

## Entrepreneurs' Programme Northern Australia Tourism Initiative

### **Do you own or operate a tourism business in Northern Australia? Are you looking to gain efficiencies, grow, innovate, diversify and prosper in your business?**

The Northern Australia Tourism Initiative supports entrepreneurs from the tourism sector by linking business owners and operators with experienced business advisors to plan for business growth or improvement.

The **Business Adviser** will work with the business using sector experience and diagnostic tools to identify:

- Strengths and weaknesses
- Strategic business issues
- Critical areas for business improvement; and
- Potential pathways for growth.

The business will receive a confidential action plan summarising the key business findings and recommending priority actions aimed at improving business performance. The business evaluation service is funded by Government and available at no direct financial cost to the business. At the conclusion of the business evaluation, there is an opportunity for businesses to access a grant to assist in implementing the priority actions.

**Business Growth Grant** - Up to \$20,000 per business is available on a matched-funding basis for building capabilities in areas such as:

- Strategic business issues
- Marketing, branding and communication
- Exploring new markets
- Financial management and internal systems

The Northern Australia Tourism Initiative also facilitates **Tourism Partnerships**. Through this service, a facilitator brings tourism operators together to work on joint strategies to improve capability and competitiveness, such as marketing or other common challenges.

#### **To be eligible for the Entrepreneurs' Programme businesses must:**

- ✓ Be located in or with significant operations in Northern Australia ie. Businesses need to derive a significant portion of their revenue from visitors to Northern Australia and operate in tourism-related industries, including accommodation; cafes, restaurants and take away food services; clubs, pubs, taverns and bars; passenger transport; tour operator services; cultural services; sports and recreation services; and retail trade.
- ✓ Be an Australian company registered for GST
- ✓ Have been operating for at least 3 full consecutive years
- ✓ Have a minimum turnover of \$750,000.

#### **To apply now or find out more contact:**

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