



# TOURISM ACE ACCELERATE PROGRAM

This 6 month program capability building program supports established businesses to participate in tourism trade distribution and connections to 'Team WA'.

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.\*

**DTM**  
DISTINCTLY TOURISM  
MANAGEMENT

INSIGHTFUL TOURISM SOLUTIONS

**\$500  
+GST**

## 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](mailto:training@gscore.com.au), or visit <https://gscore.com.au/amazing-mentoring-program/> Applications are now open

### FUNDING PARTNERS



### PROJECT PARTNERS

