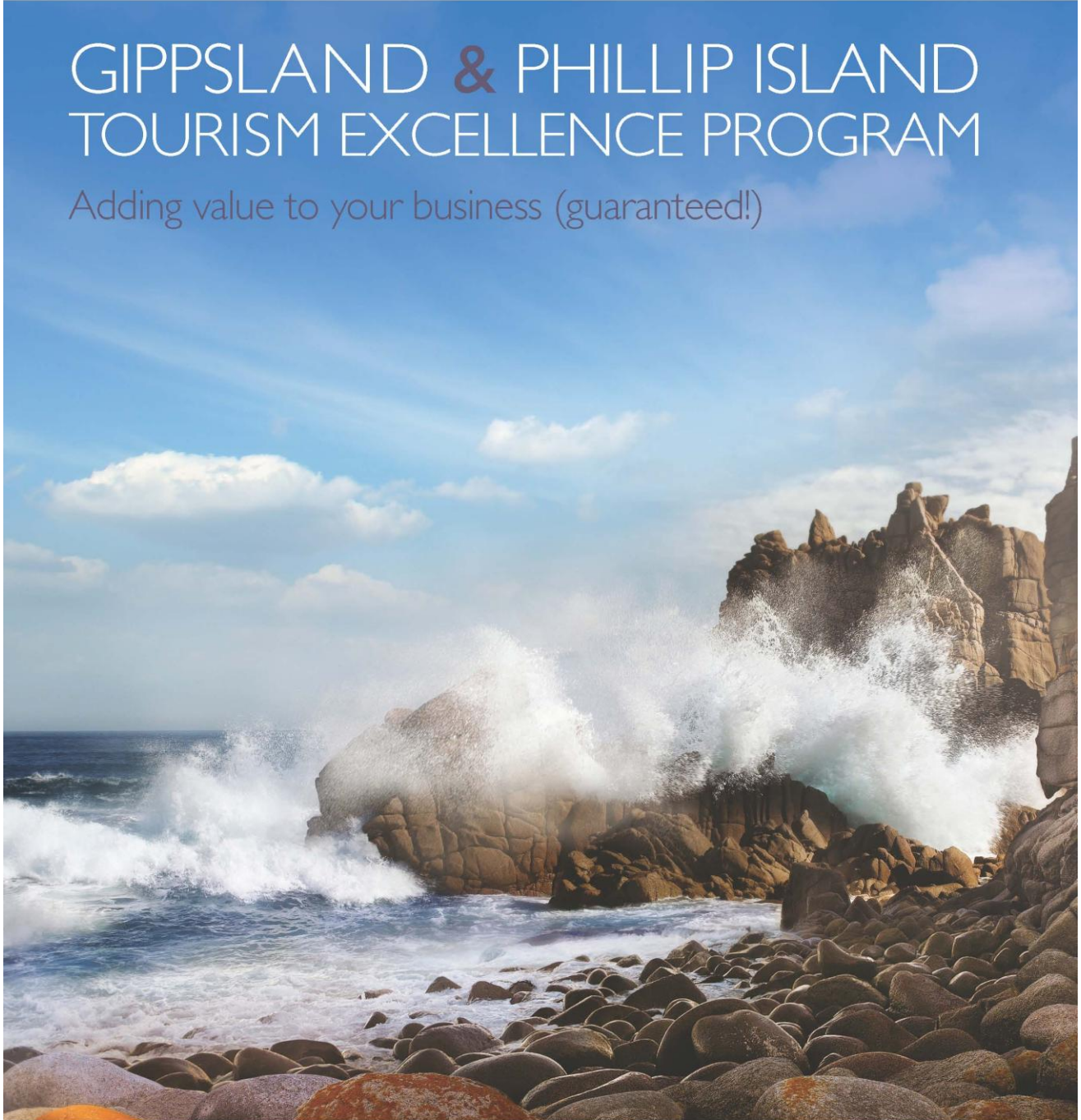




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# GIPPSLAND & PHILLIP ISLAND TOURISM EXCELLENCE PROGRAM

Adding value to your business (guaranteed!)



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# Phillip Island Tourism Excellence Program – adding value to your business (guaranteed!)

## What is Tourism Excellence ?

Tourism Excellence is a program designed to help tourism businesses and destinations get the best from their workforce, deliver the best possible visitor experience, grow tourism by working together, and ensure a sustainable industry.

The Phillip Island Tourism Excellence Program is a comprehensive training and development program for our industry. It will develop grass roots learning, improved business capacity, and leadership that will significantly boost the number of accredited businesses in the regions.

The experience and expertise of local trainers and facilitators will help deliver the most comprehensive and affordable business development opportunity available to any industry segment in Gippsland & Phillip Island.

We are so confident that this program will add value to your business that we guarantee it. ***If you complete the full program and don't think it has added any value to your business then we will refund 50% of your program fees.***

## What will you get out of it ?

At the conclusion of the Phillip Island Tourism Excellence Program you and your business will have gained:

- Invaluable knowledge and skills for all aspects of your business operations
- Business mentoring
- Networking opportunities with tourism industry colleagues
- A comprehensive information folder documenting all of your learning. This can then be used as credits in the Recognition of Prior Learning process for a number of TAFE qualifications such as Certificate III, IV or Diploma level Tourism courses
- A certificate of participation from Destination Phillip Island as an 'Excellent business' that will be recognised for a range of benefits and priority marketing opportunities
- Great preparation for entering the Victorian Tourism Awards
- Completion of most elements to obtain official and national recognition in the Australian Tourism Accreditation Program



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- A \$50 voucher to go towards the cost of this Accreditation, refunded to your business once you have become accredited

The course is recommended for all owners or managers of tourism related businesses from accommodation to retail, food and beverage, attractions, visitor information and tours.

### How would it work?

There are **eight workshops** that are based on Tourism Victoria's Tourism Excellence Modules. The Phillip Island program will run from February to October 2010, the eight full-day workshops will be presented in Cowes. Group sizes will be limited to a maximum of 20 participants to ensure a quality learning environment. All workshops will be run by approved Tourism Excellence Facilitators and adapted specifically for Phillip Island tourism operators.

Five of the workshops are core units; these must all be completed to obtain the above benefits of the program. There are three additional (optional) workshops which are also advisable, but may be less applicable for some operators.

Workshops may also be attended on a casual basis. We do however recommend that the benefits of participating in the core program will be invaluable for your business.

### Where are the workshops ?

The workshops will be held in Cowes and other Gippsland locations.

- **Cowes**
- **Warragul**
- **Leongatha**
- **Morwell**
- **Lakes Entrance**
- **Omeo**



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The **Phillip Island Schedule** of workshops will be:

## ***Core Workshops:***

### ***Workshop 1 – Monday 15<sup>th</sup> February 2010***

#### **Managing Your Business in Times of Economic Uncertainty**

Prepare your business for the tough times. Can your cash flow handle a crisis? Do you know the details of your insurance policies? What can you do when the visitors stop coming? These and other questions will be answered in this very relevant session.

### ***Workshop 2 – Monday 19<sup>th</sup> April 2010***

#### **Research & Business Planning**

- It's crucial you know who your customers are, what they want in a holiday experience and how to reach them. This essential information is gained from doing your research and then forms the basis of your Business Plan - your path to business success.

### ***Workshop 3 – Monday 17<sup>th</sup> May 2010***

#### **Exceptional Customer Service**

- Customer Service is more than being nice to those that walk in your door. Motivated staff providing great customer service can be the difference between you and your competitors and can generate enormous return business, word of mouth and improved yield.

### ***Workshop 4 – Monday 21<sup>st</sup> June 2010***

#### **Pricing & Packaging**

- Knowing what price to charge and how to package it so that it can be bought easily are a central part of any marketing and business plan. Learn how to maximise your yield and have the travel sales distribution channels working for you.

### ***Workshop 5 – Monday 19<sup>th</sup> July 2010***

#### **E Marketing and Working with the Media**

- These two topics are central to any current tourism business and are considered very cost effective marketing methods for small business. Learn to maximise the world of electronic marketing as well as gaining free publicity for your business by working with the media more effectively.



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## Optional workshops:

### **Workshop 6 – Monday 2<sup>nd</sup> August 2010 - Recruit, Retain & Exit Staff**

- Your bottom line depends on the quality of the people you hire. There is a skill in choosing the right people for the job, then training and motivating them to work with you in your business. Importantly, knowing what to do when things don't work out with staff can save you time, money and frustration.

### **Workshop 7 – Monday 16<sup>th</sup> August 2010- International Marketing**

- Attracting international visitors isn't just for the bigger businesses. By understanding the international networks you could add or increase this high yield market to your current customer base.

### **Workshop 8 – Monday 25<sup>th</sup> October 2010 - Sustainability**

- Improving your business' sustainability isn't just good for the environment it can be good financially as well. Customers are increasingly looking for businesses that deliver sustainable practices and this could become a competitive advantage for you.

## What are the costs of participating?

The Phillip Island Tourism Excellence Program is being heavily subsidised by Tourism Victoria and Destination Phillip Island. Compared with other business training programs ours is approximately a quarter of the cost, and represents savings of \$1500 for the full program. Not only is it extremely good value, it is offered locally.

**Full program: \$350 + GST for all eight workshops.** This includes all course materials and catering. (you can attend five core workshops and three optional workshops)

**Casual rate:** To attend individual workshops it is \$70 + GST per workshop.

Please note that these prices are for businesses that are members of the Phillip Island & Surrounds Tourism and Business Partnership (Phillip Island Tourism Association).

For businesses wishing to attend that aren't members of the Partnership, a premium of 20% will apply to the full program (\$420 + GST) or Casual Rate (\$85 + GST).

Workshops may be cancelled or postponed if minimum numbers are not confirmed.

**Payment plan:** For those businesses committing to the full program a quarterly payment will be offered. Just let us know when registering your interest at the end of this document.



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## How do I get involved ?

To register your interest please complete and return the following forms:

- Yes I want to complete the full program at a total cost of \$385 (\$350 + \$35 GST) and I am a member of Phillip Island Tourism Association**
- Yes I want to attend specific workshops on a casual basis at a cost of \$77 per workshop (\$70 + \$7 GST and I am a member of Phillip Island Tourism Association)**
- Yes I want to complete the full program at a total cost of \$462 (\$420 + \$42 GST) and I am NOT a member of Phillip Island Tourism Association**
- Yes I want to attend specific workshops on a casual basis at a cost of \$93.50 per workshop (\$85 + \$8.5 GST and I am NOT a member of Phillip Island Tourism Association)**

*If attending individual please nominate which workshops:*

- |  |   |
|--|---|
| <input type="checkbox"/> Managing your business in times of economic uncertainty | <input type="checkbox"/> Pricing & Packaging                    |
| <input type="checkbox"/> Research & Business Planning                            | <input type="checkbox"/> E-Marketing and Working with the Media |
| <input type="checkbox"/> Recruit, Retain & Exit Staff                            | <input type="checkbox"/> International Marketing                |
| <input type="checkbox"/> Exceptional Customer Service                            | <input type="checkbox"/> Sustainability                         |



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Business name: \_\_\_\_\_

Participant's name: \_\_\_\_\_

Contact details – Ph: \_\_\_\_\_ Email: \_\_\_\_\_

Postal address: \_\_\_\_\_

### How do I register and pay ?

***To register please return completed forms back to us by Monday 8<sup>th</sup> February 2010 or call to book:***

Email: [dpi@waterfront.net.au](mailto:dpi@waterfront.net.au)

Post: Destination Phillip Island Inc. PO Box 683, Cowes Vic 3922

Phone: 03 5952 2729 / 0409 250 895 Fax: 03 5952 2729

#### **By EFT:**

Account Name: Destination Phillip Island

Bank: National Australia Bank. Account Type: Cheque

BSB: **083 - 593** Account Number: **57664 9419**

*Please include "TEW & your business name" in the reference field and send your remittance advice to our manager Kim Storey, at [dpi@waterfront.net.au](mailto:dpi@waterfront.net.au)*

#### **By Cheque:**

Please make cheques payable to '**Destination Phillip Island Inc**', and mail to P.O. Box 683, Cowes 3922.

#### **By tax invoice:**

Yes  No

For those undertaking the full program of eight workshops - would you prefer a quarterly payment plan?

Yes  No

#### ***For further information please contact:***

For further information please contact Destination Phillip Island on 03 5952 2729 or email Kim Storey on [dpi@waterfront.net.au](mailto:dpi@waterfront.net.au) or see <http://www.tourismexcellence.com.au/>



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