to reach interstate and international markets.</p>	<p><u>6-month program</u></p> <p><u>Requirements:</u></p> <ul style="list-style-type: none"> <li>• Meet with their Mentor a minimum of 1 hour per fortnight for 6 months</li> <li>• Commit 2 hours per week into growing their business</li> </ul> <p><u>Outcome:</u> Trade Engagement Plan &amp; Contracting Facilitation  <u>ASC Member Benefit:</u> Product represented by ASCTI at Australian Tourism Exchange (ATE)*</p>

\* Conditions apply: Business must be a member of the Amazing South Coast (minimum base-level membership required).

# AMAZING TOURISM MENTORING PROGRAM 2019

## EXPRESSION OF INTEREST

<b>Applicant Name:</b>			
<b>Phone:</b>		<b>Mobile:</b>	
<b>Email:</b>			
<b>Business Name:</b> (if applicable)			
<b>Business Address:</b>			
<b>Business Type:</b> (e.g. accommodation, tour, attraction, etc)			
<b>Business Structure:</b> (e.g. sole trader, partnership, company)			

**To help us place you into the correct mentoring program, please answer the following questions**

**1. Which of the following programs do you want to join?**

Tourism PREP

*Start-ups, new businesses, or new venture*

Tourism ACE

*Marketing know-how and intra-state engagement*

Tourism MATES

*Trade engagement for established businesses (5+years)*

**2. How did you hear about the accelerator program?**

**3. Do you currently own, operate or manage a tourism business?**

**Yes – Go to Section 1**

**No – Go to Section 2**

# SECTION 1: CURRENT TOURISM INDUSTRY INVOLVEMENT

**Complete this section if you own, operate or manage an existing business**

How long has this business been in operation? Years: \_\_\_\_\_

Are you a current member of the Amazing South Coast (ASC) Tourism Inc.? Yes/No

Are you a current member of Australia's South West (ASW)? Yes/No

How would you describe your involvement in your local tourism community?

How would you describe your understanding of the wider tourism industry?

Is your business accredited in the ATAP system?

## Current Operations

Do you have a business plan? Yes/No

Do you have an automated reservations system? Yes/No

Can you take online bookings that are instantly confirmed and paid for? Yes/No

Do you feel that your tourism product meets the needs of your customers? Yes/No

Are you willing to make changes to your products and services to meet demonstrated needs? Yes/No

How would you describe your capacity to grow your business?

## Marketing

Do you have a marketing plan?

Yes/No

How would you describe your current website?

Are you willing to invest in marketing your business more effectively to increase sales?

Yes/No

Are you willing to change your business practices to reach more customers?

Yes/No

## Commitment

Can you commit 2 hours per week to work on your business?

Yes/No

Can you commit to fortnightly 1-hour meetings with your mentor?

Yes/No

Are you willing to financially invest in mentoring to achieve your business goals?

Yes/No

**Please go to Section 3**

## SECTION 2: TOURISM PREP

**Complete this section if you are a start-up or newly established businesses, or looking to invest in a new idea/venture**

**What is your “great tourism idea”?**

**Why do you want to be part of the accelerator program?**

### **Commitment**

The program involves 4 full day workshops between October and early December. In addition, mentees are required to meet with their mentors on a regular basis.

**Are you able to make this time commitment?**

**Yes/No**

**What obstacles or challenges might impact on your ability to make this time commitment?**

## SECTION 3: APPLICATION CONFIRMATION

- I have read the Mentoring Program information
- I have completed the Expression of Interest Form
- I currently own/manage a tourism business, or I plan to start a tourism business
- I will commit sufficient time to attend all the workshop sessions and/or mentoring sessions and complete all activities and exercises

**Signature:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**RETURN THIS FORM TO:**

Wendy Triplett, Training Coordinator, GSCORE via email: [training@gscore.com.au](mailto:training@gscore.com.au) or post to: 5/22 Collie Street, Albany, WA 6330.

**Applications close 5pm on 30 September 2019**