



connecting tourism for business success

For every business in the tourism industry,
this guide will point you in the direction
of information, publications and networks.



The success of your business depends on your ability to adapt to its changing lifecycle. Understanding where your business fits in the lifecycle will help you anticipate upcoming challenges and make the most appropriate business decisions.



Each stage of the business lifecycle may not occur in chronological order — some businesses will move quickly from one stage to the next and others will choose a different path.

Where are you at?

Consider your business

You have a business idea and have completed preliminary research on the commercial potential of the products/services. You now have to decide on the best way to both bring your idea to the market and secure finances. You have recognised the intellectual property (IP) of the products/services. You understand that we live in a competitive environment and that you need to differentiate your business so that it will succeed.

Challenge

Determining a sound business opportunity — identifying and defining your market and its needs to ensure your products/services will be accepted; to understand your directors' responsibilities; marketing the business to potential investors and to tightly control use of money and time. You will need to accurately estimate the amount of money you need to borrow to bring your business idea to market.

Focus

Researching your business idea with clarity. Conducting the necessary research on industry, markets, competitive position and the environment. Developing a comprehensive ownership/business structure and business plan detailing all facets of the business, including its products/services, markets, production, sales arrangements, logistics, finance.

Skills & Knowledge

Industry knowledge is required including knowledge of your target market and potential competitors. Business and financial management skills are also required. Basic knowledge of intellectual property protection is needed. However, you may require external support in this.

Capital Sources

You may obtain capital via self funding, family, friends and grant assistance where appropriate.

Starting your business

Your business has become a legal entity and has an informal management structure. Your business and strategic development plans are ready, including proof of your market, IP protection and product design. You are adhering to your business plan and spending considerable time ensuring that your business operations are running correctly.

Challenge

To re-define the market needs and accurately estimating time to market; securing a market niche; building your brand name and awareness of your business image/products/services and establishing a competitive advantage. Manage your finances closely; ensuring you are not overestimating the income stream and the timing of when income is expected. Prioritising your activities to focus on the key issues and being responsive to market trends. Be ready for reality checks.

Focus

Establishing a customer base and a market presence, a board of advisors and understanding of the directors' responsibilities within the business; implementing proper financial and reporting systems; conduct risk management and engage professional consultants when appropriate. Obtaining the necessary business licences, development approvals, protecting your intellectual property and securing the necessary finances. Learning how to effectively manage your business and employees.

Skills & Knowledge

Knowledge of the market and marketing skills are required to define market needs and create business brand/product awareness. Financial management skills are necessary to manage finances.

Capital Sources

You may obtain capital via self funding, family, friends and grant assistance where appropriate. Plus, capital may be sourced from suppliers/customers and angel investors.

Growing your business

Your business has increasing revenues and a growing customer base that are presenting new opportunities. Your management structure is generally simple and you are establishing commercial relationships. You have refined a market niche and are branding the business. Profits are flourishing however competition is intensifying. You need to ensure your business's future by growing your business carefully.

Challenge

At this stage, the business growth may stagnate, lose profits and fail. Need to work on the business, not in the business. Concentrate on human resources, finance, marketing, workplace health and safety, processes and resources. Effectively training and delegating to staff is essential at this stage. Selecting the appropriate model for growth and securing the additional resources required is also important.

Focus

Formalise your business structure and procedures, coupled with strong accounting and reporting systems and establish an effective management team. Prepare a structured model for growth to attract finance including marketing and production plans. Continue to build and maintain relationships, uphold directors' responsibilities and gain repeat customers. Major marketing focus including consolidation of product lines and branding. Attention to corporate governance and risk management.

Skills & Knowledge

Marketing, business planning, human resource and financial management skills are all required to improve and grow business. Process and service audit may be needed to improve efficiencies.

Capital Sources

You may obtain capital via partnerships, profits, banks, angel investors, leasing and grants. There may be opportunities to raise capital from venture capital or private equity sources.

Improving your business

Your business has now matured into a thriving company with a place in the market and loyal customer base. Your business has become more routine, centralised and manageable, however you may decide to expand into new markets and distribution channels. Acquisitions, divestitures and research and development are options for improving your business structure and processes. You may decide to pass on control of the business via a management buyout or make an initial public offering to the share market.

Challenge

To keep focused and enthusiastic about your business; to renew business focus and motivate management and staff, to delegate management authority and responsibility effectively; reinvesting in the business and dealing with the relentless, fast-changing and competitive marketplace. You need to stay focused on macro issues including the economy, changing customers' needs, competitor activities and advantaged production operations. It may also be time to transition to a new business model and/or structure.

Focus

Concentrate on total business improvement and practices, sustaining cash flow, outsourcing and logistics, corporate governance, and maintaining a loyal customer base. Reviewing and enhancing your competitive advantage and benchmarking in all aspects of your business will be important. It will also be important to concentrate on innovation and business improvement in all areas of the business value chain. You may decide to add new products/services to complement your existing products/services. Attention will need to be given to risk management. Consider succession planning options, determining how to make it attractive to potential buyers.

Skills & Knowledge

































Strong industry and corporate knowledge is required for business processes improvement. Marketing skills may be required for additional products/services offering. Human resource management skills are required to manage staffing levels, delegate and govern appropriately. A strong knowledge of the industry and your financial position is necessary to correctly value the business, this will determine the type of capital your business requires.










Capital Sources

You may obtain capital through business profits, banks, joint ventures, licensing, angel investors, venture capital or private equity investors and partners.

Your stage of business

Who can help

















Agency	Consider your business	Starting your business	Growing your business	Improving your business	Contact	Service/organisation
					www.qtic.com.au (07) 3236 1445	<p>Queensland Tourism Industry Council (QTIC) is the state peak body for tourism. As a not for profit membership organisation QTIC advocates on behalf of the industry and provides a number of services including for business support, workforce development, training and training resources, policy development, lobbying and networking events. You can search the member database for businesses that provide business support services including training, consultancy and product supply.</p>
					www.tq.com.au (07) 3535 3535	<p>Tourism Queensland (TQ) is a statutory authority of the Queensland Government. TQ markets and develops the tourism industry in Queensland, and strongly contributes to supporting businesses and destinations to improve the overall appeal and experience of the destinations.</p>
					www.tq.com.au/qtid	<p>Regional Tourism Organisations (RTOs) There are 14 Regional Tourism Organisations (RTOs) in Queensland, which in total cover the entire state. RTOs are designed to enhance the tourism industry in their respective regions through providing a range of services including destination marketing, destination development, communication and education for industry development, leadership and industry representation.</p>
					www.tq.com.au/qtid	<p>Local Tourism Organisations (LTOs) provide marketing and business support services to their respective areas.</p>
					www.deedi.qld.gov.au www.business.qld.gov.au	<p>Queensland Government Department of Employment, Economic Development and Innovation works to capitalise on Queensland's advantages to grow regional economies and strengthen industries. The Department delivers a range of services to achieve regional economic growth, transform and build up industries and to assist business owners to improve their operational and management skills.</p> <ul style="list-style-type: none"> • Call 13 25 23 select the Business Hotline option (for interstate callers 07 3001 6359). The Business Support Centre will help you with information on assistance and support to help Queenslanders start, operate or grow a successful business. • The Business and Industry website, www.business.qld.gov.au, from Queensland Government provides access to business information, assistance and support. Gain direct access to a range of valuable interactive tools, guides, grants information, licensing and support services to equip you with skills and information to start and develop your business. • A statewide network of Department of Employment, Economic Development and Innovation Regional Centres provides regional access to a wide range of business development services. • The Mentoring for Growth team provides assistance to growing companies to achieve their potential.
					www.qtic.com.au/associationscouncil (07) 3236 1445	<p>QTIC's Associations Council provides a forum for industry sector bodies to discuss common issues and develop strategies to respond to challenges and opportunities in a united and coordinated way. Tourism Sector Associations and Peak Bodies offer assistance to businesses within each sector of the tourism industry. Association sectors include accommodation, transport, events, food and beverage, retail, caravan, touring, clubs and marine.</p>
					www.ec3global.com	<p>EC3 Global was developed by the Sustainable Tourism Cooperative Research Centre and is one of Asia Pacific's most experienced environmental management and tourism organisations. EC3 Global specialises in assisting public and private entities in the fields of environmental sustainability, destination management and marketing, economic development, regional planning and strategic planning for tourism. EC3 Global has a range of training and capacity programs for businesses and manages the Sustainable Tourism Online portal together with EarthCheck, a web based tool to track and measure business environmental sustainability.</p>
					www.tourism.australia.com	<p>Tourism Australia is the Australian Government agency responsible for the international and domestic marketing of Australia as a destination for leisure and business travel. The Tourism Australia corporate website has a number of industry resources and toolkits.</p>

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Agency					www.ret.gov.au/tourism/tra	Tourism Research Australia (TRA) is a branch of the Australian Government Department of Resources, Energy and Tourism which provides statistics, research and analysis to support industry development, policy development and marketing for the Australian tourism industry.
					www.iba.gov.au	Indigenous Business Australia identifies and pursues opportunities that enable Indigenous Australians to create wealth, accumulate assets and achieve their financial aspirations. They do this by building mutually respectful and responsible partnerships with Indigenous Australians, government agencies, private sector business and industry to facilitate home ownership, business ownership and joint venture partnerships.
					www.ret.gov.au	Australian Government, Department of Resources, Energy and Tourism (RET) provides advice and policy support to the Australian Government regarding Australia's resources, energy and tourism sectors. The Department develops and delivers policies to increase Australia's international competitiveness, consistent with the principles of environmental responsibility and sustainable development. <ul style="list-style-type: none"> • Industry Fact Sheets and Newsletters Various industry fact sheets and newsletters which outline the Australian Government roles and responsibilities for tourism are available for tourism businesses. • Supporting Small Tourism Businesses provides advice and support that is available for small businesses. It contains general business and marketing advice.
					www.ausindustry.gov.au	AusIndustry is a business unit of the Australian Government Department of Innovation, Industry, Science and Research. It serves the needs of Australian businesses by assisting them to become more innovative and internationally competitive. <ul style="list-style-type: none"> • Small Business Support Line 1800 777 275 The SBSL provides small business owners with a single point of contact to access information and referral services in order to improve their business sustainability and help better manage their business.
					www.business.gov.au www.business.gov.au/resourcekit	business.gov.au or Business Entry Point is the Australian Government's principal business resource providing a range of services and information on planning, starting and growing your business. The Small Business Resource Kit allows you to access essential information to start your small business.
					www.enterpriseconnect.gov.au	Enterprise Connect is an Australian Government initiative backed by industry that offers comprehensive advice and support to eligible Australian small and medium businesses to help them transform and reach their full potential. The national network consists of 12 centres around Australia with around 100 Business Advisers and Facilitators in the field. Enterprise Connect services include: <ul style="list-style-type: none"> • Innovative Regions Group Business Review • Clean 21
					www.cciq.com.au	Chamber of Commerce and Industry Queensland is a non-government organisation that delivers a broad range of services and represents business interests to government at all levels. It provides advice and hands-on assistance in a broad range of business management areas, including workplace and industrial relations, staff development and training, workplace health and safety, environmental management and international business facilitation and documentation.
					www.abs.gov.au	Australian Bureau of Statistics (ABS) assists and encourages informed decision making, research and discussion within governments and the community by providing a high quality, objective and responsive national statistical service.
					www.smallbusinessbanking.com.au	Australian Bankers Association Small Business Forum provides support, advice and information about banking solutions for the small business operator on their Smarter Banking for Small Business website.
					www.aaai.net.au	Australian Association of Angel Investors (AAAI) is the national forum for the advancement of Angel Investors and the professional development of its members passion for investing in entrepreneurial success.

























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Agency					www.usicom.com	Australian Institute for Commercialisation (AIC) provides innovation and collaboration services that help organisations grow. Nationally, they work with entrepreneurs, businesses, research organisations and governments to convert ideas or intellectual property into successful business outcomes.
					www.companydirectors.com.au	Australian Institute of Company Directors (AICD) is Australia's pre-eminent organisation for directors. AICD delivers knowledge and continuing learning in the field of directorship; enriches the capabilities of members with information, services, events and networks; influences the corporate governance environment in Australia; and promotes understanding of and respect for the role of directors.
					www.aim.com.au	Australian Institute of Management (AIM) is a not for profit entity which invests in the creation and education products, alternative education distribution channels and learning support materials for management.
					www.avcal.com.au	Australian Private Equity & Venture Capital Association Limited (AVCAL) are the peak national body representing the private equity and venture capital industry in Australia. The website has information on looking for capital, training and tools around venture capital and equity.
					www.cpaaustralia.com.au	Certified Practising Accountants (CPA) Australia offers education, training, technical support and advocacy for accountants. CPA's can provide information for small businesses ranging from thinking of starting a business, through to closing or selling a business.
					www.charteredaccountants.com.au	Institute of Chartered Accountants in Australia (ICAA) is the professional body representing Chartered Accountants in Australia. ICAA delivers visionary thought leadership projects, setting the benchmark for the highest ethical, professional and educational standards and enhancing and promoting the Chartered Accountant brand.
					www.foundersforum.com.au	Founders Forum is a public angel investor network devoted to assisting early-stage investment opportunities through regular meetings where entrepreneurs present their ventures.
					www.austrade.gov.au	Australian Trade Commission (Austrade) is the Australian Government's trade and investment development agency that assists Australian companies to succeed in international business and attract foreign direct investment into Australia. Austrade provides advice, information and services to businesses.
					www.investqueensland.qld.gov.au	Invest Queensland is the Queensland Government's investment promotion agency that works closely with national and international companies looking to relocate, expand or develop their business in Queensland, providing a single point of contact to government.
					www.export.qld.gov.au	Trade and Investment Queensland's Export Advisory Service coordinates a state-wide network of regional advisors and international representatives who deliver a suite of products and services tailored to meet the needs of all exporters.
Awards					www.queenslandtourismawards.com.au	Queensland Tourism Awards offers a credible review process identifying outstanding business excellence. Whilst there are obvious benefits for the winners, operators in general benefit from entering the awards by putting themselves through a rigorous process of self-analysis that can support their business planning. Contact QTIC for more information.
					www.tq.com.au/qtid	Regional Tourism Awards are held in various regions across Queensland. The goal is to increase the skills of regional tourism businesses, providing opportunities for operators to benchmark against national standards and to recognise those businesses and individuals who have demonstrated a high standard of excellence and quality. Contact your regional tourism organisation for further details.
					www.export.qld.gov.au/awards	The Premier of Queensland's Export Awards recognise Queensland companies' excellence in the export of goods and services to the international marketplace; acknowledge the important contribution that Queensland export businesses make to the local and national economy through job creation and increased prosperity in the community; and provide the opportunity to publicly recognise the talent and innovative spirit of Queensland's leading exporters.

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Awards					www.derm.qld.gov.au/premiersawards	Premier's Climate Smart Sustainability Awards showcase the achievements of Queensland organisations and individuals who are working to reduce the State's carbon footprint. The Awards reward strong environmental leadership and innovation and encourage personal action towards protecting our environment.
					www.reconciliation.qld.gov.au/awards	Queensland Reconciliation Awards recognise businesses, community organisations, educational institutions, partnerships and projects that are taking positive steps in advancing reconciliation in Queensland.
					www.qta.qld.gov.au	Queensland Training Awards recognise and reward the outstanding achievements of individuals and organisations who strive for excellence, best practice and innovation within the vocational education and training sector. Tourism businesses can nominate an apprentice or trainee or for employer of the year awards.
Grant					www.tq.com.au/tad	Tourism Assistance Database (TAD) provides information on relevant funding programs and grants for the tourism industry. The How to Write a Grants Guide provides advice, hints and tips on writing a funding application.
Publications					www.tq.com.au/resource-centre	Tourism Queensland's Resource Centre has a number of tools, tips and resources for Industry Assistance. Information, programs and publications can be found on Starting Out, Growing, Financing and Promoting your tourism business as well as program guides on Regulatory Compliance, Investing in Tourism, the Tourism Learning Space, Weatherproof Your Business and the BIG Marketing Guide.
					www.qtic.com.au	QTIC website has a variety of business and workforce development resources including the Water Safety Handbook, Business Success Stories and the Staff Management Toolkit.
					www.sustainabletourisonline.com	The Sustainable Tourism Online website is an information and research hub for Australian organisations involved in the sustainable travel and tourism industry. A number of resources are free to download including Tourism Risk Management guides, Incident Response Plan and many others within the three categories of Destinations and Communities, Business Operations and Parks and Culture. The website also provides online community with forums where like-minded individuals can discuss strategies within access of research and industry experts.
					www.earthcheck.org/en-us/wp/library.aspx	EarthCheck has developed a free library of sustainability case studies, fact sheets and voluntary carbon offsetting information sheets, in association with the University of Queensland and EarthCheck members.
					www.tq.com.au/qtid	Queensland Tourism Industry Directory lists the roles and contact details of key tourism organisations.
					www.tq.com.au/destinations	Destination Management Plans devised by Tourism Queensland, Regional Tourism Organisations and interested stakeholders, provide the tourism direction for each destination.
					www.qtic.com.au (Workforce Development)	Employers Guide to Indigenous Employment is a resource created by QTIC to increase operator's awareness of how to encourage and maintain Indigenous employees in mainstream tourism businesses. A directory of Indigenous Services and Programs, and Case Studies are also available.
					www.indigenoustourism.australia.com	Indigenous Tourism Portal is a Tourism Australia initiative that provides links and information for people working within the Indigenous tourism sector particularly tourism business operators and aspiring tourism operators and their support networks.
					www.privateequitymedia.com.au	Private Equity Media is Australia's leading venture capital publisher. The website has a number of journals and links to resources including the Australian Private Equity and Venture Capital Guide.
					www.tourismvolunteering.com.au	Tourism Volunteering Portal provides a central point for travellers, new and experienced volunteers to find out about upcoming volunteering opportunities in tourism destinations or their local tourism industry. Organisations can link with volunteers, find volunteers for events, festivals and ongoing positions, by posting their opportunities on this site.

Program

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				www.qtic.com.au/aussiehost	AussieHost Customer Service Program is a nationally recognised customer service training program that focuses on interpersonal communications, customer relations and service. It builds personal, professional and community pride and inspires a greater commitment to providing better services.
				www.businessbarometer.com.au	QTIC Business Barometer is a free online assessment tool delivering a holistic evaluation of your tourism business, covering all elements from leadership to marketing. You receive instant, easy to understand visual feedback in a confidential business evaluation report.
				www.qtic.com.au (Workforce Development)	QTIC Indigenous Tourism Employment Champions Network increases operator's awareness of how to encourage and maintain increased participation of Indigenous Australians within mainstream tourism businesses, which is delivered through a series of networking events and opportunities, and a team of volunteer champions.
				www.deewr.gov.au/iep	Indigenous Employment Program provides support for activities that increase employment opportunities and participation for Indigenous Australians. This includes supporting Indigenous Australians to take up training and employment; support employers to provide sustainable employment; and help Indigenous Australians to develop sustainable businesses and opportunities.
				www.qtic.com.au (Workforce Development)	Mature Age Employment Program (MAEP) concentrates on the health and wellbeing of older workers and researching and analysing the employment habits and intentions of grey nomads throughout Queensland with a view to capturing this group to work in the tourism and hospitality industry, particularly in regional areas.
				www.deewr.gov.au/neis	New Enterprise Incentive Scheme (NEIS) is an Australian Government initiative that helps unemployed people to start and run their own businesses. For the first year of the business, NEIS is there to train, support and help the participant to become self-supporting and independent.
				www.qtic.com.au (Workforce Development)	QTIC-Y is a tourism network for young Queenslanders linking tourism students, employees, entrepreneurs and stakeholders. The network strives for positive changes in the industry while working on issues affecting or of importance to younger generations.
				www.business.qld.gov.au/mentoring	Mentoring for Growth (M4G) is a panel mentoring process delivered by the Mentoring for Growth team and the Department of Employment, Economic Development and Innovation Regional Centres with the support of private and public sector mentors. The program supports Queensland's innovative enterprises by providing enterprise managers with access to experienced and skilled mentors who can address growth challenges.
				www.business.qld.gov.au/mentoring	Mentoring for Investment (M4I) assists businesses to become investment ready in order to actively seek external finance/capital. M4I provides businesses that have been through M4G with the opportunity to present their investment attraction proposals to a panel of investment industry mentors for critique and suggestions before the business presents to potential investors.
				www.business.qld.gov.au/mentoring	Mentoring for Export (M4E) launched as part of the Queensland Export Strategy, Driving Export Growth for Queensland 2006-2011, assists export ready businesses and existing exporters. M4E provides businesses with opportunities to discuss their export plans and to obtain market specific information and contacts.
				www.austrade.gov.au/Getting-into-Export-Program	Getting into Export is designed for small and medium sized businesses that are new to or have limited experience in export and international business. Through a package of customised services, highly skilled export advisors provide tailored coaching to provide the skills and knowledge in the areas of export marketing, pricing, promotion and distribution.
				www.export.qld.gov.au/seminars-workshops.html	Getting Export Smart Trade and Investment Queensland aims to help Queensland companies win more export dollars through individualised and targeted service. The Getting Export Smart program is a practical hands-on export training initiative designed to help Queensland based companies take up the export challenge in overseas markets. Other workshops include the Export Master Class and a series of webinars.

Education

Consider your business	Starting your business	Growing your business	Improving your business	Contact	Service/organisation
				www.det.qld.gov.au www.training.qld.gov.au www.skills.qld.gov.au	<p>Department of Education and Training (DET) has the purpose to engage Queenslanders in lifelong learning through education and training to enrich their lives. Two key areas of DET are:</p> <ul style="list-style-type: none"> • Training - Working with industry to build a world class education and training system to skill Queenslanders. • Skills Queensland - Skills Queensland is an industry-led statutory authority established to strengthen Queensland's economic base by providing a skilled workforce that meets the current and future needs of industry and the community.
				www.apprenticeshipsinfo.qld.gov.au	<p>Apprenticeships Info is a Queensland Government initiative that provides a one stop contact for queries in relation to the Queensland apprenticeship and traineeship system with advice, referrals and support.</p>
				www.smallbusinesssolutions.qld.gov.au www.skillsolutions.qld.gov.au	<p>Small Business Solutions is a Queensland Government subsidised initiative designed to enhance the business skills, profitability and growth of small businesses. It provides small business owners and operators with the opportunity to obtain real business assistance from industry professionals. The services include mentoring and skills recognition.</p> <p>Skilling Solutions Queensland can work with you to identify the individual skill sets that each of your employees already has, then work out what skills they need to acquire to enhance their workplace performance.</p>
				www.buildingblocks.com.au	<p>Business Building Blocks - online courses for small businesses. This website offers a fully online learning resource for you and your staff with an option to obtain a Certificate III in Micro-business Operations.</p>
				www.tafe.qld.gov.au	<p>TAFE Queensland is the largest provider of practical, relevant and quality training in Queensland. TAFE training meets the vocational and business needs of individuals, employers and the community.</p>
				www.ntis.gov.au/	<p>National Training Information Service (NTIS) is the database on vocational education and training in Australia. NTIS is the official national register of information on training packages, qualifications, courses, units of competency and registered training organisations and has been developed for experienced training sector users.</p>
				www.qtic.com.au/skillslink	<p>QTC Skills Link is a workforce planning advisory body serving the wider tourism and hospitality industry in Queensland. It is the lead agency in addressing workforce challenges, guiding government policy and influencing public funding for training.</p> <p>Skills Link assists industry to achieve workforce development-related outcomes by:</p> <ul style="list-style-type: none"> • Providing education and training-related policy advice to industry and government stakeholders; • Providing training delivery and implementation advice to industry organisations, schools and government-recognised Registered Training Organisations; • Designing, implementing and managing workforce development and employment-related initiatives and projects; and • Contributing to the development of industry training packages, learning products and resources
				www.acpet.edu.au/	<p>Australian Council for Private Education and Training (ACPET) is the national industry association for independent providers of post-compulsory education and training, for Australian and international students. The ACPET mission is to enhance quality, choice, innovation and diversity in Australian education and training for individual, national and global development.</p>
				www.hospitalitycrew.com.au	<p>Hospitality Crew specialises in tourism and hospitality recruitment. They have an online skills matching system that allows you to short list candidates and match them to your advertisement.</p>
				www.zenithhospitality.com	<p>Zenith Hospitality Staffing Solutions (ZHSS) is an established labour hire company supporting the hospitality industry with a team of experienced and professional staff. They recruit, screen and place staff with reputable clients throughout Queensland on an ad hoc as needed basis or on regular yet flexible assignments.</p>

Recruitment

Disclaimer: The companies in this section are private, profit making enterprises. DEEDI, QTC and TQ have chosen to include these companies in the brochure as these have been identified by the agencies and industry itself as leading companies in their field. QTC and TQ maintain an ongoing relationship with these companies to foster the growth of the Queensland tourism industry.

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For more information

QTIC

Level 11, 30 Makerston Street
BRISBANE QLD 4000
(07) 3236 1445

www.qtic.com.au



Queensland Tourism Industry Council (QTIC) is a membership based industry association that represents the interests of the tourism industry, including business operators and the regional tourism organisations. As the peak body for tourism, it provides a focal point for the tourism industry and advocates its needs to governments.

Tourism Queensland

Level 10, 30 Makerston Street
BRISBANE QLD 4000
(07) 3535 3535

www.tq.com.au



Tourism Queensland (TQ) is a statutory authority of the Queensland Government. As the State Tourism Office, TQ leads Destination Management, an approach that delivers tourism development and marketing initiatives through regional and whole-of-state activities. Through Destination Management, TQ, in partnership with industry, government and community stakeholders, delivers a wide range of services aimed at building a strong and sustainable future for tourism in Queensland.

Department of Employment, Economic Development and Innovation

Business Hotline 1300 363 711
(interstate callers (07) 3001 6359)

www.deedi.qld.gov.au



Queensland Government's Department of Employment, Economic Development and Innovation (DEEDI) works to capitalise on Queensland's advantages to grow regional economies and strengthen industries.

The Department delivers a range of services to achieve regional economic growth, transform and build up industries, and to assist business owners to improve their operational and management skills.

This is an Action of the Queensland Tourism Strategy led by QTIC in partnership with DEEDI and TQ, which will facilitate small and medium sized tourism enterprises to overcome growth challenges through an integrated process of business development.

Connecting Tourism has been developed with the permission of the Department of Employment, Economic Development and Innovation's Office of Advanced Manufacturing, home of the Mentoring for Growth suite of programs.

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