

EXPRESSIONS OF INTEREST APPLICATION FORM

Tourism Mentoring – Resiliency & Recovery - 2023

Designed to help tourism business owners connect and share insights for success, the Balonne Shire Tourism Mentoring Program is purpose-built to respond to current issues faced by business owners in our region. The program aims to assist Balonne based tourism businesses to identify and implement ideas/projects with the assistance of a qualified business mentor/advisor to improve preparedness, response and resilience when faced with future disasters and develop business continuity and long-term resilience and recovery plans in place.

Eligible businesses will be able to apply for professional mentoring/advisory assistance to assist their businesses with the tourism program aiming to cover:

Tourism Business Resilience – helping build long term sustainable businesses through:

- Recovery – cost reduction, debt and cashflow management, improved operational efficiencies
- Transformation – product development and diversification
- Digital Literacy and Engagement – reach new customers and markets through digital health check/strategy, increasing website traffic, online bookable products/shopfront, Google Search Engine Optimisation (SEO), email marketing and Social Media marketing

Applications that meet the eligibility criteria and can clearly outline how their idea/project meets the objectives of the program will be evaluated and assessed by an independent panel (3 panellists) against three key selection criteria as detailed below.

PROGRAM OVERVIEW

There are fifteen (15) “mentee” spots available with these spots being selected by the program’s steering committee based on the assessment from the panel. All applicants will be notified of the outcome and those fifteen will then work with the project officer to be introduced to a short-list of business mentors with the applicant selecting their mentor/advisor.

A maximum of eight (8) advisory hours will be allocated to each mentee. In addition to the mentor and project officer, in addition to their projects and ideas on how a mentor will assist, mentees will also potentially be working with a highly-secured software system to help

business and mentors address business gaps, monitor and support engagement between the mentor and mentee as well as providing real time reporting on the progress of the program. In addition to the mentoring/advisory services, there will also be the opportunity for the mentees to participate in relevant workshops.

Successful applicants will be required to complete pre-mentoring surveys to assess impact, objectives they are trying to achieve and a snapshot of the current situation of the tourism business. A post-mentoring survey will also be required by each successful applicant.

From the goals and objectives of the successful applicants, a short list of mentors/advisors (maximum of five) will be presented to the applicants with the applicant making the decision which mentor/advisor they wish to select. It is recommended that the applicants have a brief conversation with the mentor. To minimize costs such as travel related expenses, all mentoring/advisory will be conducted either via phone or videoconferencing. At the conclusion of the program, a brief report will be required from each mentor and applicant on initial outcomes and recommendations/action plans in place

ELIGIBILITY CRITERIA

- A tourism business including agritourism with a registered ABN based in the Balonne Shire Council Local Government Area
- Businesses that have participated in past Balonne Shire Council mentoring programs are eligible to apply
- Completion of an Expression of Interest by the due date highlighting how a business advisor/mentor can assist their business and the potential longer-term impacts that could be realised on their business and community
- Strong consideration will be given to those businesses and agribusinesses that can provide demonstrable evidence of being impacted/affected by flooding events that occurred in the Balonne Shire in 2021 and 2022. Impacts such as:
 - Loss of revenue
 - Increase in unanticipated expenses
 - Loss of staff
 - Environmental and social impacts
 - Other
- Mentoring concludes on 31 May 2024.

EXPRESSIONS OF INTEREST/APPLICATION

Key Dates	Actions
Monday 10 July 2023	Applications open
Extended to 1 September 2023 (5pm AEST)	Applications close
Revised Thursday 14 September 2023	Applications assessed and notification of outcomes
Revised 15-29 September 2023	Selection and appointment of mentors
31 May 2024	Mentoring concludes

All applications to be submitted electronically to council@balonne.qld.gov.au

SELECTION CRITERIA

Selection Criteria	Outcome	Examples	Relative Weighting
Selection Criteria 1: Building resilience - Economic Benefits	<ul style="list-style-type: none"> Increased investment; Increased local employment; Increased business turnover; Improved efficiencies and productivity; and Improved business profitability 	<ul style="list-style-type: none"> Business expansion/diversification; Employment of additional staff; Employment of new online technologies (website, SEO, social media). 	40%
Selection Criteria 2: Building resilience - Diversification/Risk Management	<ul style="list-style-type: none"> Improved business resilience in the face of climate variability; Develop a Business;Continuity Plan (BCP) in place to address future risks and disasters. 	<ul style="list-style-type: none"> Increased marketing, product development and diversification; Change management and contingency planning. 	40%
Selection Criteria 3: Community Benefit	<p>Enhanced skills of individuals in the community;</p> <p>New employment opportunities for residents and future residents, building community resilience.</p>	<ul style="list-style-type: none"> Employment; Training opportunities; Community projects arising from this project potential flow on impacts to the towns in the Balonne Shire. 	20%

APPLICANT DETAILS

Applicant Name (s) Click or tap here to enter text.

Business Name (if applicable) Click or tap here to enter text.

Address Click or tap here to enter text.

Phone/Mobile Click or tap here to enter text.

Website (if available) Click or tap here to enter text.

Email Click or tap here to enter text.

Is your business registered for GST ? Yes No

If yes, ABN number: Click or tap here to enter text.

Tourism

Which sector best describes your business (tick one)?

Tourism Agritourism Tourism other

Business Structure:

What is the current business structure (tick one)?

Sole Trader, Company, Partnership, Trust, Co-operative

Please describe the nature of your business.

(e.g., enterprise/s, industry sector, scale, number of staff employed, marketing, business plans etc)

Click or tap here to enter text.

What areas do you believe you need assistance with from an advisor/mentor? Please tick all that are applicable. What assistance are you looking for?

(Please choose up to three main areas of interest from the program)

Recovery/cost reduction Cash Flow Management Improve operational efficiencies

Email Marketing e-commerce platforms Digital health check

Increase website traffic/SEO Social Media Product Development

Diversification Other Click or tap here to enter text.

Please expand further what you hope to achieve from participating in the program (maximum 250 words)

Click or tap here to enter text.

Please provide an overview what potential benefits/impacts/outcomes you may realise with the assistance of a mentor/advisor? These should include economic (investment, job creation), operational and/or environmental benefits with a focus on building resilience in your operations. **(maximum 200 words)**

Click or tap here to enter text.

Please outline the potential (if any) for this assistance to benefit your town and the wider Balonne community?

Click or tap here to enter text.

A requirement for all participants of the advisory/mentoring program is to discuss opportunities/area the program that may benefit you with the Resilience Recovery Officer and utilising business assistance software for both business diagnostics and mentor engagement. Are you happy to undergo this as to establish the current status of your operations and how and what advisory/mentoring services that may assist? Yes No

Signature _____ **Date** _____

This project was funded by the Queensland Government's Department of Tourism, Innovation and Sport – Tourism Recovery and Resilience Initiative under Disaster Recovery Funding Arrangements (DRFA)