



Developing Tourism Business Capability

Austrade has compiled a resource list of programs, initiatives and tools available to businesses in the Visitor Economy to uplift their management capability. The summary outlines resources and initiatives for businesses nationally, as well as individual States and Territories.

NATIONAL INITIATIVES

This section outlines initiatives by Government and industry available to support human resource development and business capability uplift.

ORGANISATION	DETAILS
Australian Government	
Business Australia	<p>Provides a broad range of free resources to support businesses to develop their management skills and capabilities. These include:</p> <ul style="list-style-type: none"> - Developing a business plan - Marketing your product and service & guidance on increasing digital presence going online - Other resources <p>Adviser finder Provides access to a free adviser service to assist businesses across.</p> <p>Entrepreneurs Programme Advisers and facilitators National network of business advisers and facilitators that advise to help you improve and grow your business.</p> <p>Self-Employment Assistance Small business training for people interested in self-employment. Services, including business advice, coaching and training.</p> <p>Hiring staff, conditions and training Guidance to businesses on developing staff and training plans. Additionally provides resources on mentoring and training courses available to businesses.</p>
Indigenous Business Australia	<p>Expert Business Advice Provides people with access to workshops, advice and business support programs.</p> <p>Strong Women Strong Business Shares the opportunity to connect with Indigenous businesswomen, to share knowledge in navigating the path.</p>
Fair Work Ombudsman	<p>Small Business showcase Workplace advice on managing employees and meeting employer obligations.</p>
Industry	

ORGANISATION	DETAILS
Australian Tourism Export Council (ATEC)	<p>Tourism Toolkit Provides operators with tools and key contacts to upskill and seek new opportunities for those looking to thrive in the tourism marketplace.</p> <p>Emerging Leaders of Inbound Tourism Excellence (ELITE) Designed for individuals looking to develop leadership skills and collaborative with peers and mentors for long-term networking and support.</p>
Small Business Mentoring Service	<p>Mentoring service Free business planning guides & tools including business plan marketing and hiring staff.</p>
Typsy	<p>Micro credential courses Online education or businesses and employees to develop their skills, capability and build their credentials.</p>
Quality Tourism Framework	<p>Accreditation Program Certifies tourism businesses that meet a tourism quality assurance criteria & standards of business practice. Accreditation provides modules & templates human resource and management development standards.</p>
Eco Tourism Australia	<p>Eco Certification Program Industry recognised & certification for business who commit to sustainable practices and high-quality nature-based tourism experiences. Includes coaching & toolkits to encourage and maintain high standard of business practice.</p>

STATE AND TERRITORY GOVERNMENT INITIATIVES

This section outlines State/Territory Government initiatives and resources that support tourism businesses to improve their management capability.

GOVERNMENT INITIATIVES	DETAILS
QUEENSLAND	
Queensland Government	<p>How to employ Tourism Staff The resources provide a range of resources and guides to hiring staff, developing staff and your obligations as an employer.</p> <p>Workshops and coaching for QLD businesses. Provides workshops, one-on-one coaching, support and advice with the aim of helping businesses.</p>
Business Chamber Queensland	<p>Workforce Evolve Program Online program delivered through modules designed to help employers think different about hiring and retaining practices.</p>
NEW SOUTH WALES	
New South Wales Government	<p>Business Connect Range of business tools, including advice and workshops for businesses.</p>
Destination NSW	<p>Business Development Resources Free business tools, marketing advice and product development guides for tourism operators.</p>
VICTORIA	

GOVERNMENT INITIATIVES	DETAILS
Victorian Government	<p>Courses & webinars Free courses and events from education providers to help businesses upskill and run business better.</p> <p>Small Business Bus Provides 1:1 Business assistance from expert advisers and financial business counselling across Victoria.</p>
TASMANIA	
Tasmanian Government	<p>Free Resources Free advice, tools and guides to support businesses to develop their skills and capability.</p> <p>Courses and Advice Courses provided to support specific business need. Also includes mentoring programs and masterclass series.</p> <p>Digital Ready Tasmania Fundamentals Free tools, guides to develop digital skills. This includes a coaching course design, to give business building blocks to develop core digital skill.</p>
NORTHERN TERRITORY	
Northern Territory Government	<p>Business Acceleration Program (BAP) Program businesses grow opportunities, overcome business challenges, and drive competitive advantage.</p> <p>Professional Development Series Works with businesses through all stages of the business lifecycle, offering support in areas such as strategic development, sales, marketing and mentoring. Includes free Essential Business Skills Course.</p>
Tourism NT	<p>Business Essentials Designed for high growth businesses looking to expand their capability.</p> <p>Tourism Business Toolkit Designed to help tourism operators develop business enterprise knowledge and skills.</p>
SOUTH AUSTRALIA	
South Australia Government	<p>Toolkits Variety of tools, templates, videos, webinars and guidance to support new and existing businesses.</p> <p>Business Growth Programs SA The Business Growth Programs provide businesses with access to expert advice and programs that will help them grow their business.</p>

WESTERN AUSTRALIA

Western Australia Government	Development Corporation Provides tools, guides, access to training and training workshops focused on improving business skills.
Tourism WA	Essential business skills Various resource and toolkits on developing business skills for leaders. Getting market ready Pricing guides & tools developed to support product development for tourism business operators.

AUSTRALIAN CAPITAL TERRITORY

Visit Canberra	Business Support Free training support and advice on product development for businesses. Industry Toolkit The Toolkit is designed to provide businesses with information to develop and market experiences.
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Industry Initiatives

This section outlines resources provided by State and Territory Industry Initiatives support businesses to improve their management capability.

INITIATIVES	DETAILS
Queensland Tourism Industry Council	Industry Workforce Advisor Program Provides workforce planning assistance to business employers to address workforce challenges, diversify their workforces, and support workforce growth.
Victorian Tourism Industry Council (VTIC)	Melbourne Tourism Leadership Program Provides individuals to develop emotional intelligence & management tools to be more effective leaders.
Tourism Industry Council South Australia	Business Capabilities Program Capability and excellence programs tailored to the specific needs of members and the broader South Australian tourism industry.
Tourism Council Western Australia	Tourism Boost Mentoring Programs Free mentoring program to help businesses market their product online. Training Workshops Workshops are tailored to the tourism industry designed for both frontline staff and managers.