

# Coaching Panel

## Alex Brown Project Company – Alex Brown

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 over 14 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 is available for coaching in the following areas:

- **Communications & Marketing:**
  - Public relations
  - Marketing campaigns and media
  - Selling your tourism product
  - Customer Journey Planning
  - Export marketing
- **Workforce & Skills:**
  - Grant writing
  - Engaging with First Nations
- **Quality Tourism Experiences:**
  - Product and infrastructure development
- **Better Business:**
  - Starting out in tourism
  - Business planning

## 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 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 is available for coaching in the following areas:

- **Better Business:**
  - Advice for starting out in tourism
  - Business resilience and improvement
  - Business and financial planning
- **Workforce & Skills:**
  - Grant writing
  - Award submission advice

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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, Tourism Accelerator is committed to providing practical support and engagement for tourism businesses.

Tourism Accelerator is available for coaching in the following areas:

- **Communication & Marketing:**
  - Digital marketing and social media
  - Target market personas
- **Better Business:**
  - Business and financial planning
  - Business resilience and improvement
- **Quality Tourism Experiences:**
  - Development tourism product and experience concepts

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## Clear Vision Consulting – Susan Lee

When tough times hit, you need bookings and the confidence in your strategy to keep moving forward. During good times, successful operators invest in future-proofing and build resilience. This is the mindset of champions. CVC offers qualified, tailored advisory and market diversification strategies to ensure you win and sustain bookings, even when organic sales fall short. CVC helps business owners move the dial on success by focusing on mindset, strategy, and market insight.

Susan Lee is the Principal Consultant at CVC and a go-to advisor for tourism business growth. With an MBA, BA Comms, and MAICD, Susan has been energising the tourism sector since 2011. Susan works with operators, investors, farmers, cultural and heritage institutions, visitor attractions, peak bodies, and Indigenous communities. She's also the author of *Booked Out! How to Start and Grow a Successful Regional Tourism Business*.

Susan is available for coaching in the following areas:

- **Communication & Marketing:**
  - B2B marketing
  - Distribution strategy for boosting sales
  - Competitive positioning
- **Quality Tourism Experiences:**
  - Packaging and partnering for trade
- **Better Business:**
  - Attracting investment with capital planning
  - Product development & market demand testing
  - Feasibility studies

- **Better Business:**
  - Business planning
  - Operational planning
  - Pricing reviews
  - Financial performance & business reviews
  - Indigenous business advisory
  - Grants & Awards
  - Starting out in tourism

### Hurley Hospitality Creative – Matthew Hurley

Matthew Hurley is a professional manager with more than 30 years' experience in hospitality and tourism managing tourism businesses across Australia. This includes 28 years' experience in General Manager positions and more than ten years in multi-outlet companies across a range of businesses, from small to large and from highly successful to those in need of major restructure or redirection. These positions have been in hotels and other tourism related businesses.

Matthew is available for coaching in the following areas:

- **Communication & Marketing:**
  - Digital marketing and social media – strategies and content development
  - Marketing strategies and tactics
  - Digital distribution systems – advisory and set up
- **Quality Tourism Experiences:**
  - Product development and experience concepts, including infrastructure builds
  - Feasibility studies
- **Better Business:**
  - Business and financial planning
  - Business resilience and improvement
  - Starting out in tourism
  - Business reviews

### Purple Giraffe – Lynda Schenk

Purple Giraffe is an end-to-end, collaborative marketing consulting service. 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:

- **Communication & Marketing:**

- Marketing plans
- Social media plans
- Branding
- Target marketing

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## Digital Marketing AOK

Digital Marketing AOK is an Award-Winning, Family-Owned, leading digital marketing agency based in Adelaide, renowned for its expertise in the tourism industry since 2012. Digital Marketing AOK delivers specialist social media management services, comprehensive consultancy and digital marketing solutions to clients locally and across Australia . They help you elevate your communication and marketing efforts, ensuring your business thrives in the dynamic tourism landscape.

Simone Douglas, CEO, has consistently demonstrated a commitment to fostering robust, long-term partnerships and her relationship-based approach ensures clients are supported in achieving their online brand objectives specifically tailored for tourism operators in South Australia. Her knowledge on latest trends and developments in the digital marketing realm are second to none and delivered in an easy to understand, straight forward format giving you realistic actionable strategies to put into place to turbo boost your online presence.

Digital Marketing AOK offers expert coaching:

- **Communication & Marketing:**
  - Social media content creation
  - Social media strategy
  - Social media advertising
  - Digital marketing
  - AI Tools and strategy for business

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## Talked About Marketing – Steve Davis

Navigating the complex world of tourism marketing can often feel like charting unknown territories. Whether it's the challenge of understanding your true target market beyond your personal preferences or the maze of digital marketing options leading to "digital anxiety", Steve Davis of Talked About Marketing offers a beacon of clarity and direction.

With more than 20 years of experience in consulting and mentoring, Steve doesn't just prescribe solutions; he listens deeply to identify the unique challenges and opportunities within your business. His approach is built on the foundation of a proven 6-part digital marketing formula, tailored to maximise your resources and deliver the most impactful results. This method ensures you're not just busy, but busy doing the right things that actually propel your business forward.

Steve is available for coaching in the following areas:

- **Communication & Marketing:**
  - Marketing planning and strategy
  - Persona development and usage
  - Branding definition
  - Digital marketing content and promotion
  - Audio/visual production planning and coaching
  - Website planning, structure, content development, auditing
- **Quality Tourism Experiences:**
  - Storytelling for tourism

- Customer service design and auditing
- **Better Business:**
  - Incorporating AI into marketing and operations, judiciously.

## 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 and business best-practices.

With highly experienced business people who have real-life tourism experience and e-commerce expertise as the coaches you can choose from, including the co-founders Liz Ward and Fabienne Wintle, you will be assisted to find opportunities to grow your business and improve efficiencies.

From setting commercial goals, to optimising your website, implementing smart digital tools, developing online lead and sales funnel, implementing analytics, to doing better social media, the full range of business acumen can be leveraged in your coaching.

Tourism Tribe are available for coaching in the following areas:

- **Communication & Marketing:**
  - Digital transformation
  - Digital marketing and social media
  - Brand development
  - Marketing plan
  - Target marketing
  - Lead and sales funnels
  - Google analytics
  - Email marketing automation
- **Better Business:**
  - Business planning & strategy
  - Business resilience and improvement
  - Cashflow forecasting
  - Business planning
  - Starting out in tourism

## Kelp Creative – Scott Killeen

Just like kelp is anchored to rock, meaningful experiences are anchored to purpose. Scott's deep dive into interpretation and experience design began over 30 years ago. Today he's still driven by a passion for visitor experiences. Scott thrives on helping organisations engage their community through meaningful, engaging, and memorable experiences anchored to purpose.

Imagine you've been asked to connect people, places and stories. Your people may be visitors, students, community or clients. You may have ideas about the experience you want, but don't know how to get there. Before you hire an exhibition designer, a project manager, marketing agency, architect or landscape architect, you need an Experience Designer. That's where Kelp Creative comes in. Scott is experienced in interpretive planning, interpretive content



management, training and facilitation;  
play space and interactive

development, face-to-face interpretation, interpretive signage and artworks, education and public programs, behaviour change campaigns, stakeholder engagement, and strategic planning.

Scott is available for coaching in the following areas:

- **Quality Tourism Experiences:**
  - Interpretive planning
  - Visitor experience and activations
  - Storytelling for tourism
  - Master planning and placemaking

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### Australian Revenue Management Association (ARMA)

The Australian Revenue Management Association Centre of Excellence offers coaching sessions on the following key areas:

- Business resilience and improvement: Strategies for enhancing revenue and yield management to improve overall business performance and profitability.
- Marketing strategies and tactics: Emphasising both traditional and digital marketing approaches to effectively promote business services in a competitive market.
- Digital marketing and social media: Providing guidance on leveraging online platforms and social media to increase business visibility and customer engagement.
- Tourism operations basics: Teaching essential revenue and yield management principles specifically for the tourism industry, helping businesses optimise operations for greater success.

Targeted coaching sessions that support these themes includes:

1. Forecasting: Helping businesses predict demand and plan accordingly to mitigate the impact of market fluctuations.
2. Pricing Strategies: Offering expert advice on setting optimal pricing strategies that align with business goals and market conditions.
3. Daily Reporting: Training on the importance of daily performance tracking to identify trends and opportunities for improvement.
4. Measurement Metrics: Coaching on key performance indicators (KPIs) to ensure data-driven decision-making.
5. Inventory Management: Developing strategies for efficient stock management to reduce waste and ensure availability.
6. Competitor Analysis: Techniques for understanding and responding to competitor activity to maintain a competitive advantage.

## Coaching Team:

*Nicole Hollmann, Senior Revenue Manager:*

Nicole will lead the coaching sessions.

Nicole is a seasoned revenue management specialist whose career spans various high-profile roles across the globe. Currently based in Sydney, she has contributed significantly to establishments such as Novotel Sydney International Airport and Best Western Australasia, where she drove revenue growth and optimised rate management strategies.

Nicole's expertise includes advanced capabilities in revenue and rate management, with a strategic focus on market dynamics and pricing models. Her career reflects her dedication to innovation and excellence in revenue management, making her a valuable asset to the hospitality sector.

*Georgina Williams:*

Georgina is a seasoned leader with decades of experience in the hospitality industry. She is currently serving as Acting, Chief Executive Officer and formerly held the position of Head of Commercial and Industry Partnership at the Australian Revenue Management Association (ARMA).

Prior to her roles at ARMA, Georgina held prominent positions at Elanor Investors Group, Pegasus Hospitality, BWH Hotel Group, and SilverNeedle Hospitality Group. As Head of Commercial for Hotels, Tourism, and Leisure at Elanor Investors Group, she demonstrated her ability to drive revenue growth and develop strategic alliances.

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