

# NT Aboriginal Tourism Accelerator

Block	Date	Title	Location	Dates	Day One	Day Two	Day Three	Day Four	Notes
<b>Block 1</b>	January 2024	Business Modelling and Aboriginal Tourism Forum	Alice Springs	<b>15-19 Jan 2024</b>	Welcome to Country, introductions, My (WHY) Intent, Overview of the next couple of days, The Messy Middle Workshop, Business 101, Business Decisioning and planning for success. Business Model Canvas.	Re-cap day 1, Business Model Canvas.	NT Tourism Forum and Dinner	Authorising cultural integrity family and community, Cultural IP	<p>*First Block Starts Monday as we run for 4 days because of the NT Tourism Forum on the Wednesday</p> <p>At the end of each Block Facilitators and coaches will work with businesses on an action plan for the four weeks in between to apply the learnings from each Block</p>
<b>Block 2</b>	February 2024	Foundations of a Successful Tourism Business	Darwin	<b>26 Feb – 02 March 2024</b>	Operational Seasonality, product diversification and sustainability in the off-season, Understanding the tourism market, identifying target audiences, defining unique selling points, and creating an	Trade activities, understand and create local and global distributions.	Austrade and a NT Tourism or Tourism Australia subject matter expert workshops, Yarning Circle.		At the end of each Block Facilitators and coaches will work with businesses on an action plan for the four weeks in between to apply

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					effective value proposition.				the learnings from each Block
<b>Immersion</b>	March 2024	Interstate Tourism Business Immersion	TBC	<b>18-22 March 2024</b>	-	-		-	-
<b>Block 3</b>	April 2024	Financial Positioning and Sustainability	Alice Springs	<b>22-26 April 2024</b>	Financial management and sustainability, building financial acumen, rates, pricing and contracting and business financial position/forecasting.	Competitive market (Who in the market), booking agents, (Industry expert guest talk), Impact business value, managing business and employment, financial security, digital security.	Accumulating assets, planning for success, succession and exit, Business Model Canvas (V2), Yarning Circle.		At the end of each Block Facilitators and coaches will work with businesses on an action plan for the four weeks in between to apply the learnings from each Block

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<b>Block 4</b>	May 2024	Marketing and Branding	Darwin	<b>13-17 May 2024</b>	Branding and value proposition, Sales and Marketing, pitching, intellectual property (protection as an asset), building networks to succeed strategic relationships and networking.	Clearly articulate their value proposition and master the sales develop a pitch.	Business Model Canvas (V3),Yarning Circle		At the end of each Block Facilitators and coaches will work with businesses on an action plan for the four weeks in between to apply the learnings from each Block
<b>Showcase</b>	June 2024	Showcase	Darwin	<b>17-21 June 2024</b>	Business Design Action Plan	Pitching and presentation for showcase, Yarning Circle	Showcase – Trade Distributors style and 1.5 hour round tables with resources		-

\*Key Milestone Dates