



TOURISM ACE MENTORING PROGRAM

This 6 month capability building program supports businesses to develop their local marketing strategy and increase their brand awareness.

This program will suit tour operators, new accommodation businesses, wineries & breweries, galleries and attractions, to connect with partnerships and implement new marketing initiatives. At the conclusion of this program, you will be invited to participate in an Amazing South Coast (ASC) advertising campaign. *Open to ASC members exclusively.

WHAT'S INCLUDED

15 hours one-in-one 'best practice' sessions with an expert tourism business coach (over 6 months) plus specialised resources to guide business development.

Outcome: Detailed Local Marketing Plan & ASC campaign inclusion.*



INSIGHTFUL TOURISM SOLUTIONS



Topics included

- Make your brand sing
- Get the most from your reservation system
- Copywriting and image management for SEO
- Local marketing plan
- Product tips
- Price modelling and competitor analysis
- Connect with local distribution partners
- Campaigns and PR

A limited number of places are available, and applications will be assessed on a competitive Expression of Interest (EOI) basis. To apply, or for more information, email training@gscore.com.au, or visit <https://gscore.com.au/projects/amazing-mentoring-program/> Applications are now open

FUNDING PARTNERS



PROJECT PARTNERS

