



Australian Government



Business

AUSTRALIAN SMALL BUSINESS
ADVISORY SERVICES PROGRAMME

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AUSTRALIAN SMALL BUSINESS ADVISORY SERVICE
Growing Tourism Businesses in Cape York.
Cooktown Workshop

DATE: 8th August 2017
TIME: 1:00 – 5:00pm
WHERE: Gungarde Community Centre, Cooktown
FACILITATOR: Mark Olsen EarthCheck Consulting

As part of the Cape York Sustainable Futures (CYSF) ASBAS NATI program and support for local businesses, this workshop will discuss the future of Tourism in Cooktown and the potential benefits of the “Coming of the Bitumen”. With the road being sealed, tourism across Cape York is about to change dramatically and there are many potential business opportunities for smart business operators.

We have engaged several consultants for the ASBAS program, most have worked in the region for many years and have a good understanding of the region. This workshop is being facilitated by Mark Olsen from EarthCheck.



Mark Olsen, General Manager of EarthCheck Consulting, has over fifteen years of experience in tourism and destination management including eight years at Tourism Queensland as Regional Manager for Cape York, Gulf and Tropical North Queensland and as the drive and cruise sector manager. Throughout his career, Mark has worked extensively with the tourism and events industry at various levels and has well recognised skills and experience in the areas of project facilitation, research, master planning, project feasibility, strategic planning, policy development, tourism marketing, industry consultation, investment facilitation and business mentoring.

This workshop will be an interactive workshop and will incorporate the following ASBAS NATI Streams:

- 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.

To Register your interest in attending this workshop or to have one on one meetings, please contact:

Rebecca Burke
Consultant

Cape York Business Enterprise Centre

Phone: 4053 2856 / Email: bec@cysf.com.au

RSVP to Rebecca Burke by Monday 7th August 2017