

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



































	Consider your business	Starting your business	Growing your business	Improving your business	Contact	Service/organisation
Agency					www.qtic.com.au (07) 3236 1445	Queensland Tourism Industry Council (QTIC) is a membership based non-profit organisation. As the peak body for tourism, the state's second largest industry, QTIC provides a focal point for the tourism industry and advocates its needs to governments. QTIC provides business development support, facilitates training and training resources, grant support and assistance, policy development, lobbying, education and information.
					www.tq.com.au (07) 3535 3535	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.
					www.tq.com.au/qtid	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.
					www.tq.com.au/qtid	Local Tourism Organisations (LTOs) provide marketing and business support services to their respective areas.
					www.business.qld.gov.au www.industry.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 improve their operational and management skills.</p> <ul style="list-style-type: none"> • The Business Hotline 1300 363 711 provides information and assistance for Queensland businesses for the cost of a local call. (Applies to calls from within Queensland that are not from mobile phones. Interstate callers 07 3001 6359). • The Business Development website provides access to the latest government business information and assistance, workshops and seminars, grants, licensing and support services that can help you cut red tape and achieve business success. Gain direct access to a range of valuable interactive tools, fact sheets, online business skills development and resources that are designed to equip you with skills and information needed to start and grow your business successfully. • 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.crctourism.com.au	Sustainable Tourism Cooperative Research Centre (STCRC) aims to support the development of a dynamic, internationally competitive, and sustainable tourism industry. It strives for excellence in tourism research to inform policy and practice in Australian tourism. Research outcomes are diffused to industry via a range of methods including tool-kits, manuals, expert systems, workshops, published reports and training programs. The commercial arm of STCRC is EC3 Global, which runs a range of accreditation programs and a national and international consulting business.
					www.qtic.com.au/associationscouncil (07) 3236 1445	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, ecotourism, club and marine.

	Consider your business	Starting your business	Growing your business	Improving your business	Contact	Service/organisation
Agency					www.tra.australia.com	Tourism Research Australia (TRA) is an agency of Tourism Australia, which collects, analyses and disseminates information about the Australian tourism industry to the general public, government and industry.
					www.tourism.australia.com	Tourism Australia is a statutory authority of the Australian Government, which promotes Australia as a tourism destination internationally and domestically and delivers research and forecasts for the sector.
					www.ret.gov.au	Australian Government, Department of Resources, Energy and Tourism (RET) provides high quality advice and services to achieve improved competitiveness and sustainability of the resources, energy and tourism industries. The Department also works to encourage small to medium players into these industries and shared access to the benefits of economic growth. <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.
					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 established in response to the global recession, the SBSL provides an initial single point of contact to access information and referral services that assist small businesses including business planning, finance management, marketing, HR management, grants, registrations and licensing.
					www.ausicom.com	Australian Institute for Commercialisation (AIC) is a leading not-for-profit service organisation that helps innovators to achieve commercial success. Around Australia, the AIC helps business, research organisations and governments convert their ideas into successful outcomes.
					www.avcal.com.au	Australian Private Equity & Venture Capital Association Limited (AVCAL) is a forum for industry participants to meet, to pursue topics of common interest, to promote the local industry and to encourage investment in growing business enterprises.
					www.aaai.net.au	Australian Association of Angel Investors (AAAI) is the not for profit national industry association representing Australian business angels networks, individual business angel investors and organisations that support the growth of business angel investment in Australia.
					www.cciq.com.au	Chamber of Commerce and Industry is a non-government organisation that delivers a broad range of services and representation to help grow businesses' bottom line. 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.management-consultants.com.au	Institute of Management Consultants is a not-for-profit association providing certified consultants for a wide range of business fields.
					www.investqueensland.qld.gov.au	Invest Queensland is the Queensland Government's investment promotion agency which provides information and services to help investors choose Queensland as the best location for strong business growth.
					www.foundersforum.com.au	Founders Forum is a not-for-profit angel investor network devoted to assisting early-stage investment opportunities.
					www.deewr.gov.au/indigenous	Panel of Economic Development and Business Support provides services to foster and support Indigenous businesses and organisations through building business capacity; providing business development services for individual, family, organisation or community based businesses; developing business aspirations; and creating economic development in Indigenous communities.

	Consider your business	Starting your business	Growing your business	Improving your business	Contact	Service/organisation
Agency					www.cpaaustralia.com.au	Certified Practising Accountants (CPA) Australia offers education, training, technical support and advocacy . It provides information for small businesses ranging from thinking of starting a business, through to closing or selling a business.
					www.austrade.gov.au	Australian Trade Commission (Austrade) is the Australian Government agency that helps Australian companies win overseas business for their products and services. Austrade offers practical advice, market intelligence and ongoing support (including financial).
					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.companydirectors.com.au	Australian Institute of Company Directors (AICD) is Australia's membership institute 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 Australia's largest professional body for managers. The Institute is Australia's largest private provider of management training and consultancy services, and works to grow management and leadership excellence by supporting, developing, promoting and practising the profession of management at all levels.
					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.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.
Awards					www.queenslandtourismawards.com.au QTIC (07) 3236 1445 for enquiries	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.
					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.smartawards.qld.gov.au	Premier of Queensland's Smart Awards shine the spotlight on organisations that have shown the business know-how and sheer tenacity to turn a smart idea into a reality. The Awards provide applicants with a variety of benefits including cash prizes, business development assistance and valuable networking opportunities.
					www.export.qld.gov.au/awards	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.
					www.derm.qld.gov.au/environmental_management/sustainability/industry/queensland_sustainable_industries_awards	Queensland Sustainable Industries Awards facilitated by the Queensland Government Department of Environment and Resource Management, showcases business leaders, companies and technologies that have set new benchmarks in environmental performance. The awards provide the benefits of highlighting the organisation's commitment to sustainable practices, gaining recognition for achievements, and increasing awareness activity in the community.

	Consider your business	Starting your business	Growing your business	Improving your business	Contact	Service/organisation
Grant					www.qtic.com.au/tad www.tq.com.au/tad	Tourism Assistance Database (TAD) provides information on relevant funding programs and grants for the tourism industry; and advice, hints and tips on submitting a funding application.
Publications					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.tq.com.au/resource-centre/industry-assistance/	Tourism Project Feasibility Guide The guide provides an overview of the primary steps and processes in determining whether to develop and invest in a tourism venture. It includes case studies of tourism businesses that highlight key learnings at each stage of the process.
					http://www.qtic.com.au/index.php?option=com_content&task=view&id=823&Itemid=324	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.crctourism.com.au/Page/Tools+and+Products/Tourism+Risk+Management+Guide+AICST.aspx	Tourism Risk Management Guide and Training Modules assist tourism businesses and organisations to manage risks.
					www.communitydoor.org.au	Community Door offers accessible information, resources, tools and publications for non-government organisations and also includes an interactive training course.
					www.qualitytourism.com.au	Qualitytourism.com.au is an online one-stop shop that offers tools and information required for business improvement and quality accreditation.
					www.volqld.org.au/leadership	Community Leadership Online provides a range of practical resources and tools designed specifically for working in a community setting. The website includes a range of tip sheets, articles and tools to assist organisations on a range of topics such as risk management, capacity building and group effectiveness.
					www.ec3global.com/products-programs/aspire	Aspire is a national benchmarking system which provides a set of comparative indicators and associated benchmarks for a broad range of tourism organisation activities and practices. The model has been specifically designed to meet the needs of tourism organisations including RTO, LTO and VICs in Australia.
					www.ec3global.com/sustainabilityportal	The Sustainability Portal provides a one-stop resource for information and research on anything to do with sustainability, environmental management, destination management, and climate change. The portal provides a resource that supports sustainable policy, planning, and practice in Australian Tourism along with access to the research and tools developed by the Co-operative Research Centre for Sustainable Tourism.
				www.vcjournals.com.au	Australian Private Equity and Venture Capital Guide 2009 is a complete guide to 212 sources of private equity and related financing for growth companies. The 212 organisations in the Guide are specialists in supplying equity capital for early stage, expansion stage, turnaround, management buyout, and infrastructure opportunities.	
				www.expatriateconnect.com	ExpatriateConnect is a free global online matching service that connects Australian expatriates with Australian organisations seeking international business expertise.	

	Consider your business	Starting your business	Growing your business	Improving your business	Contact	Service/organisation
Publications					www.business.gov.au	Business Entry Point is an Australian Government initiative that makes it easy for small businesses to deal with all levels of government. It provides one point of contact with direct access to a wide range of information and related services. This free service lets businesses obtain information on licensing, taxation, superannuation, workplace relations, grants and assistance schemes.
					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 including business set-up, marketing, legal considerations, and funding and support networks.
Program					www.qtic.com.au/aussiehost (07) 3236 1445	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 service.
					www.qtic.com.au/index.php?option=com_content&task=view&id=799&Itemid=308	QTIC Indigenous Employment Champions Network increases operator's awareness of how to encourage and maintain increased participation of Indigenous people within mainstream tourism businesses, which is delivered through multiple industry guide publications, and networking events.
					www.experiencepays.qld.gov.au	Tourism Experience Pays Awareness Strategy is a QTIC run program funded by DEEDI under the Skilling Queenslanders for Work initiative, which raises awareness of the ageing workforce and encourages employers to adopt age-friendly workplace practices. A range of resources are available including an employer's guide to help recruit, retrain and retain mature age employees.
					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.neis.com.au	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.ec3global.com/products-programs/green-globe	Green Globe Earthcheck science inside is a worldwide benchmarking and certification program for the travel and tourism industry and is underpinned by the science and technology of EC3 Global.
					www.ec3global.com/products-programs/earthcheck	Earthcheck is a global benchmarking, certification, and environmental management program for the travel and tourism sector. The program is underpinned by the science and technology of the Co-operative Research Centre for Sustainable Tourism. The Earthcheck standard covers 28 sectors and includes communities, buildings, and enterprise.
					www.austrade.gov.au/Getting-into-Export-Program/default.aspx	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.

	Consider your business	Starting your business	Growing your business	Improving your business	Contact	Service/organisation
Program					www.export.qld.gov.au/seminars-workshops.html#smart	Getting Export Smart Trade 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. The workshop series, facilitated by experienced international business advisors from government and industry, will up-skill participants in key knowledge areas.
					www.export.qld.gov.au	Queensland Government Trade and Investment Offices in ten countries and a network of five in-market business advisors regularly assist Queensland businesses get globally connected.
Education					www.trainandemploy.qld.gov.au www.smallbusinesssolutions.qld.gov.au	Department of Education and Training has the mission of engaging Queenslanders in life long education and training. <ul style="list-style-type: none"> Small Business Solutions is a Smart State initiative designed to enhance the business skills, profitability and growth of small businesses. Small business owners and operators will have the opportunity to gain a formal qualification through recognition of prior learning, whilst having ongoing access to relevant information to support their business.
					www.tafe.qld.gov.au/	TAFE Queensland delivers tailored training and business mentorship at work and access to completing recognised qualifications, whether your business goal is to train staff at a convenient place or increase productivity, improve performance and profitability
					www.ntis.gov.au/	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.
					www.qtic.com.au/skillslink	QTIC Skills Link is a workforce planning advisory body serving the wider tourism and hospitality industry in Queensland. Furthermore we are the lead agency in addressing workforce challenges, guiding government policy and influencing public funding for training. We assist industry achieve workforce development-related outcomes by: <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/	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.
Recruitment					www.asapcasuals.com.au/	ASAP Casuals is a revolutionary online Casual Staff Management Tool for businesses and casuals alike. The site is a live database of available staff — saving you both time and money, when you roster your casuals next time.
					www.ployme.com.au/	PloyMe is an introductory agency bringing employers together with casuals to fill one-off shifts. Casual workers share their availability with employers to receive shift offers by SMS and email.
					www.zenithhospitality.com/	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.

Disclaimer: The companies in this section are private, profit making enterprises. DEEDI, QTIC 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. QTIC and TQ maintain an ongoing relationship with these companies to foster the growth of the Queensland tourism industry.

The materials presented in this document are distributed by the Queensland Tourism Industry Council (QTIC) as an information source only. QTIC makes no statements, representations or warranties about the accuracy or completeness of, and you should not rely on, any information contained in this publication. QTIC disclaims all responsibility and all liability (including without limitation, liability in negligence) for all expenses, losses, damages and costs you may incur as a result of the information being inaccurate or incomplete in any way, and for any reason. If you receive this document electronically — despite our best efforts, QTIC makes no warranties that the information and or links in this publication are free of infection by computer viruses or other contamination.

For more information

QTIC

Level 11, 30 Makerston Street
BRISBANE QLD 4000
(07) 3236 1445
www.qtic.com.au



Tourism Queensland

Level 10, 30 Makerston Street
BRISBANE QLD 4000
(07) 3535 3535
www.tq.com.au



Department of Employment, Economic Development and Innovation

Business Hotline 1300 363 711
(interstate callers (07) 3001 6359)
www.deedi.qld.gov.au



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.

Copyright of the stages of business information guide the State of Queensland (Department of Employment, Economic Development and Innovation) 2009.

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 (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.

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 improve their operational and management skills.

