



## EXTRAORDINARY EXPERIENCES MENTORING PROGRAM 2018 APPLICATION FORM

This FREE 12-week Mentoring Program is aimed at tourism businesses based in regional towns in the Great Southern region of Western Australia. The aim of the project is to assist business owners to turn the kernel of a good idea into an extraordinary tourism experience.

*The Tourism product is what the customer buys, the tourism experience is what they remember.*

Tourism forms part of the experience economy, a sector dominated by the desire to be engaged at an emotional, physical, intellectual and spiritual level. For this reason, product development in the tourism industry needs to focus on delivering compelling experiences that trigger a full-range of emotions and responses.

### Who should apply?

Brand new or established tourism businesses of all sizes who are looking to innovate to increase market share. The demonstrated benefits of adopting an experience development strategy are manifold and include:

- increase in word-of-mouth business;
- repeat visitation;
- additional media publicity and coverage; and
- an opportunity to innovate without a large expense.

Successful experience-based tourism products also provide regional, state, and national tourism bodies with a reason to talk about a tourism product and region, thereby leveraging small marketing budgets for greater exposure.

### What's involved?

**The program will begin on the 20 August 2018 and run for 12 weeks using a combination of face-to-face workshops, tele/video-conference and face-to-face mentoring sessions.**

1) **Mentoring component** - ten tourism businesses or aspiring businesses from the Great Southern region (excluding those business that are entirely based in the City of Albany local government area) will be chosen to participate in the mentoring program.

2) **Workshop component** - three workshops will be held as part of the mentoring program. These will be open to all tourism businesses in the sub-region, thereby providing the wider tourism industry with an opportunity to learn about experience development and how to apply it to their businesses.

### What do I have to commit to?

- Applicants must own an existing tourism business, or aspire to start a tourism business
- Mentees must agree to meet with their Mentor a minimum of 6 times at a mutually agreed venue and/or via telephone or video-conference during the program
- Mentees must attend each of the three half-day workshops (workshops will be run in Denmark, Mt Barker, Bremer Bay and Kojonup)
- Mentees must complete monthly exercises and produce a video interview at the end of the program

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## APPLICATION FORM

Name:			
Phone:		Email:	
Business or Employer:			

Why do you wish to be part of this program?

What is your "great tourism idea"?

### Application Confirmation

- I have read the Mentoring Program information
- I have completed the Application Form
- I currently own/manage a tourism business, or I plan to start a tourism business
- I will commit sufficient time to attend all the workshop sessions and mentoring sessions and complete the monthly exercises

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

#### RETURN THIS FORM TO:

Lenore Lyons, Executive Director, GSCORE via email: [info@gscore.com.au](mailto:info@gscore.com.au) or post to: 5/22 Collie Street, Albany, WA 6330. Applications close 5pm on 3 August 2018.