



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.

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

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, or visit [https://gscore.com.au/projects/amazing-mentoring program/Applicationsarenowopen](https://gscore.com.au/projects/amazing-mentoring-program/Applicationsarenowopen)

FUNDING PARTNERS



PROJECT PARTNERS



An initiative of the Great Southern Centre for Outdoor Recreation Excellence (GSCORE)

