

TNQ Indigenous Experiences Mentoring Program

TTNQ has secured \$50,000 from the Queensland Government to deliver mentoring for the region's Indigenous Experiences to significantly increase the market presence of more operators.

The program includes:

Jan-Feb 2021	<ul style="list-style-type: none"> Operators phone surveyed to confirm eligibility: <ol style="list-style-type: none"> you have an operating, bookable experience in Tropical North Queensland the funding is needed ie the project will make a major difference to your marketing TTNQ advertises for consultants to submit outcome-based packages to be offered to operators on the TTNQ website.
March 2021	<ul style="list-style-type: none"> Online applications open for operators to nominate selected mentor packages TTNQ allocates funding on a "first in" basis. Maximum of one package per operator If any funds remain, a second round will be advertised
30 June 2021	Mentoring completed

The Packages

Consultants can offer up to three packages which combine any of the required outcomes below and fit into the designated price brackets. Operators may also enlist other consultants to achieve the outcomes e.g., one they are already working with. TTNQ intends to allocate funding as follows:

- Packages up to \$1000 15 places
- Packages \$1000-\$2000 10 places
- Packages up to \$2500 6 places

Consultants and operators are welcome to make additional arrangements outside of this program.

AREA	REQUIRED OUTCOMES
Sales Foundations	Development of product descriptors and unique selling points, creation of rate card and review of collateral, analysis of key markets and distribution channels, commissions, sales meeting training, basic distribution activity plan, plus any additional network or systems mentoring in the available time
ATDW	Best practice listing/s on ATDW completed including reviewing content and training on updating
Google My Business	Best practice listing on Google My Business completed including reviewing content and training on updating
TripAdvisor	Best practice listing completed, and Review Express functionality enabled. Training including reputation management tips and Best of Qld qualification.
Packaging	Create a package of two or more tourism products (eg accommodation & tour or two complementary tours). Complete rate sheets, booking protocols and distribution plan
Cairns Tour Desks	Onboarding applications for DCM and Experience Oz, key contact introductions, sales training & key tour desk visits. Note this area is subject to product acceptance by DCM & Experience Oz

Online Travel Agents	Selection of and application to at least 3 OTAs, load products, integrate with booking engine, establish booking protocols, accounts procedures and exposure maximisation
Domestic Wholesale	Meetings with 3 key domestic wholesalers, negotiations to load into inventory, and training to work with sales staff / product managers
Inbound	Meetings with 3 key inbound operators, negotiations to load into inventory, and training to work with sales staff / product managers
Niche Market Penetration	Plan and genuine inroads to develop a new market, including research, experience development, sales contacts and a basic action plan
Website	Refresh or rebuild of operator website with a sales focus
SEO	Analysis and action to improve operator website SEO
Book Now	Selection and setup of online booking platform for direct sales from operator website and associated operator training
Social Media	Training or mentoring to improve social media reach in line with Best of Queensland metrics, reputation management and a social media plan
Video & Imagery	Creation of appropriate video and/or imagery content for website, social media and other promotional use, aligned to "travel for good" and "see great, leave greater" principles
Brochure	Refresh of brochure including reviewing offer, content and alignment to "travel for good" and "see great, leave greater" principles. Includes basic distribution plan, graphic art and printing 2000 copies
Financial Management	Analysis of current financial management systems and installation of improved practices to build efficiency and profitability, including basic training and action plan

To continue building your marketing, additional support is available through:

AREA	REQUIRED OUTCOMES
TEQ Brand Mentoring	Selected operators (process TBA) will receive experience design reviews to maximise their impact on guests in line with the "travel for good" brand concept. Funded by TEQ.
IBA	See https://www.iba.gov.au/business-growth-helpful-resources/
Many Rivers	See https://manyrivers.org.au/programs/small-business-support/
QTIC	Online Coaching Program at: https://www.eventbrite.com.au/e/covid-19-restarting-transitioning-and-resilience-online-coaching-tickets-107176096590
Tourism Tribe	See https://www.tourismtribe.com/

Further details will be available soon via the TNQ Indigenous Experiences Cluster Group email.

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