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## Purple Giraffe – Lynda Schenk

Purple Giraffe is an end-to-end, collaborative marketing consulting service. As a trusted TiCSA partner, the Purple Giraffe team loves working with businesses one-on-one to build tangible and realistic marketing strategies, full of action, that reach business objectives.

Lynda Schenk, Head Giraffe, has worked across a diverse range of industries for almost three decades. She has a natural ability to talk to people, understand their business and their objectives, and then to work with them to formulate marketing plans, brand strategies and marketing communication plans that build brand equity, growth, and profitability.

Lynda is available for coaching in the following areas:

- Communications & marketing:
  - Marketing plans
  - Social media plans
  - Branding
  - Target marketing

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## Digital Marketing AOK

Digital Marketing AOK is the leading digital marketing agency in Adelaide. They have been providing specialist social media management service to clients in Adelaide and across the country since 2012. In 2016, they broadened their offerings to include consultancy and digital marketing.

Digital Marketing AOK's relationship-based approach to clients has seen them build solid long term partnerships, supporting their clients in achieving their sales and brand goals.

Digital Marketing AOK is available for coaching in the following areas:

- Communications & marketing:
  - Social media
  - Digital marketing

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## Amanda Dalton-Winks

Amanda is a freelance Tourism Consultant specialising in adaptive and personable coaching and mentoring of small business operators. She champions exemplary customer experience delivery and her wins-for-all approach embodies her overall business philosophy, along with her 'three Cs': Connection, Collaboration, and Communication.

Qualifications in Tourism, Management, Marketing, Events, and Chinese language and culture have contributed to the development of a big-picture mindset in conjunction with a well-honed eye for detail, and the ability to link these perspectives via innovative and logical processes.

Amanda Dalton-Winks is available for coaching in the following areas:

- Workforce & skills:
  - Grant writing
- Better business:
  - Advice for starting out in tourism
  - Business resilience and improvement
  - Business and financial planning

## Clear Vision Consulting

Clear Vision Consulting has over a decade of experience specialising in SME business growth across Australia. They work in all sectors, Australia-wide and specialise in tourism, growing Indigenous enterprises, regions, and social enterprises.

Clear Vision Consulting's purpose is to make quality advisory available to all business owners regardless of location and experience, so they can get the information and resources they need to turn a clear vision, into an inspirational reality.

Clear Vision Consulting are available for coaching in the following areas:

- Workforce & skills:
  - Employing and developing staff for SMEs
  - Indigenous-owned business advice
  - Procurement and supplier diversity
- Quality tourism experiences:
  - Customer journeys: developing and mapping
  - Tourism product development
  - Market research and analysis
  - Pricing and market position strategies
  - Tourism infrastructure advisory
  - Regional tourism

## RevenYou

RevenYou's consultants are highly accomplished specialists who complement the knowledge and skills existing within your own business. They are the partner you have been looking for to help guide your business to the next level.

They bring a diversity of experiences and knowledge of the latest industry trends, developments, and best practice - our team have a proven record of working with a variety of accommodation operators throughout Australia, New Zealand and the Pacific region to grow profit.

RevenYou is available for coaching for accommodation providers in the following areas:

- Workforce & skills:
  - Telephone skills and sales
- Better business:
  - Reviews & Google Business Profile
  - Working with Online Travel Agents (OTAs)
  - Rate strategies
  - Knowing competitors
  - Online tourism basics

## Little Shove

Launched in February 2022, Little Shove is a mentoring business based in Adelaide. With 20+ years of experience working in tourism, travel, events and projects, owner-operator Lesley Magill draws on her personal and professional life experience to help others.

With a focus on motivation and mindset, Little Shove is here to help you move from where you are to where you want to be in life and work. Offering personal mentoring sessions and specially designed team

# Coaching Panel

workshops, Little Shove gets to the heart of who you are and what you want so that you can get on with doing what you do best.

Little Shove is available for coaching in the following areas:

- Workforce & skills:
  - Business purpose check-in
- Quality tourism experiences:
  - Developing tourism product and experience concepts

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## Tourism Accelerator

Tourism Accelerator is an experienced provider of industry capability, and small business support for small business; and has actively worked with more than 1,700 tourism businesses across South Australia over the past 18 months through the facilitation of one-on-one mentoring and business advisory, business growth and implementation support.

With relationships developed with tourism operators, as well as having delivered industry development programs for agencies including government organisations, we are committed to providing practical support and engagement for tourism businesses on behalf of TICSA.

Tourism Accelerator is available for coaching in the following areas:

- Communications & marketing:
  - Digital marketing and social media
  - Target market personas
- Quality tourism experiences:
  - Developing tourism product and experience concepts
- Better business:
  - Business and financial planning
  - Business resilience and improvement
  - Advice for starting out in tourism

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## Tourism Tribe

Tourism Tribe was established in 2015 with the purpose of supporting the tourism industry and its operators to keep pace with and make the most of the ever-changing digital environment.

Co-founders Liz Ward and Fabienne Wintle and their team are relentlessly committed to providing expert support in plain English that assists people in tourism to create sustainable businesses, doing what they love, no matter where they are located.

With a driving passion to help operators navigate every aspect of the digital world for their business, through engaging training and advice, Tourism Tribe empowers any business, independent of their location, to share best practices and avoid reinventing the wheel.

Tourism Tribe is available for coaching in the following areas:

- Communications & marketing:
  - Digital transformation
  - Marketing plans
  - Target market planning
- Better business:
  - Business planning and strategy
  - Cash flow planning

## Alex Brown Project Company

Alex Brown is a freelance tourism development consultant, marketing advisory and content service. Alex's experience is diverse and exciting after being immersed in the industry for 13 years, working with small and big business. Alex has worked with destinations, leisure attractions and retail precincts. Alex is creative, inspired by innovation and what this can do to drive business and sustainable destination growth.

Being exposed to an array of state-wide projects has given Alex an impressive insight into the delivery of major projects and the development of new products being launched into the marketplace.

Alex Brown Project Company is available for coaching in the following areas:

- Workforce & skills:
  - Grant writing
  - Engaging with First Nations
- Communications & marketing:
  - Public relations
  - Marketing campaigns and media
- Quality tourism experiences:
  - Product and infrastructure development
- Better business:
  - Starting out in tourism
  - Business planning