

Getting started in tourism checklist

1. Pre-planning

- Assess the viability of your business, including looking at your competition.
- Do your market research. Gather information from a range of sources, including the Tourism NT corporate website: tourismnt.com.au.
- Seek expert help from professional services, like tax advice from an accountant or bookkeeper.
- Draft a business plan, including a financial section with budget. Keep your initial revenue projections conservative.
- You can download a template from business.gov.au.
- Draft a marketing plan. Clearly define your target market and your approach to social media.
- Get to know the NT tourism industry. Find relevant contacts in the Contact List
- Get business planning advice from the Small Business Champions team, Department of Trade, Business and Innovation (startrungrow.nt.gov.au) and the Business Enterprise Centre (becnt.com.au)

2. Starting up

- Register your business name.
- Register for GST.
- Take out public liability insurance (PLI).
- Consider other insurances, like professional indemnity and workers' compensation insurance.

- Find out the licences you need and arrange to get them. Start by visiting: ablis.business.gov.au. Some considerations include:
 - registering a food business
 - applying for a liquor licence
 - registering a commercial visitor accommodation business
 - applying for a commercial passenger vehicle licence - H endorsement
 - applying for a background music licence
 - permits for tour operators in national parks.

- Find out what approvals you need, e.g. planning and building approvals.

- Get clear on your work health and safety responsibilities.

3. Product development

- Consider how your product can leverage the NT's nature and culture positioning.
- Design and test your product, keeping the customer in mind. **Be prepared to adapt and evolve.**
- Set your operating hours and seasons.
- Price your product, taking into consideration your costs and commissions.
- Write your booking terms and conditions and your cancellation policy.
- Consider a complementary network to bundle/ package your product.

4. Get to know your industry

- Subscribe to our industry news: **Industry Update**.
- Join your regional tourism organisation – Tourism Top End or Tourism Central Australia – for access to advocacy, networking, and sales and marketing opportunities, including through the visitor information centres.

- Consider joining your relevant industry association (e.g. NT Guided Fishing Industry Association, Australian Hotels Association NT branch).

5. Marketing

- List your business online:
 - Australian Tourism Data Warehouse (ATDW): your product will be displayed on a range of websites, including Tourism NT's consumer website northernterritory.com
 - Google: Claim your free Google listing google.com.au/business
- Start implementing the rest of your marketing plan.

6. Next steps

- Consider accreditation to provide independent assessment and assurance of your tourism business' processes and standards.
- Visit Tourism NT's Industry Toolkit for more checklists, factsheets, how-to guides and case study videos: tourismnt.com.au/industry-toolkit