

Starting up in Tourism

"A great place to begin to find out what's required and how to avoid some serious pitfalls. We found this workshop to be a very worthwhile investment. It helped us in the planning and establishment of our day tour company."

**Terry Smit,
Managing Director,
Go West Tours**

Winner – 2005 Victorian Tourism Awards

"I wouldn't want to start a tourism business without first attending this seminar. The information provided is invaluable."

**Paul Albone,
Manager Industry Development,
Tourism Victoria**

If you've just started a tourism business – or you're planning to – and would like to know more about whom to talk to, what to do and how to go about it, then this workshop is for you.

Tourism Alliance Victoria, Business Access, Tourism Victoria and the OAMPS Group, have combined their expertise and resources to develop this introduction to the tourism industry for new operators.

The aim is to provide a strategic insight across a range of essential business practices and improve overall business acumen and planning.

Workshop notes and a comprehensive resource kit, including industry publications will be provided, as well as relevant industry contacts and networking opportunities for you to follow up.

Workshop details

The following topics will be covered in the three-hour workshop:

Setting up

- Licenses & insurance
- Health & safety
- Business and marketing planning

The tourism business

- How the industry is structured
- How it works
- Networks and resources available to help you

Dates of the workshop

6pm - 9pm Wednesday 8th March 2006
6pm - 9pm Wednesday 17th May 2006
6pm - 9pm Wednesday 19th July 2006
6pm - 9pm Wednesday 13th September 2006
6pm - 9pm Wednesday 1st November 2006

Venue

Waratah Room , 1st Floor,
St Michael's Conference Centre
(behind St Michael's Uniting Church)
120 Collins Street, Melbourne

Parking is available close to the Conference Centre.

Your investment

\$99 per participant (including GST)
\$155 per partnership or business couple
(including GST)

Registration

TAX INVOICE ABN NO: 74 109 290 520

Name/s of participants

1 _____

2 _____

Address _____

_____ Postcode _____

Telephone _____

Email _____

Type of Business (please circle)

Accommodation Attraction
Tours Other

I would like to enrol in the workshop to be held

First choice _____

Second choice _____

I enclose a cheque for \$_____ payable to
Tourism Alliance Victoria.

Or please debit my credit card (please circle)
Visa Mastercard Bankcard

Card number _____

Card expiry date _____

Name on the card _____

Signature _____

Confirmation of attendance will be sent upon receipt of full payment. Fees will be forfeited if withdrawal is made within 72 hours of the start of the workshop.

Please send this form with payment to:

Tourism Alliance Victoria
PO Box 18136, Collins Street East
Melbourne Victoria 8003

“Obstacles are what you see when you take your eyes off your goals”.

Tourism Alliance Victoria is a peak industry body advocating for and supporting the development of a professional and sustainable tourism industry across Victoria by working with and representing its Members: the Victorian tourism industry.

Specifically Tourism Alliance provides tourism business support services, advocacy, assistance with local and regional tourism planning and management, research and professional development.

Further information

Tourism Alliance Victoria
PO Box 18136
Collins Street East
Melbourne VIC 8003
Phone (03) 9650 8399
Fax (03) 9650 8543

Email info@tourismalliance.com.au
Website www.tourismalliance.com.au

Bookings are required, as limited spaces are available.

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Tourism

2006

**A
workshop
for new
operators**

Presented by:
Tourism Alliance Victoria

