

Business Capabilities Program



2024-2025 Coaching Panel

Our coaching panel is made up of skilled individuals who cover a broad scope of industry expertise and experience. Coaching is available in our four business capabilities areas:

Workforce and skills
Communications and marketing
Quality Tourism Experiences
Better business

For more information please contact comms@ticsa.com.au
or call 08 8231 3085.

Business Coaching Panel

Alex Brown

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 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

Quality Tourism Experiences:

- Product and infrastructure development

Better Business:

- Starting out in tourism
- Business planning

Workforce & Skills:

- Grant writing
- Engaging with First Nations

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 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

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

Quality Tourism Experiences:

- Development tourism product and experience concepts

Better Business:

- Business and financial planning
- Business resilience and improvement

Matthew Hurley Hurley Hospitality Creative



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

Business Coaching Panel

Lynda Schenk Purple Giraffe



Purple Giraffe is an award winning, end-to-end, collaborative marketing consulting service based in Adelaide and Perth. With over 20 years' experience in wine and tourism, the Purple Giraffe team loves working with tourism businesses one-on-one to build tangible and realistic marketing strategies, and then support with the implementation, that reach business objectives. Our approach and thinking is holistic and we work within your business means.

Lynda Schenk, Head Giraffe, has worked in the wine and tourism industry 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, digital strategies and communication plans that build brand equity, growth and profitability within your business. Her practical no fluff approach to marketing is refreshing.

Lynda is available for coaching in the following areas:

Communications & Marketing:

- Marketing plans and implementation
- Social media planning and implementation
- Digital marketing strategy and implementation
- Branding
- Target marketing
- Events marketing
- Website development, audit and management
- AI Tools and strategy for business

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Katherine Elia On The Table Events



With over 20 years industry experience working in event management roles for both private and non-for-profit organisations, On The Table Events (OTTE) has delivered events ranging from 15-person boardroom lunches to 1000-person gala balls - and everything in between.

Katherine's confidence in procuring corporate and community sponsorship is what sets her apart in the events industry. Acting in a support role for not-for-profits, Katherine has vast experience liaising with stakeholders, sponsors in particular, from start to finish ensuring strong relationships are developed, positive outcomes achieved, and appropriate recognition implemented. Over her career, Katherine has worked in a small team, responsible for raising almost \$10 million collectively, for several high-profile capital campaigns in South Australia.

Katherine is able to provide coaching in the following areas:

Event Creation and Management:

- Event creation and planning
- Event strategy
- Event copywriting and collateral development
- Event relationship management (specialising in developing relationships with key sponsors and various event stakeholders)
- Understanding time management and adhering to budgets

Simone Douglas 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:

- Marketing Fundamentals
- Integrated Marketing Planning
- Digital Marketing

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- Social Media Content, Advertising and Strategy
- Google Hotel Ads
- Google Search & Display Ads and Google Business Listings
- Digital advertising platforms Bing, Spotify and Taboola
- Website audit, development, hosting and maintenance
- SEO (Search Engine Optimisation)
- E-Commerce
- Email campaigns

Quality Tourism Experiences:

- Target Marketing
- Driving Footfall and Traffic
- Developing Storytelling for Tourism
- Attracting New Audiences

Workforce & Skills:

- Upskilling Digital Technologies for Teams

Better Business:

- AI Tools and Strategies for Business
- Google Analytics Implementation and Data Driven Decision Making
- Google Tag Manager Conversion Tracking
- Google Looker Studio Reporting
- Industry Benchmarking and Measuring Performance

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Steve Davis Talked About Marketing



You know that feeling when other tourism businesses seem to effortlessly attract attention while your worthy experiences fly under the radar? Or perhaps you've created something special but can't quite capture its essence in your marketing?

That's where Steve Davis comes in. As founder of Talked About Marketing, Steve helps tourism operators uncover their most talk-worthy stories and share them authentically.

Through creative mentoring sessions, he'll help you:

- Navigate the digital marketing landscape to find approaches that make sense for your business
- Discover the authentic stories that make your experience memorable (they're often hiding in plain sight)
- Begin crafting a pragmatic marketing roadmap that aligns with your resources
- Explore the art of being talked about for all the right reasons
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Drawing on 20+ years of mentoring South Australian tourism businesses, Steve combines proven frameworks with refreshingly honest exploration and a keen eye for overlooked opportunities. No cookie-cutter solutions - just thoughtful guidance and curious questions to help make your business genuinely worth talking about.

Steve is available for coaching in the following areas:

- Marketing strategy that aligns with your business reality
- Digital marketing navigation and planning
- Authentic storytelling
- Practical AP integration for tourism marketing

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Tourism Tribe

Liz & Fabienne



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 leaders who have real-life tourism experience and e-commerce expertise as the coaches you can choose from, including the co-founders Liz Ward (left image) and Fabienne Wintle (right image), you will be assisted to find opportunities to grow your business and improve efficiencies.

From setting commercial goals, to optimising your website, implementing AI, automation and 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
- AI for time saving & smarter business
- 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

Scott Killeen Kelp Creative



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 thrives on helping organisations engage their community through meaningful, engaging, and purposeful experiences. Just like kelp is anchored to rock, meaningful experiences are anchored to purpose.

Scott has 30 years of industry experience, formal qualifications in natural and cultural heritage interpretation and has won awards for his interpretive work and for his contribution to interpretation industry within Australia. Scott is experienced in interpretive planning, interpretive content development, training and facilitation, play space and interactive development, face-to-face interpretation including tours and presentations, 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:

- Natural and cultural heritage interpretation planning
- Visitor experience and activations
- Storytelling for tourism
- Master planning and placemaking

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ARMA

Australian Revenue Management Association

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.

Business Coaching Panel

ARMA

About Nicole & Georgina

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.

Tania Shirgwin

Decant Digital



As the founder of Decant Digital, Tania Shirgwin has spent the last 15 years channelling her passion for travel and marketing into a specialised focus on tourism, wine, and hospitality. Thanks to childhood holidays at her grandparents' caravan park in Alice Springs and a wealth of experience gained over a 30-plus-year career, Tania has an innate understanding of regional tourism businesses' unique challenges and opportunities. A natural ability to connect with people and understand their business needs allows Tania to craft tailored, practical solutions that drive actual results. Her coaching approach combines practical advice, innovative solutions, and a deep understanding of customer behaviour, ensuring the clarity and guidance needed to excel. Her expertise spans strategic marketing planning, coaching, business growth tactics, events and training. With numerous successful marketing campaigns under her belt, Tania's proven strategies consistently increase website traffic, direct bookings, and sales, ensuring businesses thrive in today's competitive market.

Workforce & Skills

- Procedures, manuals and SOPs
- Workshops and training
- Sustainability and Accessibility accreditation advisory and assistance

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Tania Shirgwin Decant Digital

Communication & Marketing

- Tourism marketing strategies
- Digital transformation and website audits
- Customer path-to-purchase optimisation
- Public relations and media management
- Brand development, design and content creation

Quality Tourism Experiences:

- Tourism product and experience design and development
- Event management and marketing
- Tourism and grant copywriting and advisory

Better Business:

- Business planning and startup support
- Resilience and growth strategies

Business Coaching Panel

Kristen & Cathy Altitude Advisory.



Altitude Advisory is a South Australia-based firm offering comprehensive business advisory and accounting services. With over 30 years of experience, and offices dotted throughout the regions, we assist business owners across a wide range of industries including retail, tourism, transport, manufacturing, and agriculture. With a holistic mindset, our team helps clients set and achieve their lifetime goals. All our advisors are accountants, and with this background, we are able to coach and problem-solve for outcomes that are grounded in facts not guesses.

Service Offerings:

- **Business Growth & Profit Improvement:** We develop growth plans, optimise financial systems, and provide business coaching to enhance profitability and efficiency.
- **Strategic Planning & Advisory:** We conduct strategic planning workshops, offer business structuring advice, and perform risk reviews to guide informed decision-making.
- **Financial Management:** We assist with cash flow management, budgeting, and financial reporting to ensure sound financial health.
- **Compliance & Accounting:** We provide comprehensive accounting and taxation services to maintain compliance and streamline financial processes.
- **Business Transition & Exit Planning:** We offer succession and estate planning services to facilitate smooth business transitions.

Lesley Magill

Little Shove



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

Lesley is available for coaching in the following areas:

Workforce & Skills

- Business purpose check-in

This mentoring service provides the business owner with an opportunity to check-in on the direction and purpose of the business and the who, why, what and how behind their work. This session provides space and time to review if the business is operating in alignment with its purpose, and what may need to change to refresh and reset both it and the owner. The session provides an opportunity to brainstorm and problem solve challenges and opportunities while inspiring and motivating the business owner to move forward refreshed and reset for their work ahead.

Quality Tourism Experiences

- Developing tourism product and experience concepts