



# ACCELERATE

## AMAZING TOURISM MENTORING PROGRAM

Whether you are starting out or making changes to your business, having a mentor to lead you in the right direction is invaluable



### What is Accelerate?

The Amazing Tourism Mentoring Program encourages everyone from start-up entrepreneurs right through to seasoned business owners and operators to take a leap outside their comfort zone in a supportive and enabling environment.



### What's involved?

Modules have been developed to suit businesses at different stages of growth. Each module consists of practical resources, business support, workshops, and one-on-one tourism advice with experienced mentors.

## Apply today!

A limited number of places are available, and applications will be assessed on a competitive Expression of Interest (EOI) basis.

**Applications close 30 September 2019**

To apply, or for more information, email [training@gscore.com.au](mailto:training@gscore.com.au), or visit [www.gscore.com.au/amazing-mentoring-program/](http://www.gscore.com.au/amazing-mentoring-program/)

# CHOOSE A PROGRAM TO SUIT YOUR BUSINESS NEEDS



## Is it for me?

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



## What does it cost?

**\$500+GST per program**

A partnership between GSCORE and the Lower Great Southern Economic Alliance, with funding support from the WA state government, means that this expert program will be available at a substantially reduced rate in 2019-2020. Each program is valued at \$3,600. That's a saving of over \$3000!



## What do I get?

**6 month mentoring program**

- Each module includes a special membership benefit with the Amazing South Coast Tourism Incorporated
- A tailored program of workshops, guest presenters, activities, networking, and one-on-one mentoring, designed to enhance tourism capability and encourage your innovative ideas



## When does it start?

**Mid-October 2019**

- 1st intake starts mid-October 2019
- 2nd intake starts April 2020

## TOURISM PREP

### Pre-Accelerator Program

Tourism PREP is a pre-accelerator program that helps startups and newly developed tourism businesses, and businesses looking to invest in new product, to turn the kernel of a good idea into an amazing tourism experience. You will learn how to understand target markets, develop your ideas into amazing experiences and launch your product. The program brings together the latest expert knowledge on innovation, design sprints, lean canvas, and peer pitching.

**Outcome:** Business Plan

**ASC Member Benefit:** One-year free base-level membership

## TOURISM ACE

### Accelerator Program

Tourism ACE is an Accelerator Program that helps 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.

**Outcome:** Local Marketing Plan

**ASC Member Benefit:** Premium presence on ASC website (conditions apply)

## TOURISM MATES

### Mastering Trade Engagement

Tourism MATES 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.

**Outcome:** Trade Engagement Plan & Contracting Facilitation

**ASC Member Benefit:** Product represented by ASCTI at Australian Tourism Exchange (ATE) (conditions apply)

#### FUNDING PARTNERS:



#### PROJECT PARTNERS:

