

DESTINATION INSPIRATION

EVENTS & MENTORING PROGRAM

DESTINATION INSPIRATION PROGRAM

Destination Riverina Murray and Murray Regional Tourism have partnered to deliver a series of five Destination Inspiration events across the Riverina Murray region in February and March 2021. The events will be followed by a mentoring program that provides hands-on support to build the capacity and capabilities of tourism businesses towards the development of new visitor experiences.

Participants at the Destination Inspiration event series who want to advance their ideas will be invited to express their interest in participating in the one-on-one mentoring program. The 6-month program will have spaces for up to 15 participants and is designed to accelerate the product development process and progress ideas into new or enhanced experiences for visitors to the region.

The Destination Inspiration Event Series and Mentoring Program is supported by the Commonwealth Government's Building Better Regions Fund.

OBJECTIVES

1. To motivate and inspire the development of new tourism businesses or the enhancement of existing tourism businesses.
2. To educate and inform participants about what consumers expect from a visitor experience and what is considered best practice.
3. For people to leave the event thinking "I've got a great idea. If they can do it, I can too. I'm going to take the next step."
4. To provide participants with resources and support to make it happen.
5. To increase the amount of high quality / hero tourism businesses and experiences in the Riverina Murray region.

LOCATIONS AND DATES

- Mildura on Tuesday February 23, 2021
- Moama on Wednesday February 24, 2021
- Albury on Thursday February 25, 2021
- Griffith on Monday March 1, 2021
- Wagga Wagga on Tuesday March 2, 2021

SPEAKERS

- Each event is anchored by a panel of tourism operators (local and national) who have done exceptional things in the tourism space – people who have developed a tourism business from the ground up, who have experienced challenges and setbacks along the way but who are now thriving. These operators will share their stories and deliver their key insights, lessons and learnings in order to inspire the participants to create their own tourism business.
- Tourism Australia will speak about the Signature Experiences of Australia Program, explaining what kind of Australian experiences are sold to the world, and what international consumers expect from an Australian travel experience.
- Destination NSW and Visit Victoria will provide practical knowledge and resources to help turn a business idea into reality.
- Karen Oliver from KO Tourism will introduce the Mentoring Program and explain how to kick start a new or expanded tourism business.

COST

Event participation is \$40 and includes morning tea, lunch, and drinks.

Participants will be provided with a digital toolkit including:

- Destination NSW resources including the Develop, Promote, Sell series and resources from Visit Victoria.
- Business development resources from Destination Riverina Murray and Murray Regional Tourism.
- An invitation to apply for the Mentoring Program.
- A list of key contacts for government and non-government organisations who can help you progress your tourism business idea.

THE MENTORING PROGRAM

The Mentoring Program will supercharge the development of new tourism products and establishment of new tourism businesses in the Riverina Murray region.

Applicants will be required to submit an expression of interest in the program and outline their idea for a new or expanded visitor experience. From the EOIs received the Destination Riverina Murray and Murray Regional Tourism teams will select 15 participants to be supported through a 6-month program of intensive business development to bring their idea to market and to become an active participant in the region's tourism industry.

- The EOI process will open February 23, 2021 and will close at the end of March 2021.
- 15 participants across the Riverina Murray region will be selected at a cost of \$450 per participant.
- The Mentoring Program will begin in May/June and finish in late 2021 and will be delivered in a combination of in-person, online and telephone sessions.

TICKETS

Purchase your ticket now for the event nearest you:

- [Mildura](#)
- [Moama](#)
- [Albury](#)
- [Griffith](#)
- [Wagga Wagga](#)

