

Division 41: Small Business Development Corporation —

[Supplementary Information No A50.]

Question: Mr P.C. Tinley asked: What is the participation rate of the capacity building program for Aboriginal tourism operators, what feedback has been received from participants and can any information be provided on the success of the businesses that participated at the start of the program?

Answer: Over the two years to 30 June 2012, the SBDC has undertaken an Aboriginal Tourism capacity building program. This Program has three components being the business tour, funded assistance for market ready operators and aspiring/emerging capacity building.

Business Tour

15 Aboriginal tourism business operators toured eight existing Aboriginal owned tourism businesses in Perth and the South West. This tour was arranged to coincide with the Australian Indigenous Tourism Conference 2011, which all attended to gain additional insight of the tourism sector, including customer service, staff management, financial and marketing knowledge.

Funded assistance for Market Ready Operators

23 businesses received financial support in the 2010/11 financial year and the following are a couple of highlights of their success:-

- Chile Creek tourism business in the Kimberley was funded \$8,940 to develop a marketing plan and collateral. As a result, this year their business had an increase of 50 percent of the number of visitors staying on their premises.
- Darren Capewell, a tourism operator in Carnarvon has been funded \$9,900 to develop business and marketing plans. He is in the process of completing both plans and believes this will assist him in securing more clients and develop more tailored tourism products.

Aspiring/Emerging Capacity Building Program (2011/2012)

The aspiring/emerging capacity building program seeks to build business capacity by increasing the skill set of each business. As a result this will enable businesses to become market/export ready. The SBDC will monitor all participants in the program over the next 6–12 months.

The program has commenced and to date has undertaken:

- 16 needs analysis were received from Aspiring/Emerging Tourism businesses
- 20 participants attended the workshops held on the 24 and 25 May 2012

The workshop covered:

- Day 1 Tourism Boost – Understanding the Tourism Industry
- Day 2 Understanding your financials; Costing and Pricing (product); Business plans made easy; Marketing plans made easy

Of the 20 workshop participants, 18 completed an evaluation form, with a resounding positive response. The following are the collected results from the evaluation:-

- 100% found the workshop informative and useful
- 100% found the content easy to understand
- 100% gained a better understanding of the tourism industry
- 94% gained a better understanding of costing and pricing
- 94% gained a better understanding of business plans
- 94% gained a better understanding of marketing plans/ strategies

Additionally, the following are some verbatim comments about the workshops:

“Presenters have a great understanding of the tourism industry and was able to deliver it in an easy and understandable way to participants. All that content that was delivered was useful to me as I did not have much understanding of the industry.”

“Very informative and relevant, the tools and the resources will make life easier in the long term.”

“I have worked in tourism for 4 years and only after coming to this session do I clearly understand tourism and my role in it as an emerging business”

Over the next 6 to 12 months, the SBDC will monitor these workshop participants to ascertain the impact of the program on their businesses. Also it will enable the SBDC to provide additional ongoing assistance to these Aboriginal businesses.

[Supplementary Information No A51.]

Question: Mr C.J. Tallentire asked: How much is allocated in the budget for the Gosnells Centre for Business Development?

Answer: Total funding allocated to the South East Metro (Gosnells) Small Business Centre for 2012/13 is \$144,678.