

HILLS, HAWKESBURY & RIVERLANDS TOURISM

Po Box 222
Galston NSW 2159
Phone: 02 8208 6122
Fax: 02 9656 1295
Email: info@hhart.com.au



Department of State and
Regional Development

Tourism Innovation and Business Development Program "Path to sustainable economic growth and development"

Overview of the program:

The proposed pilot program will follow the template of the generic Stepping up program, but targeting the capacity building opportunities specific to the local tourism industry. This program can demonstrate how collaboration among businesses, and between industry and government, can bring mutual benefits in striving for sustainability.

All workshops facilitation will include industry leaders and guest speakers who are successfully growing their business and interactive exercises. This program can also help address key areas of concern identified by small / medium sized tourism businesses, including the economic uncertainty, cash flow and marketing / branding.

Objectives include:

- Provide operators with current, relevant industry knowledge
- Provide operators with the skills needed to grow their business
- Encourage the industry to work together for their mutual benefit
- Increase skills development level of participants
- Encourage positive sales response and convert to increase yield
- Increase marketing potential for Hills, Hawkesbury and Riverlands Tourism Association
- Increase profile of Hills and Hawkesbury region

Eligibility Criteria:

- Must be substantively industry based, applicable to tourism and hospitality related businesses
- Must be in business operating for minimum 12 months and be financially viable. Participants can provide financial reports which show the business is profitable and has a positive balance of assets over liabilities
- Minimum turnover \$100,000
- Must commit to all workshops and group activities in this program

Cost to participants:

\$550.00 per person (incl GST), The Hills Shire to contribute \$460.00 per person (in-kind). DSRD will subsidize up to \$990.00 per person per program.



HILLS, HAWKESBURY & RIVERLANDS TOURISM

Po Box 222
Galston NSW 2159
Phone: 02 8208 6122
Fax: 02 9656 1295
Email: info@hhart.com.au

Program Inclusions:

Intensive and interactive workshops, workbooks, refreshments and meals where applicable, group mentoring and publicity.

Perceived Outcomes:

1. Build and convert awareness of the Hills, Hawkesbury and Riverlands region in target markets through effective strategies developed by the participants in the program.
2. Build managerial capacity and encourage further investment into the region, plus positive economic spin offs from the network.
3. Encourage private and public sector partnerships to grow and develop our local tourism industry through collaborative marketing and strategies.
4. Assisting business retention/expansion, contributing to more local jobs.

Background on the Facilitator:

The Hills Hawkesbury & Riverlands Tourism has been in existence as an Incorporated body promoting tourism to the area since 1988, however has only been called Hills Hawkesbury & Riverlands Tourism since October 2008.

With the declining tourism visitation to the area, the board increased its membership outside its traditional area and a strategic plan was born to extend the boundaries to include the North-west area of Sydney. It is a purely industry membership structure that works with councils to achieve its outcomes. The board also decided that it required expert management to do what was needed to be done for the area in regaining lost market share. Thus they employed Lorick Management to act as the CEO of the organisation. Lorick Management a Tourism & Events company that has been in existence since 2005 and has a wealth of tourism expertise that they bring to this program again enabling the connection to be made with the industry. Lorick Management has a proven record in successful marketing and program facilitation.

Group Mentoring and one on one mentoring can be available through the Hills, Hawkesbury and Riverlands Tourism Association Board and Lori Modde. It is anticipated that a maximum of 10 hours mentoring will be available per participant.



HILLS, HAWKESBURY & RIVERLANDS TOURISM

Po Box 222
Galston NSW 2159
Phone: 02 8208 6122
Fax: 02 9656 1295
Email: info@hart.com.au

Tourism Innovation and Business Development Program-Action Plan

Program	Resources	Workshop Structure	Proposed speakers	Responsibility
<p>Session 1: 7th October 09 3 hours intensive workshop</p> <p>Understanding Your Business and its position in the market</p> <p>Develop and enhance your Unique Selling Point (USP). This workshop aims to understand your business and ways to capitalise on opportunities that make it stand out from your competitors.</p>	<p>-Hills Council venue -Catering -Marketing and workshop Material -Online pod cast</p>	<p>Product Development Marketing Knowhow Case Study</p>	<p>TNSW Viktoria Derabi Lori Modde</p>	<p>HHRTA and Raquel Bloom Economic Development</p>
<p>Session 2: 21st October 09 3 hours intensive workshop</p> <p>Understanding your Cash flow and prospering during challenging times</p> <p>Teach effective cash flow management, the cost of doing business and how to budget and maximise profit margins.</p>	<p>-Hills Council venue -Catering -Marketing and workshop Material -Online pod cast</p>	<p>Cash Flow and budgeting techniques for profit Think outside the square</p>	<p>Vanessa Van Wyk/Binarix TBC</p>	<p>HHRTA</p>
<p>Session 3: 4th November 09 3 hours intensive workshop</p> <p>Retain, Build, Educate your customers and Revitalise your products</p> <p>Converting the lead into a Sales, learn key strategies to “value add” to existing customer relationships to build customer loyalty to create a champion customer referral base and investigate ways to extend product life cycle through innovation. This workshop will also touch on the import role of publicity and PR in your business.</p>	<p>Hills Council venue Catering Marketing material</p>	<p>Quoting for Success Web technologies to build referral and repeat business Creating, building and owning market intelligence</p>	<p>Lori Modde Ben Curran StraliaWeb TBC</p>	<p>HHRTA</p>



CLOSER THAN YOU THINK

HILLS, HAWKESBURY & RIVERLANDS TOURISM

Po Box 222
Galston NSW 2159
Phone: 02 8208 6122
Fax: 02 9656 1295
Email: info@hhart.com.au

<p>Session 4: 18th November 2009</p> <p>Customer Service Accreditation This workshop will provide participants with the skills and attitudes to handle all situations in a positive and professional manner that will benefit both customers and the business. The workshop creates awareness of the importance of providing a better service to customers and how staff's attitudes towards them, and also to each other, can make all the difference towards building and maintaining a successful and profitable business.</p>	<p>Hills Council venue Catering Marketing material</p>	<p>Aussie Host</p>	<p>TAFE – Western Sydney Accredited Aussie Host Trainers</p>	<p>HHRTA</p>
<p>Travel Showcase (in place of Graduation program) 2nd or 3rd December 2009 An opportunity to showcase goods and services to their fellow peers, business leaders and direct to market place. To celebrate their achievements and development and apply learnings throughout the program.</p>	<p>Castle Hill RSL OR Castle Towers Shopping Centre</p>		<p>All participants</p>	<p>HHRTA and Raquel Bloom Economic Development</p>



CLOSER THAN YOU THINK

HILLS, HAWKESBURY & RIVERLANDS TOURISM

In Conjunction with



Department of State and
Regional Development



Proudly announce the first ever
TOURISM STEPPING UP Program

For all the tourism businesses that would like some assistance in:

- Cash flows
- Marketing
- Dealing with Media
- Maximising PR
- Learning from other successful tourism businesses
- Understanding more about the tourism industry

This 12 week program will do all the above plus more. For every participant, the Department of State and Regional Development will double your contribution and Hills Shire Council will match your contribution, to bring you an extremely worthwhile opportunity for you and your business.

For just \$500 you will receive:

- * A one on one mentor
- * 12 hours of workshops with key industry leaders and professionals
- * Access to the tourism expo at the completion of the 12 weeks, as well as a certificate of attainment.

Program starts 16th September and concludes on the 2nd December 2009 with a mini travel expo.

YOU MUST:

Be NSW-based, been operating for at least two years, able to provide financial accounts, have a turnover of more than \$100,000, employ at least one staff member, able to identify your business goal or hurdles, be prepared to enter into an agreement with DSRD, and is prepared to respond to DSRD monitoring and evaluation surveys.

For more information on the Stepping Up Program, go to www.smallbusiness.nsw.gov.au or call Hills Hawkesbury & Riverlands Tourism on 02 9656 1598.

I wish to register as a Mentor / Mentoree (circle appropriate) for this or further Tourism Stepping Up Programs offered by HHART, Hills Council & DSRD.

NAME: _____

COMPANY: _____

PHONE: _____ MOBILE: _____

EMAIL: _____

FAX TO 02 9656 1295 or email to info@hhart.com.au

