



# I want to ...

## ... start a tourism business

### Starting a tourism business

Learn the importance of market research before you enter the tourism industry and use a variety of tools, quizzes and services to assess your business idea. [www.business.qld.gov.au/tourism](http://www.business.qld.gov.au/tourism)

### Australian Business Licence and Information Service

Find government licences, permits, approvals, registrations, codes of practice, standards and guidelines—create and download a personalised report, and locate more help and information. [ablis.business.gov.au](http://ablis.business.gov.au)

### How to guides

Industry guides, fact sheets and resources covering a range of topics are available to assist tourism and events businesses. [www.teq.queensland.com](http://www.teq.queensland.com)

### Mentoring for Growth

Access a free 90-minute mentoring session with a panel of business experts who can offer insights and options to address your business challenges. [www.business.qld.gov.au/mentoring](http://www.business.qld.gov.au/mentoring)

### Small business solutions

TAFE Queensland can help you design and implement your big business ideas through workshops and one-on-one mentoring—they'll help you figure out the ideal solution for your business. [www.smallbusinesssolutions.qld.gov.au](http://www.smallbusinesssolutions.qld.gov.au)

### Innovate Queensland

Explore a range of activities to help you implement practical innovation and technology commercialisation solutions, grow your business and create jobs for the future—the Pathways Program offers practical workshops and support tools. [www.impactinnovationgroup.com](http://www.impactinnovationgroup.com)

## ... build a resilient business

### Preparing for natural disasters

The best way to cope with a natural disaster is to have a plan before it strikes. [www.business.qld.gov.au/tourism](http://www.business.qld.gov.au/tourism)

### Business continuity planning

Develop a practical plan for how you can prepare for, and continue to operate after, an incident or crisis. [www.business.qld.gov.au/tourism](http://www.business.qld.gov.au/tourism)

### Don't risk it

*Don't risk it!* is a guide to help you prepare for, respond to and recover from a crisis. [www.icrtourism.com.au](http://www.icrtourism.com.au)

### Ready, set, go!

This free mobile app helps you prepare for and get back on your feet after a natural disaster. [www.qtic.com.au](http://www.qtic.com.au)



Lady Musgrave Island,  
Southern Great Barrier Reef

## ... improve my marketing and brand

### Marketing guide

*The big marketing guide* covers everything you need to know to successfully market your business to consumers, media and the tourism industry. [www.teq.queensland.com](http://www.teq.queensland.com)

### Marketing opportunities

Stay up to date with current and upcoming marketing campaigns and advertising opportunities. [www.teq.queensland.com](http://www.teq.queensland.com)

### Australian Tourism Data Warehouse

Register with Australia's largest tourism network and get your business listed across numerous digital platforms including [www.queensland.com](http://www.queensland.com) and [www.australia.com](http://www.australia.com). Visit [www.teq.queensland.com/atdw](http://www.teq.queensland.com/atdw)

### Free images

Access free high-resolution images of Queensland and Australia for use in tourism marketing. [www.visuals.queensland.com](http://www.visuals.queensland.com) and [www.images.australia.com](http://www.images.australia.com)

### Research and statistics

Find out about visitor numbers, expenditure, economic forecasts and other key statistics. [www.teq.queensland.com](http://www.teq.queensland.com)

Download statistics and research reports for Australia. [www.tourism.australia.com](http://www.tourism.australia.com) and [www.tra.gov.au](http://www.tra.gov.au)

## ... improve customer service and experience

### Tourism service quality

Make good service a priority—follow the nine steps in the tourism service quality toolkit. [www.business.qld.gov.au/tourism](http://www.business.qld.gov.au/tourism)

### Best of Queensland Experiences

This program identifies those experiences that best bring the Queensland story to life and consistently deliver a high-quality visitor experience. [www.teq.queensland.com](http://www.teq.queensland.com)

### Inclusive and accessible tourism

The *Inclusive tourism guide* offers explanations of legal obligations and practical information and examples on how to make your business more inclusive and accessible. [www.ditid.qld.gov.au/tourism/tourism-planning](http://www.ditid.qld.gov.au/tourism/tourism-planning)

### Storytelling Toolkit

Discover how your business can use storytelling to create memorable experiences for your guests. [www.teq.queensland.com](http://www.teq.queensland.com)

### Keep your visitors safe in the water

Refer to the *Water safety handbook* to develop your own operation manual and use the checklists to conduct regular safety audits. [www.qtic.com.au](http://www.qtic.com.au)

## ... develop a new experience

### Queensland ecotourism development

The *Queensland ecotourism development toolkit* can help you understand the steps to deliver new ecotourism developments or redevelop an existing asset, including a checklist of planning steps and government requirements. [www.ditid.qld.gov.au](http://www.ditid.qld.gov.au)

### Creating WOW experiences

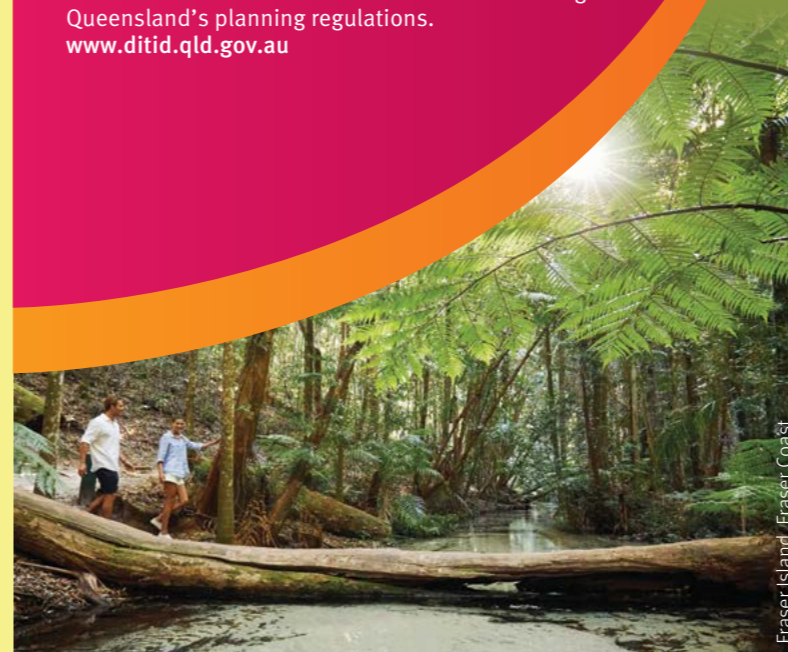
A video series and resources to help you respond to increasing visitor demand for engaging and authentic experiences. [www.teq.queensland.com](http://www.teq.queensland.com)

### Queensland tourism accreditation

Become accredited and benefit from increased credibility, visibility and competitiveness. [www.qtic.com.au/accreditation](http://www.qtic.com.au/accreditation)

### Next generation tourism

The *Next generation tourism planning* guideline provides case studies and insights into the development of new tourism infrastructure—essential to understanding Queensland's planning regulations. [www.ditid.qld.gov.au](http://www.ditid.qld.gov.au)



Fraser Island, Fraser Coast

## ... develop my workforce

### QTIC's Young Professionals Mentoring Program

Employees in the industry who are 35 years or younger can gain professional development, knowledge and skills through the sharing of information and experience with a senior industry professional. [www.qtic.com.au](http://www.qtic.com.au)

### Tourism best practice and staff management toolkits

This range of business resources includes the tourism and hospitality best practice guide, which provides tips on how to recruit, train and create an engaged and motivated workforce. The staff management toolkit covers essential information for business success. [www.qtic.com.au](http://www.qtic.com.au)

### Young tourism leaders

The Young Tourism Leaders Program helps inspire the next generation of young people to consider a career in tourism by providing role models working in the industry—nominate a leader or engage with current leaders. [www.youngtourismleaders.qld.gov.au](http://www.youngtourismleaders.qld.gov.au)

### Indigenous employment champions

The Tourism Indigenous Employment Champions network encourages and maintains increased participation of Aboriginal peoples and Torres Strait Islanders in the tourism industry. [www.qtic.com.au](http://www.qtic.com.au)

## ... enhance my online presence

### Doing business online

A website is your business's virtual shopfront—these resources will help guide your website creation. [www.business.qld.gov.au](http://www.business.qld.gov.au)

### Digital marketing

Tourism and Events Queensland offer a range of digital marketing resources to support operators and enhance digital capabilities and understandings. [www.teq.queensland.com](http://www.teq.queensland.com)

### Digital scorecard

Assess your digital awareness and how you compare to similar industries—identifies ways to improve your capability and be more competitive. [www.business.qld.gov.au](http://www.business.qld.gov.au)

### Community digital champions

Explore and enjoy the benefits of the digital age—learn through the stories and activities of inspirational digital champions. [www.qld.gov.au/digitalchampions](http://www.qld.gov.au/digitalchampions)

### Encourage online reviews

This guide provides practical advice on how to generate a higher level of visitor reviews. It includes tips on encouraging reviews and how to improve visitor satisfaction. The guide includes examples from leading tourism brands and establishments. [www.teq.queensland.com](http://www.teq.queensland.com)

### Queensland's content framework

This framework outlines best practices for social media content and effective use of content through the holiday planning cycle. It includes best-practice tactics and the tools needed to ensure coordinated efforts in sourcing, creating and promoting authentic and memorable content. [www.teq.queensland.com](http://www.teq.queensland.com)

## ... take advantage of events

### Organising special events and festivals

*The Queensland events guide* has been designed to assist local organisers throughout an entire event lifecycle, to ensure they are equipped to stage the best event possible. [www.teq.queensland.com](http://www.teq.queensland.com)

### Working with events

Check out *The big marketing guide* for information on preparing your product, event sponsorship and partnership opportunities, and optimising relationships with organisers and partners. [www.teq.queensland.com](http://www.teq.queensland.com)

## ... attract investment

### Tourism investment masterclass series

If you're seeking investment for tourism infrastructure projects, watch these 6–10 minute webisodes to assess your investment opportunity. [www.business.qld.gov.au](http://www.business.qld.gov.au)