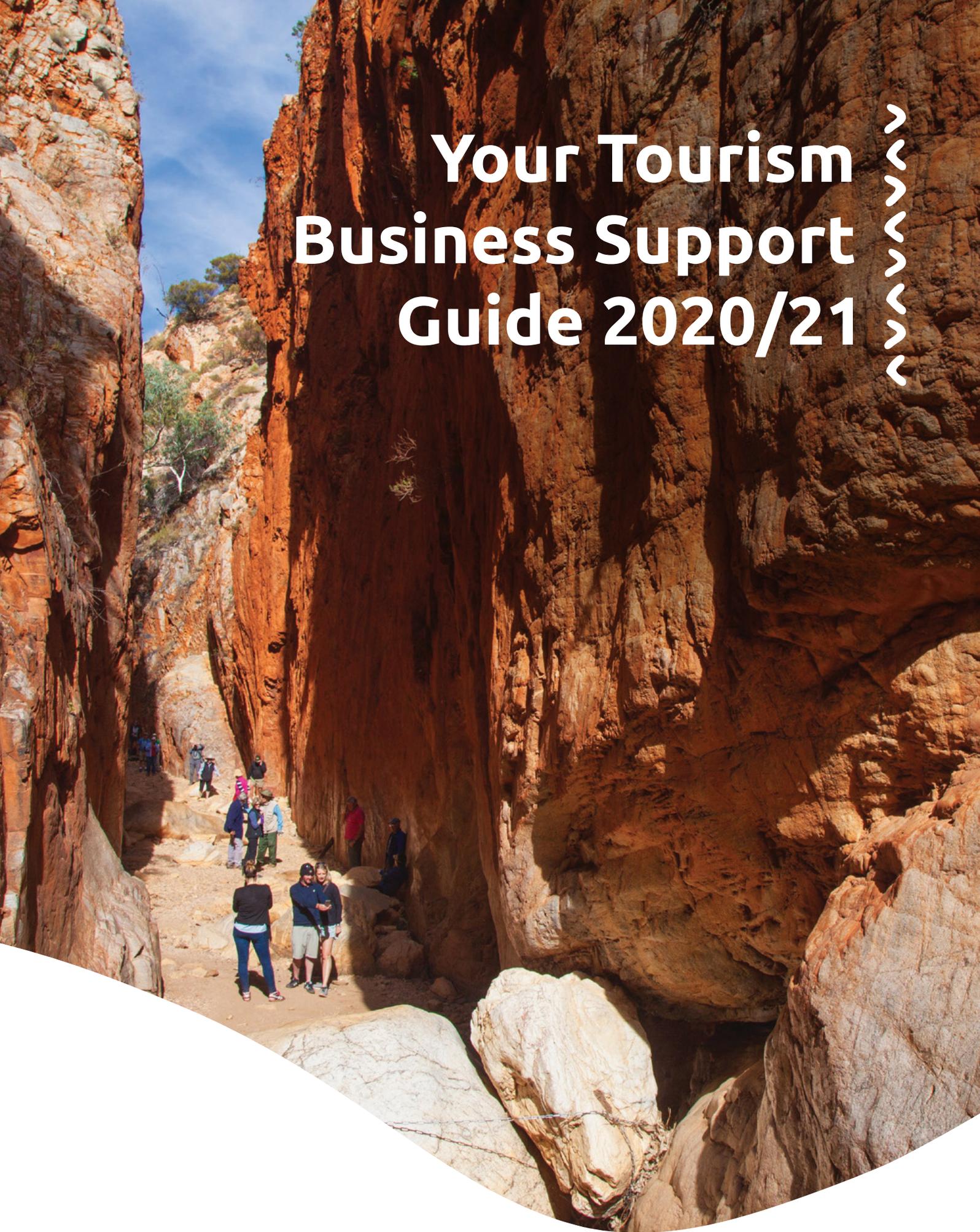


# Your Tourism Business Support Guide 2020/21



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COVER: STANDLEY CHASM  
BELOW: WANGI FALLS FROM ABOVE

# Welcome to your Tourism Business Support Guide

**Tourism is a vital part of the Northern Territory (NT) economy, contributing \$2.2 billion and providing 1 in 8 jobs in the Territory. Further, the industry provides the ideal platform to showcase the environmental, cultural and social values of the Territory.**

With the Territory's distinctive natural assets, amazing landscapes, quality experiences and rich culture, we have a great deal to offer local, interstate and international visitors. It is this uniqueness that provides our competitive edge and extraordinary potential.

Recent challenges faced by the NT economy and the tourism industry include the COVID-19 pandemic, an increasingly competitive global marketplace, disruptive technology and changing consumer preferences. Tourism NT and our industry partners recognise the challenges in growing visitation to the NT and equally the opportunities for our tourism operators to maximise business growth.

Built around a Nine-Pillar roadmap co-designed by Tourism NT and our partners, this guide is an essential tool as part of the Tourism Business Enterprise Development program. It will help you to identify the maturity of your business and prioritise business elements that will get you the best results.

This guide includes an extensive range of support programs and available tools that will help you reach your business goals, navigate the changing landscape of the tourism industry and build towards a stronger future.

For further queries or assistance, please contact your Regional Tourism Organisation's (RTO) Industry Development representative.

Contact details for your RTO can be found on page 33.



## Business Enterprise Development Program

Whilst having an abundance of programs available to the tourism industry is beneficial, they can be tricky to navigate, and can cause confusion.

To simplify this process Tourism NT has partnered with Tourism Top End (TTE), Tourism Central Australia (TCA), the Business Enterprise Centre NT (BECNT) and the Department of Trade, Business and Innovation (DTBI) to better service the NT tourism industry through the Business Enterprise Development Program.

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**As part of the Business Enterprise Development Program, the Business Support Guide has been developed to provide a clear path through the range of targeted support programs offered to industry to help tourism businesses succeed and grow.**

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To identify initial industry needs, a Business Enterprise Development program survey was distributed to operators providing an opportunity to self-assess their current business maturity against nine fundamental business focus areas, or pillars (page 6). This data enabled Tourism NT to identify gaps in business development opportunities and engage with stakeholders to ensure the programs on offer addressed industry needs. It also provided insights that help our team provide you and your business with more tailored information and support.

## Business Development Opportunities

To support the growth of the NT tourism industry need there are a number of business development opportunities available to tourism operators.

These opportunities can assist you to:

- expand and grow your business
- develop new tourism product and experiences
- access skills development and training
- expand into international markets
- attract business investment.

The Business Support Guide has been prepared to assist you to identify potential areas of business improvement and navigate the support opportunities that can help you meet your business needs.



## Tourism NT

Tourism NT's role is to increase the desirability of the NT as a travel destination, inspiring more people to visit, stay longer and spend more. This requires a dual focus on consumer marketing and industry development.

Tourism NT's focus on achieving priorities is outlined in the Northern Territory's Tourism Industry Strategy 2030, which was co-developed with industry. The key priorities identified in the strategy are:

- Grow investment in the NT's remarkable assets, products and regions
- Strengthen and showcase the NT's distinctive Aboriginal cultural tourism experiences
- Through strategic marketing activities, grow the value of the holiday market
- Leverage and build events to drive visitation
- Develop ongoing access to and within the NT
- Increase recognition of the value of tourism to the NT.

Tourism NT develops marketing campaigns to attract international and domestic consumer audiences that capture the unique personality of the NT, highlighting the natural beauty of our diverse regions and variety of cultural and adventure experiences. Marketing activities include cooperative advertising and consumer promotions, media programs and trade engagement.

Tourism NT further supports industry by providing targeted and relevant research insights, multiple development initiatives and corporate partnerships. Tourism NT is dedicated to industry growth through actively engaging with the wider tourism industry to provide information on existing support programs and services, and business development opportunities.

For more information contact Tourism NT.

Contact details for Tourism NT can be found on page 33.





AERIAL VIEW OF A BEACH AT TIWI ISLANDS

## NT Regional Tourism Organisations (RTOs)

Tourism Top End (TTE) and Tourism Central Australia (TCA) are the two Regional Tourism Organisations (RTOs) of the NT.

TTE and TCA are not-for-profit, membership-based associations with established partnership funding agreements with Tourism NT. TTE and TCA members comprise a wide variety of stakeholders including individuals, businesses and organisations. They represent member interests through growing tourism visitation, expenditure and encouraging dispersal across the NT.

Their primary functions include:

### Business Support

Working closely with Tourism NT, the RTOs are the first point of contact for all NT-based tourism operators, including non-members, who are seeking business support through the Business Enterprise Development Program.

### Member services

TTE and TCA offer their members a wide range of services, opportunities and business support. These include:

- Promote and sell member products and services
- Marketing and promotional opportunities online and through Visitor Information Centres (VICs)
- Industry information updates
- Industry events, briefings and networking opportunities
- Branding tools
- Encourage business quality and excellence through the provision of the Quality Tourism Accreditation Framework.

### Regional marketing

- Promote member products and services through cooperative marketing opportunities
- Market the RTOs respective regions
- Encourage regional dispersal and increase visitor expenditure across the NT.

### Advocacy

- Represent the views of the tourism industry
- Lobby Government on behalf of members.

### Visitor Services

- Visitors are serviced through four accredited VICs located in:
  - » Darwin
  - » Katherine
  - » Tennant Creek
  - » Alice Springs.
- Satellite VIC touchpoints are located at:
  - » Uluru-Kata Tjuta National Park
  - » Kings Canyon Resort.

The area covered by the two RTO regions, TTE and TCA, is shown below.



For more information contact your RTO. Contact details for your RTO can be found on page 33.

## Industry partners



### NT Department of Trade, Business and Innovation (DTBI)

DTBI supports NT businesses to start, run and grow.

For those starting a business, access to information and training is key to a successful outcome.

For those running a business, access to training, planning, workshops and possible funding to address specific management issues is key to continued success.

If you are a NT business, Aboriginal enterprise or not-for-profit organisation, you can get help from a small business champion who can assist you to identify the type of support your business can access. DTBI also offer support with networking, contacts, information, tools and resources.

Contact details for DTBI can be found on page 33.



### Business Enterprise Centre, Northern Territory (BECNT)

The BECNT provides independent, detailed business advice based on assessments of your business.

This free service is confidential and investigative in order to resolve and improve strategic direction, management, strategy implementation and financial results of your business. BECNT provides targeted business workshops and ongoing mentoring to guide business owners towards personal and sustainable business success.

Contact details for BECNT can be found on page 33.



### Indigenous Business Australia (IBA)

IBA is an Australian Government statutory authority established to assist Aboriginal and Torres Strait Islander owned businesses with economic and development opportunities. IBA offers a range of services including tailored workshops, access to resources, professional referrals and business support, as well as financial support through loans, leasing, performance bonds, or access to capital.

Contact details for IBA can be found on page 33.

# Work With Us

Co-designed with our industry partners, we have developed a Nine Pillar Roadmap for NT tourism operators (page 6) to help you identify the maturity of your business. To assist you, the following steps can be taken:



### STEP 1: Engage with your RTO

Contact your RTO.

Contact details for your RTO can be found on page 33.



### STEP 2: Nine-Pillar survey

Your RTOs Tourism Industry Development representative will guide you through the Nine-Pillar Roadmap to tourism business success.

This will help you benchmark your business and identify development opportunities.



### STEP 3: Build your action plan

Work with the Tourism Industry Development representative to create an action plan that addresses the most important aspects of your business based on your requirements.

To assist you, the Tourism Industry Development representative will provide you with specialist referrals that are specific to your needs.

Agree on a suitable date for the Tourism Industry Development representative to contact you to discuss your progress and provide you with further assistance as required.



### STEP 4: Repeat

Business support will be ongoing to assist with continuous improvement of your business outcomes.

KARLU KARLU AT SUNSET

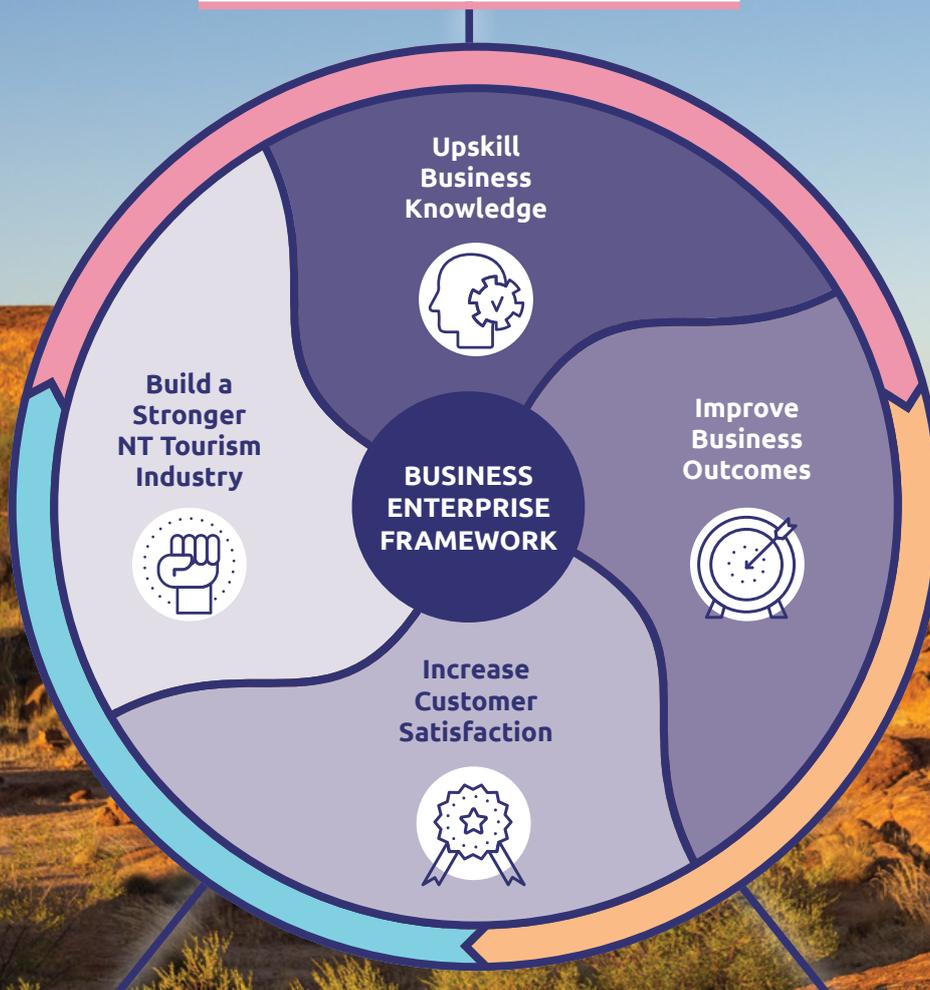
The success of the Business Enterprise Program comprises three key contributors:

1. You as a tourism operator
2. Your RTO
3. Tourism NT

Each one has a different role to play, however we are all working towards the same goals as outlined below.

### Tourism Operator

- Engage with your RTOs Tourism Industry Development representative
- Work on agreed action plans
- Provide ongoing business updates.



### Tourism NT will:

- Support the RTOs to deliver the Business Enterprise Program
- Use industry insights plus research data to develop business cases that benefit the tourism industry
- Work closely with industry partners to better service the NT tourism industry
- Monitor and report on the effectiveness of the Business Enterprise Program
- Provide specialist advice as required.

### RTOs will:

- Be available as a tourism operator's first point of call
- Provide Business Enterprise support to all NT tourism operators
- Develop action plans with operators
- Provide specialist business referrals
- Provide industry insight and feedback to Tourism NT.

# The Nine-Pillar Roadmap

The Nine-Pillar Roadmap and their benchmarks incorporate the foundation of the Business Enterprise Program.

Four core pillars identify the foundation of all NT tourism businesses; and five additional pillars underpin business growth and success.

Each pillar is separated into three levels – developing, established and leading - and contains

## Core Pillars

	<b>BUSINESS ESSENTIALS</b> Page 8	<b>DIGITAL MARKETING</b> Page 10	<b>SOCIAL MEDIA</b> Page 12	<b>GENERAL DISTRIBUTION</b> Page 14	<b>IND COM</b> Page
<b>LEADING</b>	Investment ready	Search engine optimisation (SEO) strategy	Sponsored content	Engage with multiple distribution partners	Sec me
	Capital reinvestment plan	Accept real-time and third-party bookings	Booking links		
	Environmental sustainability plan	Provide language options	Post quality images and video content		
	Detailed risk management plan	Actively use analytics			
		Utilise a data input system			
<b>ESTABLISHED</b>	Risk management plan	Basic search engine optimisation (SEO)	Regular posting	Attend Tourism NT domestic trade events	Att net and
	Comprehensive business plan	Accept real-time bookings	Correct use of hashtags	Established marketing plan	
		Website is optimised for mobile devices		Engage in famil tours	
		Access to analytics		Cooperative marketing partner	
		Website is up-to-date		Distribution partner	
		Commission built into pricing structure			
<b>DEVELOPING</b>	Basic risk assessment	Google My Business listing claimed	Social media accounts	Distribution via your RTO	RTO
	COVID-19 Safety Plan	Active Contact Us page		Active local marketing and advertising	Rec nev upo
	Fully regulatory compliant	Active website		Pricing structure/rate sheet	
	Basic business plan			ATDW listing	

important actions that you can take to improve and strengthen your tourism business.

Some benchmarks within the pillars may not be applicable to your business. The relevance of these benchmarks will depend on your business goals.

Use this checklist to help you identify the maturity of your business and what areas of your business can be developed.



For more information contact your RTO.

Contact details for your RTO can be found on page 33.

## Additional Pillars

INDUSTRY CONNECTIVITY Page 16	ONLINE REPUTATION MANAGEMENT Page 18	QUALITY AND EXCELLENCE Page 20	EXPORT READY Page 22	CHINA READY Page 24
Sector specific membership	Operate across key online review and social media platforms	Brolga Award Winner	Attend international trade shows (including ATE)	Engage with Chinese social channels
		Maintain a GRI of 80% or above	Engage with inbound agencies	Attend in-market trade activities
			In-language product options	Engage with Chinese booking systems
Attend industry networking events and briefings	Effectively respond to online reviews in a timely manner	Enter the Brolga Awards	ATEC membership	Attend in-destination trade activities
		COVID-19 Clean Practicing Business	Pricing structure incorporates commission	Accept China payment methods
		Achieve a GRI of 80% or above	Operate 356 days a year	WeChat enabled
		Attend cultural awareness training	Attend ATE	
		Quality Tourism Accredited Business	Present at the IMM marketing briefing	
RTO membership	Monitor online reviews	Achieve a GRI of 70%	24/7 contact options	China Ready Accredited
Receive industry newsletters and updates				

# Business Essentials

The Business Essentials pillar outlines the key benchmarks that, when achieved, should underpin the foundations of your business.

Whether you're just starting out with a new business venture, or you have been running your business for some time, careful business planning can be the key to your success.

## Understand your legal obligations

All businesses must comply with a range of regulatory standards as required by local, state and federal governments as well as controlling industry bodies. Your business must adhere to the laws, regulations and guidelines that apply to your business and industry you operate in.

## Value your business plan

A well-developed business plan is an essential reference tool, regardless if you're a new, established or leading business. It articulates your business goals and explains how your business will service customers, manage resources, be profitable and remain a sustainable, viable business.

As your business evolves over time, the goals and strategies in your business plan may need to change. This ensures your business is still heading in the direction you want. An up-to-date business plan is also vital if you need to obtain finance.

## Identify and manage your business risk

All businesses face risk. It is important to understand the risks that apply to your business and find ways to minimise them. Risks can be identified through a risk assessment. The common risks to consider include people, processes, premises, providers, profile and performance. A risk management plan provides guidance when unexpected disruptions occur and is crucial for your business to remain resilient.

## Be environmentally sustainable

Environmental sustainability is becoming an essential part of business across all industries. It is particularly relevant to tourism in the NT as the destination and majority of product relies heavily on the natural environment. Being environmentally sustainable will not only impact your business and the environment in a positive way, it is also an effective aspect to leverage and appeal to the growing market of environmentally conscious travellers.

You can implement sustainable business practices with an environmental sustainability plan. It should articulate the responsible interaction between your business and the environment to avoid depletion or degradation of natural resources and allow for long-term environmental quality.

Through careful business planning you can maintain a competitive edge, satisfy increasing stakeholder expectations and secure your business operations now and into the future.

### Are you starting a new tourism business?

Contact the Business Enterprise Centre NT (BECNT).

Contact details for BECNT can be found on page 33.

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A COUPLE TAKING A DIP AT ORMISTON GORGE



## BUSINESS ESSENTIALS PILLAR

	BENCHMARK CHECKLIST	RESOURCE REFERENCE	
LEADING	<b>Investment ready</b> Your business is at a stage where potential investors, governments, banks or lenders believe that you are worth investing in.	DTBI program 17	Page 28
	<b>Capital reinvestment plan</b> A document that identifies where dividends will be used to reinvest in the business.	DTBI program 1 DTBI program 2	Page 26 Page 26
	<b>Environmental sustainability plan</b> A document that identifies your environmentally sustainable business practices.	DTBI program 1 DTBI program 2 DTBI program 5	Page 26 Page 26 Page 26
	<b>Detailed risk management plan</b> A document that identifies risk, how the risk is eliminated or minimised, and outlines a detailed contingency plan.	DTBI program 1 DTBI program 2	Page 26 Page 26
ESTABLISHED	<b>Risk management plan</b> A document that identifies the strategies for dealing with risks that are specific to your business.	DTBI program 1 DTBI program 2	Page 26 Page 26
	<b>Comprehensive business plan</b> A document that outlines all aspects of your business. Elements of your comprehensive business plan may address topics such as environmental sustainability, risk management, marketing, future investment and more.	DTBI program 1 DTBI program 2	Page 26 Page 26
DEVELOPING	<b>Basic risk assessment</b> You have identified and documented the risks that apply to your business	DTBI program 5	Page 26
	<b>COVID-19 Safety Plan</b> Your business has completed and submitted the mandatory COVID-19 Safety Plan prior to reopening.	Website 8	Page 30
	<b>Fully regulatory compliant</b> Your business meets all laws and guidelines that apply to your business type and the industry you operate in.	Website 19	Page 31
	<b>Basic business plan</b> A document with basic business details including the business description, short to medium term goals and expected outputs.	Website 6 Contact BECNT	Page 30 Page 33



CRUISING AT YELLOW WATER BILLABONG

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**Through careful business planning you can maintain a competitive edge, satisfy increasing stakeholder expectations and secure your business operations now and into the future.**

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# Digital Marketing

Travellers are increasingly engaging with technology throughout their entire travel experience, from seeking inspiration for their next travel destination, to planning a trip and making a booking. Technology is also widely used by travellers to access information while at their destination and to share their experiences both during and after their trip is completed. The most important ways to attract customers digitally is to:

## Be digitally accessible

Your business website and social media accounts, for example Facebook and Instagram, provide customers access to your business 24/7. It is important to be across these platforms so potential customers can find your product and easily make a booking. Before booking, most people research businesses online using search engines such as Google so it is important your website is optimised in search engines and your free Google My Business listing has been claimed.

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**Marketing through the appropriate digital platforms will help you reach your customers and give you important analytical data to help you make informed business decisions.**

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## Take real time bookings

Your customers want to know immediately whether you have availability at their time of booking. Real time bookings allow your availability to be seen live at any time of the day, from anywhere in the world. Your product availability may appear on your website, or a third party website such as your RTO.

Having real time availability may also encourage a booking agent to book your product over another product that requires a confirmation, as it takes less time for the agent.

## Use analytics to improve your digital performance

Analytics is a way of collecting, measuring and interpreting what happens on your website and other online platforms such as your Facebook business page and Google My Business listing. Analytics measures many elements of your digital performance through visitor behaviour. These include:

- **Traffic**

Understand how many website visitors you receive and their location by state and country. Ideally, the number of visitors to your website should grow as your website matures. If your website traffic plateaus or diminishes over time, this may be an indication of Search Engine Optimisation (SEO) issues.

- **Traffic sources**

First-time visitors usually find your website via links instead of typing in your URL. Your website traffic can be broken down into four categories that identify how visitors find your website, including:

- » Search engines
- » Links from other sites, such as your ATDW listing
- » Email campaigns
- » Social media.

- **Visits by device type**

Analytics will tell you the type of device visitors use to view your website, such as a desktop, tablet or smartphone browser.

- **Bounce rate**

When a viewer visits your website and leaves without viewing a second page, this is called a 'bounce'. The average bounce rate should be under 30%. If your analytics indicate a high bounce rate, this tells you there are some usability issues within your website such as long loading times, clunky navigation or poor web design.

Study your historical analytic data to research potential trends and analyse the effects of your digital decisions to describe, predict and improve businesses digital performance.

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## DIGITAL MARKETING PILLAR

		BENCHMARK CHECKLIST	RESOURCE REFERENCE	
<b>LEADING</b>		<p><b>Search engine optimisation (SEO) strategy</b> A strategic document that outlines the steps you will take to maintain and improve your search engine rankings.</p>	DTBI program 2 DTBI program 7	Page 26 Page 27
		<p><b>Accept real-time and third-party bookings</b> Real-time bookings: a customer can book your product or service online with real time availability. Third-party bookings: a customer can book your product or service via a third-party such as a visitor information centre, travel agent, online travel agent etc.</p>	DTBI program 7 Website 3	Page 27 Page 30
		<p><b>Provide language options</b> Your website has been translated into one or more languages specific to your international target market. This does not include automatic browser translations.</p>	DTBI program 7	Page 27
		<p><b>Actively use analytics</b> You use your historical analytic data to research potential trends and analyse the effects of certain decisions to describe, predict and improve your business' digital performance.</p>	DTBI program 7	Page 27
		<p><b>Utilise a data input system</b> You utilise a software program that collates customer data to get an understanding of who your customers are and make informed business decisions. Data may include customer age, state / country of residency, etc. Software may be your booking system, Client Relations Management System or other.</p>	DTBI program 6	Page 26
<b>ESTABLISHED</b>		<p><b>Basic search engine optimisation (SEO)</b> You implement basic SEO methods into your digital marketing.</p>	DTBI program 7	Page 27
		<p><b>Accept real-time bookings</b> Visitors to your website are able to see your live availability and make bookings in real-time.</p>	DTBI program 7 Website 3	Page 27 Page 30
		<p><b>Website is optimised for mobile devices</b> Your website automatically detects the type of device your customers are using to view your website, such as a smart phone or tablet, and optimises it in a format that is appropriate for that device.</p>	DTBI program 7	Page 27
		<p><b>Access to analytics</b> You have access to your website analytics but do not use this data to make informed business decisions.</p>	DTBI program 7	Page 27
		<p><b>Website is up-to-date</b> Your website is kept up to date so the viewer receives accurate, trustworthy information. Your website has been reviewed and updated within the last 6 months.</p>	DTBI program 7	Page 27
<b>DEVELOPING</b>		<p><b>Google My Business listing claimed</b> You have claimed your free Google My Business listing. This complements your own website with a presence on Google and Google maps.</p>	Website 13	Page 31
		<p><b>Active Contact Us page</b> Your website clearly displays your contact details, including a dedicated contact form.</p>	DTBI program 7	Page 27
		<p><b>Active website</b> You have a purpose-built website that is currently active.</p>	DTBI program 7	Page 27

# Social Media

Social media marketing is a form of online marketing that utilises social networking applications as a marketing tool. Social media is important for businesses and is an inexpensive way of increasing brand exposure, broadening customer reach and engaging past and potential customers. Depending on whether you want to build awareness for your business, drive sales or share experiences, there is a social media platform that can work for your business.

## The new travel agent

Social media no longer sits in the awareness and advocacy stages of booking a holiday – it's the new travel agent. Consumers are finding destination inspiration, planning trips and even booking getaways all on their platform of choice. What was once a linear travel marketing path could now be described as circular, offering new online touch points along the consumer journey.

## Consider the basics

Before you use social media platforms to market your product, it is important to understand the basics:

- **Audience**

Understanding your customers, who they are and their interests will help you develop relevant and interesting content. Your posts can both inspire and inform new and existing customers, and be used to create engagement with your target audience.

- **Relevance**

Don't make the mistake of trying to be everywhere online all the time. Think carefully about the relevance of each social media platform to your business. Consider how each individual account fits into your business objectives.

- **Consistency**

It can be difficult to find time to create content and make meaningful posts across several social media platforms, but the key is consistency. Whether you post multiple times per day, once a day or once a week, building your brand on social media will take time and, more importantly, consistency to get traction. Use tools to help you make and schedule posts in advance to save time.

- **Community**

Be sure to encourage your customers and visitors to engage with your brand on social media – include your handles on marketing materials and online.



KARRKE ABORIGINAL CULTURAL EXPERIENCE

## Use hashtags to get traction

Hashtags are letters, numbers, words or groups of words without spaces preceded by a # sign. This turns the term into a searchable item that people can use to share an interest or topic. Using hashtags correctly will increase engagement, help to categorise your posts, attract new followers to your product or business, strengthen your brand image and help to reach your target audience.

## Include social media in your marketing plan

Include social media into your marketing plan to outline what you plan to do and achieve through your social networks. Ideally, your plan should include an audit of where your accounts are today, the goals you want to achieve and the tools you are going to use to achieve them.

The goal of using social media for marketing is to produce content that users will want to share with their social network. Every action on social networks should be part of a broader social media marketing strategy.

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**This means that every post, reply, like and tag is guided by a plan that has your business goals in mind.**

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SOCIAL MEDIA PILLAR			
		BENCHMARK CHECKLIST	RESOURCE REFERENCE
LEADING		<b>Sponsored content</b> You use paid social media to reach defined and targeted audiences.	DTBI program 7 Page 27
		<b>Booking links</b> Your product is easily bookable online and your social media integrates a call to action that converts interest into bookings.	DTBI program 7 Page 27
		<b>Post quality images and video content</b> You post quality image and video content that is directed to your target market.	DTBI program 7 Page 27
ESTABLISHED		<b>Regular posting</b> You post quality content regularly.	Contact your RTO Page 33
		<b>Correct use of hashtags</b> You use hashtags that are relevant to your business, including Tourism NT and RTO hashtags.	Contact your RTO Page 33
DEVELOPING		<b>Social media accounts (Facebook and Instagram)</b>  <b>Facebook</b> is the main organic and paid social media channel. It's the biggest social media network on the internet, which makes it one of the best ways to connect with potential customers. Facebook has easy-to-use tools to advertise your business. For tourism operators, Facebook is a content-rich platform where you can share images, videos, and destination and product related articles.  <b>Instagram</b> is a global opportunity for advertising. This is a visual social media platform that's particularly popular for travel and tourism, as well as food and art. Almost 95% of Instagram users are on Facebook. Instagram appeals to an audience looking for stunning visuals.	Website 11 Website 18  Page 31 Page 31

SWIMMING AT FLORENCE FALLS



# General Distribution

## Understand distribution channels

Distribution channels are the links between your business and your customers. Understanding distribution systems, rates of commission and the roles of various booking agents is essential for a successful tourism business.

If you currently only sell directly to customers, consider expanding your distribution channels to include third parties. Third parties reach more of the target market, have bigger budgets, and often you don't pay unless you make a sale. Know who your customers are and where they come from: are they domestic, international, Free and Independent Travellers (FITs) or groups?

### There are two ways of reaching potential customers:

1. Directly – targeting customers directly without intermediaries. Through advertising, brochure distribution, your business website, social media and customer referrals.
2. Indirectly – targeting your customers through third parties and tourism distribution channels including retail and online travel agents, wholesalers, inbound tour operators and visitor information centres.

## Register your business with ATDW

Registering with the Australian Tourism Data Warehouse (ATDW) is essential for general online distribution. Once your ATDW listing is activated your business will be published to over 200 online distributors. This is a requirement for your business to appear on the Tourism NT consumer website, [northernterritory.com](http://northernterritory.com). NT RTOs also populate their websites with products from the ATDW database.

As a NT tourism operator, your ATDW listing is fully subsidised by Tourism NT.

## Distribute via your RTO

Your RTO offers membership options for you to advertise in its VIC. Opportunities can include:

- Bookeasy
- Brochure display
- Big screen digital advertisements in the VIC
- Poster advertisement opportunities
- Brochure display from a mobile VIC trailer
- Your business location on free visitor maps.

There are four VICs across the NT, located in Alice Springs, Tennant Creek, Katherine and Darwin. VIC digital touchpoints are located at the Uluru-Kata Tjuta National Park Cultural Centre and Kings Canyon Resort.

## Engage in Familiarisation Tours

Familiarisation tours (famils) are an opportunity for you to showcase your product to VIC sales agents, retail travel agents, wholesalers and media so they can experience your product first-hand, improve their knowledge and sell your product with confidence. Famil experiences are usually offered at a discounted rate or free of charge (FOC) at your discretion.

Famil visits that Tourism NT and Tourism Australia put forward have already been evaluated for their suitability to the NT as a destination and your product. You don't have to wait to be contacted to take part in Tourism NT's famils program. Share information on your product or business with Tourism NT so that we're able to ensure travellers know about the unique experiences available to them in the NT.

You may consider site inspections to allow participants to assess an event venue, meeting location or accommodation provider for inclusion in their NT product offerings.

## Attend Trade Shows and In-Market Events

Each year there is a busy calendar of trade shows and in-market events for you to consider attending as part of your distribution strategy. Trade shows provide an opportunity for you to meet with potential buyers from travel wholesalers.

Attend trade shows annually to launch new product, update buyers on product enhancements and to maintain your professional relationship with your buyers. Investing in trade shows for a return requires a careful understanding of what potential buyers expect from you, preparation of your product pitch and your post-trade show follow-up with buyers.

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**By diversifying your distribution channels your business will grow as a result of increased bookings.**

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ALICE SPRINGS EXPEDITIONS

## GENERAL DISTRIBUTION PILLAR

		BENCHMARK CHECKLIST	RESOURCE REFERENCE	
<b>LEADING</b>		<p><b>Engaged with multiple distribution partners</b> You are engaged with multiple distribution partners and take advantage of their marketing efforts to reach customers you wouldn't otherwise have access to.</p>	Contact Tourism NT	Page 33
		<p><b>Attend Tourism NT domestic trade events</b> You attend Tourism NT domestic trade events that are appropriate for your target market.</p>	Website 16	Page 31
<b>ESTABLISHED</b>		<p><b>Established marketing plan</b> Your marketing plan focuses on the how, when, where, who and what. It outlines the specific steps you need to take to accomplish the goals in your marketing strategy. Your marketing goals are based on your business goals.</p>	DTBI program 2	Page 26
		<p><b>Engaged in famil tours</b> You engage in famil tours, including trade familis.</p>	Website 10 Website 12	Page 31 Page 31
		<p><b>Cooperative marketing partner</b> You have one or more marketing partners that you collaborate with to broaden your product dispersal and reach more customers.</p>	Contact Tourism NT	Page 33
		<p><b>Distribution partner</b> You engage with one or more distribution partners. Distribution partners can include retail travel agents, online travel agents, tour wholesalers and inbound tour operators.</p>	Contact Tourism NT	Page 33
		<p><b>Commission built into pricing structure</b> Your pricing structure incorporates the appropriate commissions that are applied to your product when booked by a third-party, such as an online or retail travel agent.</p>	DTBI program 5 Website 19	Page 26 Page 31
		<p><b>Distribution via your RTO</b> You utilise your RTO membership to distribute your product.</p>	Contact your RTO	Page 33
<b>DEVELOPING</b>		<p><b>Active local marketing and advertising</b> Local marketing and advertising can be achieved in many ways, including your brochure distributed in strategic locations throughout your town or region, geo-targeting campaigns on social media, at local events or by radio.</p>	Contact your RTO	Page 33
		<p><b>Pricing structure / rate sheet</b> A simple spreadsheet that outlines the fee you charge for your product. This can include specific rates that apply to adults, children, family, concession and groups, and should include next season rates too.</p>	Contact your RTO	Page 33
		<p><b>ATDW listing</b> Your business is listed with ATDW and is up-to-date.</p>	Website 2 Contact your RTO	Page 30 Page 33

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# Industry Connectivity

Just as tourism connects locals, interstate and international travellers to the NT, it is also important for tourism businesses to connect with the broader tourism industry to stay up-to-date and develop professional relationships.

## Connect locally

Connecting to the tourism industry through networking functions and business events is vital to getting your business known locally. The better you are known, the more frequently your business will be mentioned so consider attending as many functions as possible. A membership with your RTO offers many opportunities that will connect you to the industry, including member-only functions such as general meetings, workshops, social forums, industry updates and more.

Another way to connect with industry is through the NT Chamber of Commerce, which holds regular networking events to allow members to develop relationships, exchange ideas and improve their professional skills. Professional connections can also be made through sector-specific memberships.

## Connect internationally

Are you ready to connect your tourism product with vital distribution channels in important overseas markets?

Tourism NT works with distribution specialists based across Europe, the Americas and Asia. To access opportunities in your key international markets, work closely with Tourism NT and our international offices to ensure your business meets best-practice expectations. By working with Tourism NT, you can strengthen your international development strategy. Develop international connections and stay in contact by attending in-market events relevant to your target markets.

## Share your updates

When connecting with your RTO and Tourism NT, share your product updates, announcements and positive news stories to maximise your businesses exposure.

## Stay informed

Tourism NT and the RTOs communicate tourism industry information through their industry newsletters and updates. Information can include:

- Business support opportunities
- Industry news and media releases
- Industry networking events and briefing dates
- Intra-Territory, interstate and international co-op marketing opportunities
- NT Government department and third party announcements relevant to the tourism industry.

**Actively engage with Tourism NT and your RTO to access business assistance and stay informed.**

### Did you know?

Tourism NT can provide advice on various aspects of your business.

Contact details for Tourism NT can be found on page 33.



CULTURAL TOURS WITH SEIT OUTBACK AUSTRALIA

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## INDUSTRY CONNECTIVITY PILLAR

	BENCHMARK CHECKLIST	RESOURCE REFERENCE	
LEADING	<p><b>Sector specific membership</b> You participate as a member of sector-specific industry groups that are relevant to your business. These can include, but are not limited to:</p> <p><b>Tourism</b> Australian Regional Tourism (ART) Australian Tourism Export Council (ATEC) Council of Australian Tour Operators (CATO) Ecotourism Australia (EA) Gay and Lesbian Tourism Australia (GALTA) Savannah Guides (SG) Tourism &amp; Transport Forum Australia (TTF) Wildlife Tourism Australia (WTA)</p> <p><b>Accommodation</b> Accommodation Association of Australia (AAOA) Tourism Accommodation Australia (TAA)</p> <p><b>Hospitality</b> Australian Beverage Council Ltd (ABCL) Hospitality NT Restaurant &amp; Catering Australia (R&amp;AC)</p> <p><b>Events</b> Meetings &amp; Events Australia (MIA) Professional Conference Organisers Australia (PCOA)</p>	Contact your RTO	Page 33
	<p><b>Attend industry networking events and briefings</b> You attend industry networking events and briefings to stay up-to-date, maintain networks and develop partnerships.</p>	Contact your RTO	Page 33
	<p><b>RTO membership</b> You are a member of your RTO and leverage member benefits.</p>	Contact your RTO	Page 33
	<p><b>Receive industry newsletters and updates</b> You are subscribed and actively engage with industry newsletters and updates.</p>	Website 17 Contact your RTO	Page 31 Page 33
ESTABLISHED			
DEVELOPING			

CAMPING IN THE WEST  
MACDONNELL RANGE  
NATIONAL PARK



# Online Reputation Management

The digital era has made it easy for individuals to instantly share thoughts and reviews of their experiences online. While happy customers can generate great exposure for your business, negative comments can become damaging unless they are used as business improvement opportunities.

## Understand the importance of online reviews

Tracking your online reviews is important to see where your business is excelling and where you can improve. One of the best ways to maintain a positive online reputation is to be proactive about your digital customer service and respond to reviews and other online feedback.

**The fast-paced and public nature of online reviews requires businesses to not only provide a timely response but also to address and resolve customers' concerns in a positive and effective way.**

If you are consistently receiving the same constructive feedback, you should consider taking appropriate action to address these issues.

The busier your business becomes, the more reviews you will receive, however keeping on top of these across multiple review platforms can be challenging. You may want to consider using a software program to help you manage your online reviews from one place. Programs such as ReviewPro allow you to monitor your reviews from a central dashboard and provide detailed semantics to help you improve customer satisfaction.

## Monitor your online reputation with ReviewPro



ReviewPro is the world leader in guest intelligence solutions. The system scans online customer reviews from over 175 online travel agencies and review sites in 45 languages, collates the data and generates user-friendly, comparative reports.

ReviewPro gives you a deeper understanding of your business' online reputation and enables you to prioritise operational and service improvements, delivering better guest experiences, increase guest satisfaction, and boost bookings and revenue.

The ReviewPro dashboard (see over page) provides

four top-line visual statistics on your business's online reputation and performance. These include:

### 1. Global Review Index™ (GRI)

GRI is the industry-standard online reputation score and is calculated using online review star ratings. It is not a simple average as it takes into account recency of reviews as well as volume and rating.

### 2. Reviews

The number of reviews received over a chosen time period and shows the breakdown of positive, neutral and negative reviews.

### 3. Semantic Analysis

The semantic analysis breaks down written reviews into mentions of key concepts. The system then, using artificial intelligence, analyses the sentiment of each mention and classifies it as either positive or negative.

### 4. Management response

The management response indicates the percentage of reviews that have been responded to and compares this to the previous set period.

## Access ReviewPro for your business

If you are currently accredited through the Quality Tourism Framework (QTF), you can access ReviewPro for free. If you are not accredited, you can access ReviewPro for a fee.

For more information contact your RTO. Contact details for your RTO can be found on page 33.

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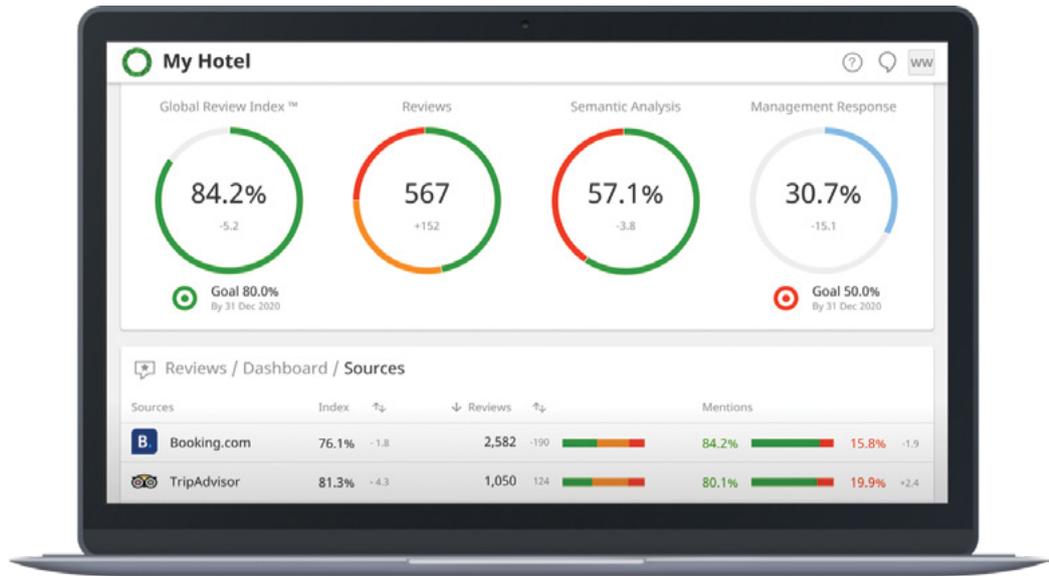
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REVIEWPRO DASHBOARD EXAMPLE

### ONLINE REPUTATION MANAGEMENT PILLAR

	BENCHMARK CHECKLIST	RESOURCE REFERENCE	
LEADING	<p><b>Operate across key online review and social media platforms</b> You are across all online platforms utilised by your customers to review your product.</p>	Contact your RTO	Page 33
ESTABLISHED	<p><b>Effectively respond to online reviews in a timely manner</b> You regularly and tactfully respond to your customer reviews.</p>	Contact your RTO	Page 33
DEVELOPING	<p><b>Monitor online reviews</b> You monitor your online reviews but do not respond.</p>	Contact your RTO	Page 33

# Quality and Excellence

Striving for business excellence involves understanding the needs of your customers and making continual improvements to your business in order to consistently provide a quality experience and achieve a competitive advantage. Industry excellence can be obtained through the Quality Tourism Framework (QTF) accreditation, maintaining minimum Global Review Index (GRI) targets or winning an award through NT and national industry awards.

## Know your Global Review Index (GRI)

Your GRI shows your overall average review satisfaction across all review platforms including Tripadvisor, Google reviews and other review channels. Whether your business is developing, established or leading, reaching a targeted minimum GRI is an achievement. A good GRI brings additional benefits, including a boosted online ranking which will increase revenue in the long term.

If your business is accredited under the Quality Tourism Framework (QTF) you can access ReviewPro which will enable you to view your GRI. If you are not accredited but would like to know your GRI, contact your RTO.

## Industry Awards

The Brolga Northern Territory Tourism Awards (Brolga Awards) are the official tourism awards program for the NT. The Brolga Awards recognise and encourage tourism businesses that strive for excellence in every area of their operation.

Winning a Brolga Award is the industry's highest accolade and recipients represent the best products and services in the NT. Business category winners go on to represent the NT at the Australian Tourism Awards – the tourism industry's peak awards.

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**Entering the Brolga Awards is a good way to annually refresh and benchmark your business operations and a QTAB accreditation will provide a clear path to business sustainability and excellence.**

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Both awards and accreditations will improve customer confidence which makes them more likely to book and recommend your product.

## Become Accredited through the Quality Tourism Framework (QTF)

The Quality Tourism Accredited Business (QTAB) Program forms part of the Quality Tourism Framework (QTF). There are four levels of accreditation that make up the QTF, with the QTAB program at the core.

Tourism operators who display the QTAB logo are endorsed by the tourism industry as quality assured. These businesses have met specific criteria and are committed to exceeding customer expectations by providing outstanding customer service and have the highest standards of business practice. Additional QTF accreditation levels include:

- **Sustainable Tourism Accreditation**

Your business meets high environmental standards to operate in protected areas.

- **Digital Distribution Marketing Essentials**

Your business meets best practice standards relating to your customers digital experience and overall online visitor journey.

- **Trade Marketing Boost**

Your product meets your target markets needs and expectations and you have implemented the appropriate business practices that are required to work within the travel distribution system.

To complement the four levels of accreditation, the QTF also includes specialised niche modules to help your business achieve business excellence. These niche modules include:

- **EcoStar Accredited**

Your business achieves a level of environmental management over and above the requirements of the QTF Sustainable Tourism Accreditation.

- **Camp & Adventure Accredited**

Your camping or outdoor experience is conducted in an appropriate manner.

- **International Ready Accredited**

You have packaged products, developed new trade channels and entered international markets.

- **Star Rating Accredited**

You benchmark your accommodation property against the independent standards of the Star Ratings Scheme Australia.

- **COVID-19 Clean Practicing Business Module**

In light of the recent pandemic a new niche accreditation module has been developed. This accreditation confirms that your business is dedicated to help stop the spread of COVID-19 through daily, weekly, monthly and annual cleaning checklists.

- **COVID-19 Business Recovery**

This accreditation module encourages critical thinking of your business' current situation and identify strategies to assist with business continuity during COVID-19.

## QUALITY AND EXCELLENCE PILLAR

	BENCHMARK CHECKLIST	RESOURCE REFERENCE	
LEADING	<b>Brolga Award Winner (within the last three years)</b> You have won a Brolga award within the last three years.	Website 5	Page 30
	<b>Maintain a GRI of 80% or above</b> Over the last 12 months, you have maintained a GRI score of 80% or more, and have systems in place to consistently deliver a high-quality service level.	Contact your RTO	Page 33
ESTABLISHED	<b>Enter the Brolga Northern Territory Awards (Brolga Awards)</b> You have entered the Brolga Awards and utilised the judges feedback to identify your business strengths and potential areas of improvement.	Contact your RTO Website 5	Page 33
	<b>COVID-19 Clean Practicing Business</b> Your business has completed the COVID-19 Clean Practicing Business module through the QTF.	Website 9 Contact your RTO	Page 30 Page 33
	<b>Achieve a GRI of 80% or above</b> You have achieve a GRI score of 80% or more, and understand the service level required to maintain your GRI.	Contact your RTO	Page 33
	<b>Attend cultural awareness training</b> You have attended the free cultural awareness training that is available twice a year in both the Central Australian and Top End regions.	Contact your RTO	Page 33
	<b>Quality Tourism Accredited Business (QTAB)</b> Your business is accredited under the Quality Tourism Framework (QTF).	Contact your RTO	Page 33
DEVELOPING	<b>Achieve a GRI of 70%</b> You have achieved a GRI score of 70% or more, and understand how to improve it.	Contact your RTO	Page 33

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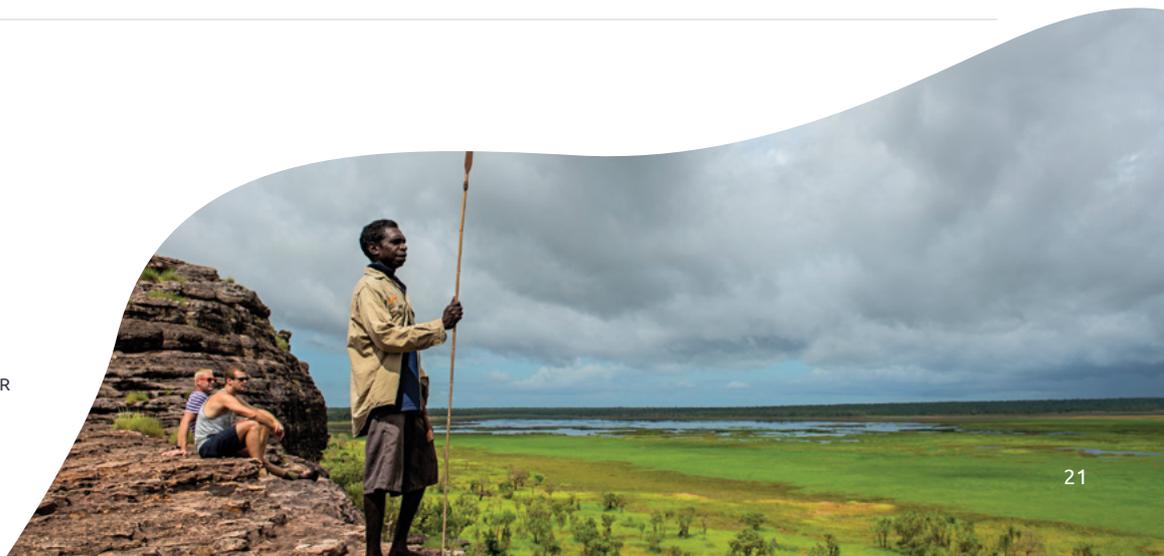
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# Export Ready

If you're considering marketing your business overseas, your business must be export ready. Building your business in the domestic market first will ensure you have strong foundations before marketing overseas. Your business should have an online presence and booking system in place and a good network of distribution partners. The first steps to becoming Export Ready are:

## Be accessible to international customers

The first step in becoming Export Ready is to make your business accessible to customers in all time zones. Even if your products are seasonal, ensure you are contactable year-round by email so that international customers are able to enquire about your product and make bookings well in advance.

## Understand commission structures

Commission is a payment for a service provided to your business. In tourism, the service is the introduction of a customer to your business that leads to a sale. Travel agents, booking agents, wholesale agents and inbound agents all charge a fee for the service they provide. They each play a different role and charge different levels of commission — usually up to 30 per cent.

Export ready products need to factor in appropriate commissions into their pricing structure in order to pay third parties to market and sell their product.

## Become a member of the Australian Tourism Export Council (ATEC)

Membership with the Australian Tourism Export Council (ATEC) is a key starting point for any business becoming Export Ready. ATEC members are provided with the opportunity to connect their business with distribution channels and services with other suppliers. An ATEC membership certifies the tourism industry that your business is Export Ready and that you understand the requirements of the international market.

## Attend key industry events

Throughout the year, there is a busy calendar of industry events that provide you with the opportunity to showcase your product to your international target market/s. Opportunities include:

- **International trade shows**

Tourism NT participates in and coordinates a number of trade shows and events each year to promote the NT and the range of tourism products available. These trade shows and events are held both within Australia and in our key international markets, bringing together our tourism industry and travel

agents with travel wholesalers from around the world.

- **International Managers Meetings (IMM)**

Become involved in the annual International Managers Meetings (IMM), where Tourism NT's managers based in key overseas locations participate in product updates and famils in the Territory. Tourism NT offers a range of events both onshore and offshore to support NT tourism businesses in developing international connections.

- **Attend the Australian Tourism Exchange (ATE)**

The Australian Tourism Exchange (ATE) is Australia's largest annual tourism and travel business-to-business forum. The ATE is an opportunity to showcase your product to international buyers, meet overseas contacts and negotiate business deals.

This event is attended by approximately 1,500 delegates every year, including more than 550 Australian tourism businesses and over 650 domestic and international buyer delegates and media representatives.

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## EXPORT READY PILLAR

	BENCHMARK CHECKLIST	RESOURCE REFERENCE	
LEADING	<b>Attend international trade shows (including ATE)</b> You attend and actively participate in multiple international trade shows, including ATE, to update and sell your product to targeted inbound and outbound agents.	DTBI program 16 Contact Tourism NT	Page 28 Page 33
	<b>Engaged with inbound agencies</b> You are connected with more than two inbound agencies who promote and sell your product.	Contact Tourism NT	Page 33
	<b>In-language product options</b> You provide product options and promotional materials in the language of your international target market/s.	Contact Tourism NT	Page 33
ESTABLISHED	<b>ATEC Membership</b> You have an active ATEC membership.	Website 10	Page 31
	<b>Pricing structure incorporates commission</b> Your pricing structure incorporates the commissions that are charged by your distribution partners.	Contact Tourism NT	Page 33
	<b>Operate 365 days a year</b> Your business can be contacted, and your product can be booked in advance year-round.	Contact your RTO	Page 33
	<b>Attend Australian Tourism Exchange (ATE)</b> You attend ATE annually.	Contact Tourism NT	Page 33
DEVELOPING	<b>Present at the IMM marketing briefing</b> Present at the International Managers Marketing (IMM) briefing to provide product updates and strengthen your connection with International Managers.	Contact Tourism NT	Page 33
	<b>27/7 contact options</b> Your contact details (i.e. phone and email) are readily accessible and can be used by people in other time zones.	Contact your RTO	Page 33



CULTURAL EXPERIENCE WITH TOP DIDJ

**To have a successful international business, you need to have the necessary commitment, skills, resources and information to ensure your business is sustainable for the long term.**

# China Ready

Every international market is unique, and Chinese visitors have expectations about their travel to other countries. Chinese visitors have different levels of wealth, travel experiences, needs, requirements and aspirations.

## Why is the China Market important?

- The China outbound travel market is the largest and fastest-growing travel market in the world, driven by increasing economic prosperity and increased aviation capacity
- China is Australia's second-largest visitor source (after New Zealand)
- China is Australia's most valuable international source market based on visitor spend.

## Things to consider when engaging with Chinese visitors:

### • Expectation

Chinese visitors expect impeccable service to be delivered in a respectful way. The recollection of how they are treated will linger long after they have returned home and they will share this with friends, family and via social media.

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**If Chinese visitors don't receive great service, they don't feel welcome and because the Chinese are prolific social media users, negative reviews will spread quickly.**

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### • Cultural Considerations

Status and the concept of 'face' are crucial influencers in Chinese relationships, both personal and professional.

### • Greetings and Language

Your visitor information sheets can be used to manage Chinese visitor expectations. Any information should be provided in both English and simplified Chinese, and Chinese visitors should be given both versions.

Learning and using a few common Chinese phrases helps build rapport with your visitors and makes them feel welcome.

There are also some specific points to consider, depending on your product or service. These include:

### • Tour operators

The NT's openness and long stretches of road can be appealing if unfamiliar for Chinese visitors. Companies offering tours should ensure that the trip is broken up with regular stops to enable visitors to sightsee and take photographs.

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**Incorporate Chinese language elements into the tour and, where appropriate, take note to include appropriate accommodation and dining options in tour packages and catering.**

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### • Attractions

Attractions should consider providing Chinese language content such as brochures and audio guides. Welcome points and express group arrival points should be considered to facilitate quick access. Hosted interactions and guided experiences within attractions, particularly incorporating natural experiences or wildlife are very appealing to Chinese visitors.

Don't assume knowledge – explain what things are and why or why not things can and can't be done. For example: 'please wear comfortable walking shoes as the walk is two hours long and the path is uneven in places.'

### • Accommodation

Accommodation providers should consider having a fact sheet translated to enable Chinese visitors to understand some of the things we take for granted. Consider including information on:

#### » Basic instructions

This can include how to use the room air conditioner, how to connect to WiFi and the appropriate way to use a western toilet

#### » Smoking

Ensure it is made clear that all rooms are non-smoking and indicate where designated smoking areas are located

#### » Hygiene

Outline the importance of no-spitting in public and common areas.

## Become China Ready Accredited

To help your business become China Ready, Tourism NT has partnered with China Ready & Accredited (CRA) whose CHINA READY® training program equips businesses with cultural insights and awareness that are essential for successfully engaging with Chinese visitors. The CHINA READY training also leads to global accreditation which shows Chinese customers you are a reputable business that meets Chinese traveller service expectations.



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EXPORT READY PILLAR			
		BENCHMARK CHECKLIST	RESOURCE REFERENCE
LEADING		<b>Engage with Chinese social channels</b> You engage with Chinese visitors via social media channels such as WeChat and Weibo, and communicate with Chinese consumers on user-generated content platforms such as Mafengwo and Qye. You also upload your video content to platforms such as Youku and Tudou.	Contact Tourism NT   Page 33
		<b>Attend in-market trade activities</b> You attend trade activities in China that promote the NT and highlight your product to travel trade in China, for them to sell to the Chinese market.	Website 15   Page 31
		<b>Engage with Chinese booking systems</b> Your product is up to date and bookable on popular Chinese booking systems such as CTrip and Qunar.	Contact Tourism NT   Page 33
ESTABLISHED		<b>Attend in-destination trade activities</b> You actively attend trade activities in China that promote the NT and highlight your product to relevant travel trade representatives in China.	Contact Tourism NT   Page 33
		<b>China payment systems</b> You accept at least one popular Chinese payment system option, such as UnionPay.	Contact Tourism NT   Page 33
		<b>WeChat enabled</b> You have an active, up to date WeChat account.	Contact Tourism NT   Page 33
DEVELOPING		<b>China Ready Accredited</b> You have complete the CHINA READY® training and accreditation program.	Website 7   Page 30

# Support Index



## Department of Trade, Business and Innovation (DTBI) Support Programs

REFERENCE	PROGRAM
DTBI 1	<p><b>Business Growth Program / An Overview</b></p> <p>An Overview program aims to quantify your business’ actual position. Identify your business’ operating environment, as well as its strengths, weaknesses, opportunities and threats (SWOT). The program reviews current business practices in the areas of: finance; operations; marketing and human resources.</p> <p>The final report from ‘An Overview’ will detail the findings from the SWOT analysis, summarise discussions and contain recommendations that you will be able to immediately implement. It should form the basis for further planning processes should you decide to progress into the business planning program.</p> <p><b>For more information: Contact the Small Business Champions team on 1800 193 111.</b></p>
DTBI 2	<p><b>Business Growth Program / Business Planning</b></p> <p>The Business Planning program provides a structured plan and timeline to improve the following aspects of your business: overall performance; market expansion and diversification, including export markets; product and business expansion; employment strategy. You will receive a structured development plan to improve profitability, sustainability, capabilities and succession planning.</p> <p><b>For more information: Contact the Small Business Champions team on 1800 193 111.</b></p>
DTBI 3	<p><b>Business Growth Program / Integrated Management Systems</b></p> <p>The Integrated Management Systems program will review your business’ practices, policies, processes and documents relating to: risk; work health and safety; quality management; environmental management. You will receive a list of priorities or activities to improve your business’ efficiency and effectiveness.</p> <p><b>For more information: Contact the Small Business Champions team on 1800 193 111.</b></p>
DTBI 4	<p><b>Business Growth Program / Mentor Support</b></p> <p>The Mentor Support program helps mature businesses, not-for-profit organisations and Aboriginal enterprises that are operating successfully and following a business plan but would like mentored help. You will work with a consultant who will mentor on specific issues to help improve performance and achieve business goals.</p> <p><b>For more information: Contact the Small Business Champions team on 1800 193 111.</b></p>
DTBI 5	<p><b>Business Growth Program / Business Solutions</b></p> <p>The Business Solutions program helps businesses, not-for-profit organisations and Aboriginal enterprises tackle an identified area of need. For example financial management, marketing or other niche requirements.</p> <p><b>For more information: Contact the Small Business Champions team on 1800 193 111.</b></p>
DTBI 6	<p><b>Business Growth Program / Information Technology Solutions</b></p> <p>The Information Technology Solutions Program offers the following types of assistance to businesses: analysis of technology you use and what is available; identifying processes that can be improved by technology; a gap analysis comparing current technologies of the business to future needs; identification, costing and comparison of relevant new technologies. You will receive a report assessing the technology you currently have and identifying new processes, software or hardware that will increase productivity or improve the bottom line of your business.</p> <p><b>For more information: Contact the Small Business Champions team on 1800 193 111.</b></p>

REFERENCE	PROGRAM
DTBI 7	<p><b>Business Growth Program / Digital Solutions</b></p> <p>The Digital Solutions Program offers assistance with all of the following aspects of your business: website design, architecture, functionality, integration and ongoing self-maintenance learnings; digital marketing and social media plans; digital coaching, up-skilling or mentoring; e-enablement. Your business will get the following benefits from the program: digital presence - created or improved; increased social media exposure; better understanding of e-commerce principals; the ability to create, edit and maintain digital media content in-house.</p> <p><b>For more information: Contact the Small Business Champions team on 1800 193 111.</b></p>
DTBI 8	<p><b>Business Growth Program / Tender Solutions</b></p> <p>The Tender Solutions program offers assistance in learning how to: prepare tender submissions and address tender criteria; develop a tender response library and other resources to help improve efficiency; use Northern Territory Government's Quotations and Tenders Online (QTOL) website. You will gain the following from the program: better understanding of the requirements of tenders; development of sound tender practices; identifying and addressing legislative and regulatory obligations.</p> <p><b>For more information: Contact the Small Business Champions team on 1800 193 111.</b></p>
DTBI 9	<p><b>Business Growth Program / Employment Solutions</b></p> <p>Employment Solutions program aims to enhance workforce retention and training by the development and implementation of policies and practices designed to assist with sustainable employment outcomes. Your organisation will receive assistance in areas such as (but not limited to): attaining a solid understanding of the importance of their workforce; productivity, staff development, engagement, retention and training requirements; developing sound employment practices and frameworks to enhance responsible and sustainable outcomes; identifying and addressing legislative or regulatory obligations; creating a workforce plan.</p> <p><b>For more information: Contact the Small Business Champions team on 1800 193 111.</b></p>
DTBI 10	<p><b>Business Growth Program / Governance Solutions</b></p> <p>The Governance Solutions Program supports not-for-profit organisations and board-managed entities.</p> <p>The program assists with corporate governance, financial and commercial literacy, and management practices. This program will help organisations make sure they are operating in a sustainable and accountable way. Your organisation will get all of the following benefits from the program: a best-practice guide - including your roles and responsibilities under your constitution and the Associations Act (NT); a snapshot of your financial health including a review of your financial management and reporting processes; a final report highlighting areas for improvement.</p> <p><b>For more information: Contact the Small Business Champions team on 1800 193 111.</b></p>
DTBI 11	<p><b>Aboriginal Business Development Program</b></p> <p>The Aboriginal Business Development Program (ABDP) assists Aboriginal people to start or expand their business with grants between \$1,000 and \$30,000. Grant recipients also get one-on-one support from a small business champion.</p> <p><b>For more information: Contact the Small Business Champions team on 1800 193 111.</b></p>
DTBI 12	<p><b>Territory Workforce Program</b></p> <p>The Territory Workforce Program offers grants for projects that help increase participation and completion of apprenticeships and traineeships. This includes: pre-apprenticeships – short training programs that help prepare individuals for successful entry into an apprenticeship; higher apprenticeships – on-the-job training combined with formal study leading to a diploma or advanced diploma; other related training relevant to the needs of NT businesses and industry sectors.</p> <p>You can apply as a lead organisation if you are one of the following: industry association; business; other organisation operating in the NT. You must have a significant permanent presence in the NT and employ NT residents. Government agencies may be eligible under special circumstances. The department will determine if you are eligible. Registered training organisations and schools can partner with a lead organisation.</p> <p><b>For more information: Contact a Workforce Training Coordinator on 1800 193 111.</b></p>

# Support Index

## Department of Trade, Business and Innovation (DTBI) Support Programs

REFERENCE	PROGRAM
DTBI 13	<p><b>Equity Training Program</b></p> <p>If you want to run a program to improve training and employment outcomes for disadvantaged people in the NT, you can apply for an NT equity training grant. These grants provide funding for programs that increase training and employment opportunities for: people with a disability; parents returning to the workforce after an absence of five years or more; long-term unemployed migrants; refugees; mature-aged people; very long-term unemployed people, or those at risk of becoming very long-term unemployed.</p> <p>You need to be one of the following to apply: an incorporated organisation; a registered training organisation; a school.</p> <p><b>For more information: Contact a Workforce Training Coordinator on 1800 193 111.</b></p>
DTBI 14	<p><b>Aboriginal Employment Program</b></p> <p>Aboriginal Employment Program components have been developed to assist industry, the business sector and organisations, including those in the not-for-profit sector to:</p> <ul style="list-style-type: none"><li>• develop or enhance a local skilled workforce</li><li>• plan and establish practices and systems to employ and retain Aboriginal Territorians in the workforce.</li></ul> <p>Applicants must have an Australian Business Number (ABN) and have been operating for at least one year. You can apply for funding if you are based in the NT and are one of the following: an industry association; a business cohort (group of employers); a business operating in partnership with a training organisation. Grants are not available to: individuals; sole business operators, or government agencies.</p> <p><b>For more information: Contact a Workforce Training Coordinator on 1800 193 111.</b></p>
DTBI 15	<p><b>Pre-employment Training Program</b></p> <p>The Pre-employment program provides funding for the delivery of training where there is a skills shortage. Industry Associations, Registered Training Organisations, Schools and other representative organisations operating in the NT are eligible to apply.</p> <p>Program applications must provide links to employment, expected employment outcomes, employer engagement, commitment, demonstrated demand, accredited and non-accredited training required and a detailed training delivery plan. Capital expenditure, recurrent programs, core business, commercial advantage and solely wages are not supported through the Pre-employment program.</p> <p><b>For more information: Contact a Workforce Training Coordinator on 1800 193 111.</b></p>
DTBI 16	<p><b>Trade Support Scheme</b></p> <p>The Trade Support Scheme provides financial help to NT businesses to offset the costs of international marketing activities. The scheme can provide funding for up to 50% of the cost of approved activities.</p> <p><b>For more information: Visit <a href="http://www.nt.gov.au/industry/start-run-and-grow-a-business/grow-your-business/business-grants-and-funding/trade-support-scheme">www.nt.gov.au/industry/start-run-and-grow-a-business/grow-your-business/business-grants-and-funding/trade-support-scheme</a></b></p>
DTBI 17	<p><b>Local Jobs Fund</b></p> <p>The Local Jobs Fund is aimed at creating more local jobs and accelerating major and significant projects. The fund will support economic transformational projects and help high growth potential Territory businesses to increase export of goods and services both interstate and overseas, or substantially increase local jobs and outputs to local markets, including where import solutions can be achieved.</p> <p>The local Jobs Fund is comprised of three products:</p> <ul style="list-style-type: none"><li>• Business Investment Concessional Loans</li><li>• Equity co-investments</li><li>• Grants program.</li></ul> <p><b>For more information: Visit <a href="http://www.jobsfund.nt.gov.au">www.jobsfund.nt.gov.au</a></b></p>

## Business Enterprise Centre, Northern Territory (BECNT) Support Programs

REFERENCE	PROGRAM
BECNT 1	<p><b>Introduction to Small Business</b></p> <p>BECNT runs a series of free workshops that provide an introduction to five specific and important areas related to the commencement of a business. It is aimed at assisting people thinking about starting a business, those in business wishing to expand and those who wish to improve their management techniques.</p> <p><b>For more information: Visit <a href="http://www.becnt.com.au">www.becnt.com.au</a> or phone 1800 229 500.</b></p>
BECNT 2	<p><b>Business Advisory Service</b></p> <p>BECNT offer free business advisory services to build the skills of tourism business operators throughout the NT.</p> <p><b>For more information: Visit <a href="http://www.becnt.com.au">www.becnt.com.au</a> or phone 1800 229 500.</b></p>

## Indigenous Business Australia (IBA) support programs

REFERENCE	PROGRAM
IBA 1	<p><b>Business Support</b></p> <p>IBA work with you to understand your business goals, develop your ideas and identify what type of support your business may need to remain successful. We can also provide access to an external business consultant to provide your business with the following types of specialised support: procurement and tendering; growth strategies; marketing and strategic planning; bookkeeping and accountancy; websites and search engine optimisation; IT systems; networking events; business risk mitigation; business review and turnaround; due diligence; exit; succession planning.</p> <p><b>For more information: Visit <a href="http://www.iba.gov.au">www.iba.gov.au</a> or phone 1800 107 107.</b></p>
IBA 2	<p><b>Business Finance</b></p> <p>Whether you require capital to start, acquire or grow your viable business, if it is 50 per cent or more Indigenous-owned, IBA has a suite of finance products that can assist to make your business ideas become a reality.</p> <p><b>For more information: Visit <a href="http://www.iba.gov.au">www.iba.gov.au</a> or phone 1800 107 107.</b></p>
IBA 3	<p><b>Strong Women Strong Business program</b></p> <p>Strong Women need a strong support system. Strong women who back each other up, in business and in life. This is the place to give support, and receive it too. How it works:</p> <ul style="list-style-type: none"> <li>• Register your interest and we'll tailor the content to meet your specific stage of business, and business needs</li> <li>• Build your relationships with your peers, and through mentorship</li> <li>• Learn new business skills at your own pace</li> <li>• Get inspired and contribute to this amazing community</li> </ul> <p><b>For more information: Visit <a href="http://www.strongwomenstrongbusiness.com">www.strongwomenstrongbusiness.com</a></b></p>

# Support Index

## Indigenous Businesses Australia (IBA) support programs

REFERENCE	PROGRAM
IBA 4	<p><b>Digital Marketing Workshop</b></p> <p>IBA runs free one-day workshops for Indigenous business owners to develop or improve their marketing effort by effectively leveraging digital technologies.</p> <p><b>Workshops are subject to change. Check the IBA website at <a href="http://www.iba.gov.au">www.iba.gov.au</a> or phone 1800 107 107.</b></p>
IBA 5	<p><b>Growth Workshops</b></p> <p>IBA runs one day workshops for Indigenous business owners who want to grow their business. Participants can expect to leave the workshop with a clearer understanding of the options available and next steps required towards preparing and applying a growth strategy to their business.</p> <p><b>Workshops are subject to change. Check the IBA website at <a href="http://www.iba.gov.au">www.iba.gov.au</a> or phone 1800 107 107.</b></p>

## Website References

REFERENCE	PROGRAM
1	<p><b>Accreditation</b></p> <p><a href="http://www.tourismnt.com.au/industry-toolkit/start-your-business/accreditation">www.tourismnt.com.au/industry-toolkit/start-your-business/accreditation</a></p>
2	<p><b>Australian Tourism Data Warehouse (ATDW)</b></p> <p><a href="http://www.tourismnt.com.au/industry-toolkit/start-your-business/working-trade-distribution/australian-tourism-data-warehouse">www.tourismnt.com.au/industry-toolkit/start-your-business/working-trade-distribution/australian-tourism-data-warehouse</a></p>
3	<p><b>Booking systems</b></p> <p><a href="http://www.tourismnt.com.au/industry-toolkit/start-your-business/working-trade-distribution/booking-systems">www.tourismnt.com.au/industry-toolkit/start-your-business/working-trade-distribution/booking-systems</a></p>
4	<p><b>Brochure creation</b></p> <p><a href="http://www.tourismnt.com.au/system/files/uploads/files/2020/2020_Ind_Toolkit_How_to_create_a_brochure.pdf">www.tourismnt.com.au/system/files/uploads/files/2020/2020_Ind_Toolkit_How_to_create_a_brochure.pdf</a></p>
5	<p><b>Brolga Awards</b></p> <p><a href="http://www.tourismnt.com.au/industry-toolkit/brolga-awards">www.tourismnt.com.au/industry-toolkit/brolga-awards</a></p>
6	<p><b>Business Plan</b></p> <p><a href="http://www.tourismnt.com.au/industry-toolkit/start-your-business/create-business-plan">www.tourismnt.com.au/industry-toolkit/start-your-business/create-business-plan</a></p>
7	<p><b>China Ready</b></p> <ul style="list-style-type: none"> <li>• China Ready Online Cultural Training</li> <li>• Welcome China Booklet</li> <li>• China Fact Sheets</li> </ul> <p><a href="http://www.tourismnt.com.au/industry-toolkit/grow-your-business/business-development/china-ready">www.tourismnt.com.au/industry-toolkit/grow-your-business/business-development/china-ready</a></p>
8	<p><b>COVID-19 Safety Plan</b></p> <p><a href="http://www.coronavirus.nt.gov.au/roadmap-new-normal/business">www.coronavirus.nt.gov.au/roadmap-new-normal/business</a></p>
9	<p><b>COVID-19 Clean Practicing Business Module</b></p> <p><a href="http://www.tourismtopend.com.au/covid-clean">www.tourismtopend.com.au/covid-clean</a></p>

REFERENCE	PROGRAM
10	<p><b>Export Ready</b></p> <ul style="list-style-type: none"> <li>• Working with Tourism Australia</li> <li>• Tourism Export Toolkit</li> <li>• Australian Tourism Export Council</li> <li>• Becoming International Ready</li> <li>• International media and trade famils</li> </ul> <p><a href="http://www.tourismnt.com.au/industry-toolkit/grow-your-business/business-development/export-ready">www.tourismnt.com.au/industry-toolkit/grow-your-business/business-development/export-ready</a></p>
11	<p><b>Facebook business page</b></p> <p><a href="http://www.facebook.com/business/pages">www.facebook.com/business/pages</a></p>
12	<p><b>Familiarisation tours</b></p> <p><a href="http://www.tourismnt.com.au/industry-toolkit/grow-your-business/business-development/hosting-familiarisations">www.tourismnt.com.au/industry-toolkit/grow-your-business/business-development/hosting-familiarisations</a></p>
13	<p><b>Google</b></p> <ul style="list-style-type: none"> <li>• Google my Business listing – how to guide</li> <li>• Google Analytics</li> </ul> <p><a href="http://www.tourismnt.com.au/industry-toolkit/marketing-guides/google">www.tourismnt.com.au/industry-toolkit/marketing-guides/google</a></p>
14	<p><b>Grants and funding application checklist</b></p> <p><a href="http://www.tourismnt.com.au/industry-toolkit/grow-your-business/grants-funding">www.tourismnt.com.au/industry-toolkit/grow-your-business/grants-funding</a></p>
15	<p><b>Industry events calendar – Tourism Australia</b></p> <ul style="list-style-type: none"> <li>• Industry events calendar</li> <li>• Events marketing support</li> <li>• Trade show tips</li> </ul> <p><a href="http://www.tourism.australia.com/en/events-and-tools/industry-events.html">www.tourism.australia.com/en/events-and-tools/industry-events.html</a></p>
16	<p><b>Industry events calendar – Tourism NT</b></p> <p><a href="http://www.tourismnt.com.au">www.tourismnt.com.au</a></p>
17	<p><b>Industry newsletters</b></p> <p><a href="http://www.tourismnt.com.au/industry-toolkit/a-z-tourism/industry-newsletters">www.tourismnt.com.au/industry-toolkit/a-z-tourism/industry-newsletters</a></p>
18	<p><b>Instagram for Business</b></p> <p><a href="https://business.instagram.com/">https://business.instagram.com/</a></p>
19	<p><b>Licencing and compliance</b></p> <p><a href="http://www.nt.gov.au/industry/start-run-and-grow-a-business/start-your-business/licensing-for-your-business">www.nt.gov.au/industry/start-run-and-grow-a-business/start-your-business/licensing-for-your-business</a></p>
20	<p><b>Marketing Plan</b></p> <p><a href="http://www.tourismnt.com.au/industry-toolkit/start-your-business/develop-your-marketing-plan">www.tourismnt.com.au/industry-toolkit/start-your-business/develop-your-marketing-plan</a></p>
21	<p><b>Online review management</b></p> <p><a href="http://www.acc.gov.au/business/advertising-promoting-your-business/managing-online-reviews">www.acc.gov.au/business/advertising-promoting-your-business/managing-online-reviews</a></p>
22	<p><b>Quality Tourism Framework (QTF)</b></p> <p><a href="http://www.qualitytourismaustralia.com/">www.qualitytourismaustralia.com/</a></p>



## Terms & Acronyms

<b>Analytics</b>	Information resulting from the systematic analysis of data and statistics
<b>ART</b>	Australian Regional Tourism
<b>ATDW</b>	Australian Tourism Data Warehouse
<b>ATE</b>	Australian Tourism Exchange
<b>ATEC</b>	Australian Tourism Export Council
<b>BECNT</b>	Business Enterprise Centre, Northern Territory
<b>Commission</b>	A percentage of the total product cost paid as a service to a travel distributor
<b>Co-op partner</b>	A partner that 'buys in' to a co-op activity by providing cash or in-kind contribution
<b>CRM</b>	Client relationship management - data or system
<b>DTBI</b>	Department of Trade, Business and Innovation
<b>EDM</b>	Electronic Direct Mail
<b>Famil tour</b>	Familiarisation tour
<b>FIT</b>	Free and Independent Traveller
<b>GRI</b>	Global Review Index
<b>IBA</b>	Indigenous Business Australia
<b>In-market Events</b>	In-market events are designed to connect consumers or distribution partners. These include NT Muster, NT Outback and Adventure NT
<b>IMM</b>	International Managers Meeting
<b>ITO</b>	Inbound Tour Operators
<b>MEA</b>	Meetings and Events Australia
<b>OTA</b>	Online Travel Agent
<b>QTAB</b>	Quality Tourism Accredited Business
<b>QTF</b>	Quality Tourism Framework
<b>RTO</b>	Regional Tourism Organisation
<b>Sales Calls</b>	Regular visits to targeted domestic or international markets to meet, present and update distribution decision makers on the destination and business
<b>SEM</b>	Search Engine Marketing
<b>SEO</b>	Search Engine Optimisation
<b>STO</b>	State Tourism Organisation
<b>TCA</b>	Tourism Central Australia
<b>TEP</b>	Tourism Enhancement Program by Tourism Top End
<b>Trade show</b>	Exhibition of tourism goods and services to the industry
<b>TTE</b>	Tourism Top End
<b>VIC</b>	Visitor Information Centre

# Key Contacts



## Tourism Top End

6 Bennett Street  
Darwin NT 0800  
1300 138 886  
info@tourismtopend.com.au



## Tourism Central Australia

Corner of Todd Mall &  
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1800 645 199  
tido@discoverca.com.au



## Tourism NT

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Level 8, Charles  
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08 8999 3951  
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Alice Springs NT 0870  
08 8951 8158



## NT Department of Trade, Business and Innovation

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businessinfo@nt.gov.au

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Berrimah NT 0828

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Katherine NT 0850

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### Tennant Creek

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99 Paterson Street  
Tennant Creek NT 0860

### Alice Springs

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## Indigenous Business Australia

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