



CLEAR VISION CONSULTING

MARKETING / GROWTH / PLANNING

SUSAN LEE
MBA, BA Comms, BA Vis Arts
PRINCIPAL CONSULTANT

Susan is a creative and professional leader in tourism and passionate advocate of small business growth and risk-taking. She has designed and led innovative industry engagement and development initiatives nationally including the Desert Guides Program (NT), the first ever Adelaide City Tourism Action Plan, and 'Industry Walkabouts' in regional SA and WA. For over a decade Sue has mentored innumerable Aboriginal entrepreneurs on business dynamics to develop financial independence. She started CVC in 2011 following four years in regional management and consulting roles. She is an investor, shareholder and also runs The Outback Shack in the Flinders Ranges SA.



ABOUT US

Clear Vision Consulting offers professional business advisory, tourism projects and strategic communications to industry and government. With over a decade of experience delivering business support to entrepreneurs nationally, we bring networks, project management and contracting experience to our clients in industry and government.

PANELS and AFFILIATIONS

We have supplied to and are members of the following panels and organisations:

- NT Department of Business Innovation and Trade
- Indigenous Business Australia
- Indigenous Land and Sea Corporation
- Tourism Industry Council of SA
- SA Writer's Centre

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LEADERSHIP

- Treasurer, Melbourne's West Tourism Board, 2020
- Board Director on Australia Regional Tourism Network, 2014-16
- Regional Marketing Manager for Flinders Ranges & Outback SA Tourism, 2007-09

SERVICES

Business Advisory – Tailored, direct business advisory to get business to the next level. We work with owners at a cross-road or growing faster than they thought. Working from a financial and market demand basis we develop strategies to achieve desired results and coach owners in marketing, negotiation and project management.

Feasibility Studies and Business Plans – We develop business cases for funding and can determine feasibility of a capital project, big or small. We develop operational business models, research market demand, project revenue and expenses, specializing in tourism, and trades. We make a stop/go recommendation to avoid costly mistakes. Business Planning then can flesh out strategic actions for implementation.

Strategic Marketing – There are three main approaches we use to help you make more sales: product development, market development or promotion. We help you build brand, profile, bid tools for tender wins, B2B and supply chain communications, CRM marketing and digital strategies.

Reviews – Get out of the day to day and get some perspective on your business. What are your staff and customers saying? What are your financial habits that no longer serve your direction?



Facilitation and Stakeholder Engagement – We design and facilitate stakeholder communications that engage, rev-up and get the most out of people's time. We bring strategy, creativity and fun to forums and workshops to get meaningful feedback from the community. Our methods are informed by ethical research, privacy laws and IAP2 principles. Surveying, phone interviews, Discussion Papers, social media monitoring, round tables more.





Tourism Specialists

Susan Lee is one of Australia's leading qualified domestic tourism business consultants specializing in **commercial advisory and new product development**. Working in tourism since 2000 both overseas and in Australia, Sue offers **diversification, viability and growth services**. She is one of few consultants bringing a commercial eye to projects with advice grounded in operational experience, competitive analysis and market knowledge. We **reinvigorate regions** experiencing downturn, drought and fire impact with capacity building to support people to persevere and thrive.

CVC works with **state government, regional development Councils, Departments of Environment and Heritage, operators and developers**. We review **Council Events** programs for alignment and return and bring best practice solutions for evaluation and data collection.

We specialize in **nature based tourism**, product development on Parks and ways to get people to stay longer by **integrating visitor experiences with local businesses** through the full life-cycle of consumer searching, planning, booking and experiencing.

We offer **capital viability support** for investors building new infrastructure. We provide market-based modelling to inform style and **product fit with the destination**. We talk to tourism supply chains at the coal face of demand, so **our advice is based on current booking and sales trends** to give our clients the edge over generic strategies and advice.

CVC mentored Indigenous operators to export status for the **Indigenous Tourism Champions Program** by IBA and Tourism Australia. She led stakeholder engagement for the first **Adelaide City Council Tourism Action Plan** generating significant interest and input from industry leaders. In 2019 she led staff in statewide engagement facilitation tactics to inform the **SA Heritage Tourism Strategy**.

Resilience is the ability to adapt and change services to meet changing visitor needs and stay ahead of the pack. We support business owners through change.

Regional research looks back, but at CVC we look forward by understanding market needs, demand and talking to the market.





Indigenous Business Growth

From working in outback NT, the APY Lands and inner-city Sydney, Susan is a commercial Business Advisor focused on helping Indigenous businesses to run and manage profitable businesses. We've been working with Indigenous Corporations, communities and entrepreneurs since 2005.

Susan has worked with hundreds of Indigenous entrepreneurs as an Advisor to **Indigenous Business Australia's** lending area and with senior staff at **Indigenous Land and Sea Corporation**. She was one of five national advisors to the **Prime Minister & Cabinet's Indigenous Affairs** pilot program across Vic, SA and Tasmania, preparing business models, viability assessments, coaching owners with tailored support and developing business cases and financials to help secure capital loans and grants for Indigenous business expansion.

Our approach to working with indigenous clients rests on building relationships early, presenting options rather than solutions to support decision-making, and encouraging questions about business issues to develop capability and capacity.

Susan has worked with IPS, Australia's largest and award winning Aboriginal owned management consulting firm on national scalable projects including a national Indigenous business supply chain analysis for **Westpac Bank**, assisting **Naval Group Australia** on delivering their first Reflect RAP and advising the **NSW Aboriginal Land Council** with a review into joint venture Business Plans for loan applications.

Clients include Indigenous culture centres such as Tiagarra Cultural Centre in Tasmania, Djilpin Arts in Arnhemland and agri-producers such as Andrew Mawhinney, pictured right at his Huon Valley rootstock business.

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"Susan has great capacity for strategy formulation and for leading groups through rigorous decision making processes. She builds rapport with people from diverse backgrounds easily and makes people laugh along the way. I have no hesitation in recommending Sue."

Catherine Mooney,
 Senior Change Advisor
 BHP Billiton

"Susan's professional skills are very much aligned to her personality i.e. being readily available and approachable (consultation); knowledgeable, accesses and shares research (skills transfer); experienced, logical and pragmatic (gets results)."

Wendy Hills,
 Manager Cultural Tourism
 NSW National Parks and Wildlife



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