



FIRST TIME OFFERED TO TOURISM OPERATORS IN NEW SOUTH WALES!

A special offer for tourism operators! Representing \$3000 worth of value for only \$500!

This program provides focussed workshops with the bonus of a business mentor to help your tourism business grow to the next level.

Tourism Industry Council NSW and the Department of Industry & Investment NSW are offering this subsidised mentoring program for established business owners in their growth stage. The program incorporates specific business workshops and mentoring providing both peer-to-peer and one-on-one business assistance. The Business Mentoring and training program offers the opportunity for business owners to experience the benefits of a professional business mentor coupled with a co-operative learning environment. The program helps participants reach their full potential enabling them to develop their business further by using a mentor to share their insights and experiences.

Small Business owners in their growth stage may need an extra boost or a mentor who acts as a sounding board to help the business grow. This program accelerates business skills to the next level and is tourism industry specific.

How can a business mentor help?

A mentor is an experienced business owner who can help guide another business owner on their growth pathway. This guidance is voluntary. Mentoring does not involve business coaching, professional advice or consulting, but rather provides someone who can help you focus on the “big picture” issues that face your business and someone to bounce ideas off.

What does the program provide?

The program commences on 1st March 2011 and finishes on the 14th June 2011. It includes four integrated components comprising:

- A dedicated program subsidised by Industry & Investment NSW
- 6 x 3hr business skills workshops (held of an evening) including Marketing, Business Planning, Financial Management, AussieHost Customer Service and Strategic Selling.
- 10 hours of mentoring with an allocated mentor working on a special business project or outcome



- networking and peer support with guest speakers focussing on niche interest areas.

Who can apply?

To participate you must be an owner of a small business based in NSW with an annual turnover of \$200,000 or more. You must have operated for one to four years and employ at least one staff member, be registered for GST with an ABN. You must also be able to identify a business challenge you need assistance with.

Where is the program held?

The 6 workshops are being conducted at the Mecure Sydney Parramatta. The mentoring may be held on your business premises, on the telephone or a mutual location decided between yourself and your mentor.

What is the price?

The program price is \$500 plus GST per participant which is subsidised by the Department of Industry & Investment.

Who do I speak to for further information or to register?

Please contact Karina Groth, Small Business Mentoring Program Coordinator for Tourism Industry Council NSW on 0401 276 428 or aussiehost@ticnsw.com.au