



Tropical North Queensland Programs Guide for Businesses Support

In addition to a large collection of websites and programs designed to help with labour and skills challenges in Tropical North Queensland, there are also a number of programs and resources available to assist operators with workforce planning as well as more general aspects of running a business.

These programs are designed to improve business management skills, overall sustainability and ensure that business operation is optimised. Business support programs offer assistance on a wide range of issues and use different tools such as the use of digital media to business mentoring. This factsheet provides a starting point to understanding what is available and where to go for more information.

Explore the available programs yourself at the Queensland Governments Tourism Pathways. Tourism Pathways is your one stop site for tourism support programs. You can access a range of different programs to support your Queensland tourism business.

<http://bit.ly/1eOVZUB>

Business Development Resources

Guide to Best Practise in Tourism and Hospitality

The Guide to Best Practice in Tourism and Hospitality provides guidelines for tourism industry employers on how to recruit, train and create an engaged and motivated workforce so that customers receive great service and that investments in staff will last over a longer term because of better staff retention. The Guide contains 17 practical forms, templates and tools that most tourism employers could pick up and apply with only a few minor changes to customise them to your business.

The guide is available online by following the link:
<http://www.qtic.com.au/news/qtic-produces-best-practice-guide-tourism-hospitality>

QTIC Business Barometer

QTIC has developed a tool to assist tourism operators, across the state, gain an understanding of their 'business health' in our demanding tourism climate. It is a business tool that facilitates a whole of business assessment.

The QBB focuses on seven critical components of success:

- Leadership
- Planning
- Customers
- Reporting & Monitoring
- Workforce
- Business Process
- Business Results

By completing the QBB questionnaire, businesses will receive instant, easy to understand visual feedback on the strength of their operations, coupled with a more detailed Business Barometer Evaluation Report. This tool is free for all tourism operators to utilise and accessible at:

www.businessbarometer.com.au

Connecting Tourism for Business Success

Connecting Tourism for Business Success is a useful one-stop-shop guide for every business in the tourism industry. This is the fourth edition of the guide, which will point you in the direction of information, publications and networks for businesses at every stage of the business lifecycle.

You can access the guide online by following the link:
http://www.qtic.com.au/sites/default/files/connecting_tourism_2011.pdf

Business Mentoring & Support

Department of Industry: Support for tourism businesses

There are a range of programs administered by the Department of Industry and more broadly across the Australian Government to assist small businesses, including tourism businesses. These include resources and programs:

- Supporting small tourism businesses
- Programs and Resources to Aid Indigenous Tourism Development
- Programs and Resources for Responding to Climate Change
- Crisis Management Resources for Tourism
- Industry Resilience Kit

For more information visit:
<http://www.innovation.gov.au/Pages/default.aspx>

Small Business Support Line

The national Small Business Support Line provides small business owners with a first point of contact to access information and referral services to improve their business sustainability and help better manage their business.

This hotline includes information on business start up, banking, finance, accounting and marketing, advertising, small business counselling and information technology.

The Support Line links into existing small business support mechanisms including:

- Business licensing information and referrals
- Business Enterprise Centres
- State and Territory government small business programs and services.

To access the small business support line call: 1800 777 275 (Monday - Friday | 8am - 8pm AEST / AEDT)

Alternatively you can access support by emailing: sbsl@industry.gov.au

Workforce Futures

With funding from the Australian Government the program will be rolled out across Australia through a national network of over 100 industry Skills Advisors. 2500 tourism and hospitality businesses will undertake a comprehensive business analysis leading to a Workforce Development Plan that is designed to address key workforce development priorities for tourism, travel and hospitality businesses. This plan is the direct result of collaboration between the business and the industry Skills Advisor and it strategically responds to identified workforce issues impacting upon the business's performance.

Enterprise Connect Business Review Program

The Business Review Program, enables an advisor to conduct an in depth on-site study of your business and to develop a thorough view of:

- relative strengths and weaknesses
- strategic business issues
- critical areas for business improvement and
- potential pathways for growth

These reviews can be conducted for individual business or for groups of businesses with common interests and aims.

For more information visit:
<http://www.enterpriseconnect.gov.au/ecservices/businesreview/Pages/default.aspx>

Business and Financial Planning

Tourism Assistance Database

The database is run by Tourism and Events Queensland and provides:

- information on relevant funding programs and grants for the tourism industry
- advice, hints and tips on submitting a funding application.

For more information visit:
<http://bit.ly/1d5grhD>

Australia Business Financing Centre

The Australia Business Financing Centre offers information and advice regarding business funding from all levels of government. Use their Grant Finder to identify government grants and/or loans that may be available for your Australian business.

Access the grant finder online at:
<http://www.australiangovernmentgrants.org/>

Digital Skills and Social Media

Digital Business

Want to get your business or community organisation online, but don't know where to start? Need some help with your transition to e-commerce? Or do you just want practical advice about the internet and what it means for your organisation? digitalbusiness.gov.au provides information that may assist you.

For more information visit:
<http://www.digitalbusiness.gov.au/>

Ready, Set, Go! mobile app

Today's business world recognises the power of social media and many businesses understand the necessity to be prepared for an unforeseen crisis, but a new mobile app will take the tourism industry to the next level of 'readiness' through a powerful digital tool - the Ready, Set, Go! mobile app.

The Ready, Set, Go! mobile app is an invaluable tool for tourism businesses looking for an easy and effective way to get prepared for severe weather events and help them manage their business in times of crisis.

Download the app on Google Play (for android) and iTunes (iPhone) or find out more online at:

<http://www.qtic.com.au/project-service/ready-set-go-mobile-app>