



Business

AUSTRALIAN SMALL BUSINESS
ADVISORY SERVICES PROGRAMME

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This project has been supported by the [ASBAS Northern Australia Tourism Initiative](#), an Australian Government initiative.

AUSTRALIAN SMALL BUSINESS ADVISORY SERVICE

Project Title: Growing Tourism Businesses in Cape York. 2016-2019

Cape York Sustainable Futures (CYSF), in conjunction with Cape York Business Enterprise Centre and Tourism Cape York, is pleased to advise that our Australian Small Business Advisory Service (ASBAS-NATI) Programme currently has six streams under Growing Tourism Businesses in Cape York initiative. This programme is available to tourism small business operators and intenders in the Cape York region and specifically the shires of Aurukun, Cook, Hope Vale, Kowanyama, Lockhart River, Mapoon, Napranum, Northern Peninsula Area, Pormpuraaw, Weipa, Wujal Wujal and Torres.

The ASBAS-NATI Programme will deliver one-on-one consultancy services to eligible clients and training sessions across the six tourism streams. Within each of these streams, there are a number of eligible activities as outlined below:

- Funding avenues and financial analysis
 - independent information and guidance on available banking and finance products, how to present finance bids, effective cash flow management processes and financial data interpretation and referrals to accounting advice.
- Building your business
 - diagnostic assessment of current business operations, followed by business planning advice that meets identified needs;
 - assistance in preparing marketing plans on promotional opportunities and advertising options;
 - guidance on entering new markets and the feasibility of new business ideas, including exporting products or services;
 - referrals to other providers that have specific experience in a given industry or business proposition.
- Making the most of your talent and team
 - guidance on human resource strategies, including recruitment, employment and occupational health and safety (OH&S) requirements;
 - advisory service meetings and networking opportunities;
 - talent recruitment and retention tools;
 - training programmes to inform tourism small businesses and small business tourism intenders whose products and/or services are or will be used by tourists about significant new regulations and/or relevant Australian Government business initiatives.

- Management capabilities
 - assistance with creating, reviewing and implementing business plans, assessing and improving supply-chain management, succession planning and creating security over leased premises or intellectual property;
 - assistance to access appropriate legal advice, including on licencing, retail tenancy, intellectual property and credit management.

- Digital engagement implementation
 - advice and assistance on e-commerce take-up;
 - advice and assistance with information technology and broadband services issues;
 - advice on adopting technology concepts to assist with marketing, managing and growing ideas.

- Tourism ready
 - advice on understanding different tourism markets and the potential of these markets to grow tourism businesses;
 - advice on developing businesses to target the preferences of tourists, including specific Asian markets;
 - advice on marketing products or services to tourists;
 - advice on resources available to improve knowledge on tourism markets;
 - advice about government assistance available to develop or promote businesses to tourists, including the tourism 2020 Strategy.

The ASBAS-NATI round is to improve the capacity of established, not-for-profit small business advisory service providers to deliver low cost small business advisory and information services to tourism small businesses and tourism small business intenders in northern Australia, whose products and/or services are, or will be used by tourists. This includes assisting small tourism businesses to apply learnings and modify their business practices to achieve improvements in business confidence, sustainability and/or growth.

Eligible tourism small businesses and intenders can receive up to 20 hours of professional support from our ASBAS-NATI panel of consultants. CYSF can link you up with LOW COST one-on-one advice with our consultants, as per the fee schedule:

CYSF Staff	Fee Schedule ~ professional support via a consultant
No charge	<p style="text-align: center;">\$25 per hour (inclusive of GST)</p> <ul style="list-style-type: none"> • Maximum of 20 hours: this can be used for more than one panel member. • After 20 hours under the ASBAS-NATI Programme, it then becomes a private and commercial arrangement between your business and the consultant.

Please register your interest as soon as possible by contacting CYSF's Chief Executive Officer, Trish Butler, on trish.butler@cysf.com.au or 0419 782 720.



TOURISM
CAPE YORK