

Business Digital Improvement Program Guidelines

Logan City Council Tourism Industry

Assistance provided through the jointly funded Commonwealth-State Disaster Recovery Funding Arrangements (DRFA)

Logan City Council is proudly supporting local tourism and hospitality businesses to improve their ability to reach new customers and showcase the attractions and experiences they offer. This program is provided through the jointly funded Commonwealth-State Disaster Recovery Funding Arrangements (DRFA).

Learn essential digital skills to grow your business, work smarter and contribute to Logan's tourism vision!

About the Business Digital Improvement Program

Logan City Council has partnered with leading industry training organisation Tourism Tribe to deliver a tailored support program that will arm you with knowledge, skills and support so you can implement growth-focused digital strategies and tools into your marketing and social media.

The Business Digital Improvement Program will provide Logan tourism and hospitality businesses with **FREE training and support, valued at \$2,000!**

By completing the full program, you are then eligible to receive a **FREE photoshoot valued at \$700** to capture hero images and content for your use and promotion. These images will also be utilised for future marketing activities by Logan City Council.

The program includes:

1. Digital business assessments

Your business will have at least one Digital Engagement Health Check™, proving you with an all-encompassing assessment and easy to follow report, to gauge your business's digital performance and offer practical insights to optimise your online presence.

2. 3x In-person workshops

Practical and inspiring half-day workshops will be included through the program, covering strategies and tactics for effective and efficient digital marketing. You will learn how to:

- improve your rankings on Google
- leverage online reviews
- improve your customer's online journey with your business
- simplify your social media and get more value from your efforts
- access essential platforms for quality exposure in the tourism marketing landscape.
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3. 2x Personalised coaching sessions

Boost your business with two one-on-one personalised coaching sessions, blending expert digital marketing advice with focused attention on your unique business needs. Benefit from customised action plans, real-time feedback, and strategies specially tailored for your business, ensuring your online presence thrives. Embark on a journey with us towards digital excellence and unlock your business's full potential.

4. Access to a supported online course library

During the program you will experience the unparalleled advantage of the Tourism Tribe Digital Academy that's all about quality, practical online courses integrated with unmatched support! Their team of seasoned tourism pros and business gurus have meticulously crafted training videos, courses, templates and resources based on real-life tourism business experiences and top-notch practices.

5. Fortnightly group coaching sessions

As a privileged member of the Tourism Tribe Digital Academy, you'll tap into a golden opportunity to join in fortnightly online group coaching sessions. These are incredibly beneficial to have your questions answered by experienced coaches and share in the questions and experiences of other small businesses.

BONUS Photography Session

Upon completion of all assessment workshop and training sessions, each eligible business will receive a 1 hour photoshoot by a professional photographer to capture hero images of your business. This will enhance your online presence and provide you with high-quality imagery.

Application process

This program is limited to 25 businesses.

Applications open on the 27 February, 2024 at 4pm (AEST) and close on the 19 March, 2024 at 4pm (AEST). Logan City Council will notify successful applicants on the 25 March, 2024 via email.

How to apply

Applications must be made through [Smarty Grants](#).

Conditions for participation

Logan City Council has engaged Tourism Tribe to deliver business capability assessments, 1:1 mentoring sessions and three workshops. Logan City Council has engaged Paul Harris Photographer to capture visual content that showcases the quality and quantity of tourism experiences around the Logan region.

The commitment:

- Work collaboratively and respectfully with Logan City Council and Tourism Tribe and Paul Harris Photographer.
- Contact Logan City Council should your business no longer be able to continue to participate.
- Complete the business capability assessments, 1:1 mentoring sessions and attendance at all three workshops.
- and make yourself/business available for a photoshoot.

Successful participating tourism and hospitality businesses will be provided with content creation (photography) assistance from the Logan City Council under the following conditions:

- Full completion of the business capability assessments, 1:1 mentoring sessions and attendance at all three workshops.
- The PHOTOGRAPHER will be paid for by Council to work with and create visual content for Logan's tourism businesses and operators to use for their ATDW listings and other online promotions.
- The content produced will include images that highlights the best of each individual business' services and products, brings these experiences to life for customers and tells the story of what customers can expect.
- Specifically, the content will be suitable for uploading to each attraction, business or operator's listing on the ATDW platform - www.atdw.com.au
- All successful participants must commit to using the content created for their business for the creation of an ATDW listing, or for the improvement of their existing ATDW listing.
- All successful participants must have, or commit to creating, an ATDW listing (free to create an account).
- All materials must be developed in line with the 'Queensland's tourism imagery style' outlined in the Additional Information section at the end of this document.
- All materials may be used for the tourism operator's or Logan City Council's marketing including advertising, PR, printed collateral, social media and other digital platforms.
- Ownership and copyright of all visual content produced will be granted to Logan City Council.
- The visual content will also be made available by Logan City Council for use by local, regional, state and national tourism bodies.
- Images may be added to the Council image library for use by media for the promotion of the region.

Eligibility

- Businesses operating in the Logan Local Government Area that support the tourism industry, both directly and indirectly, will be considered. Prioritised ATDW Tourism Experience Categories are listed in the Additional Information section below.
- Businesses with overdue grant acquittals and/or debts to Council are ineligible to apply.
- Businesses that involve a political activity or that could be perceived as benefitting a political party or political party campaigns are ineligible to apply.
- Applications that are not complete or submitted via email are ineligible.

Assessment of applications

Through this program, a range of established Logan tourism attractions, products and services, across both geographic and experiential dimensions, will be selected to participate.

A range of products and services will be selected that appeal to different target markets (families, young couples and friends, older couples and friends, luxury, low budget).

Applications will be assessed by Council. Council reserves the right to seek further information or clarification of an application to facilitate an improved outcome. Not all applications that meet the eligibility criteria may be supported and selection will be subject to funding availability.

Selection criteria

Applications will be assessed against:

- Business has an active ABN and is based in Logan Local Government Area.
- Business operates in the tourism, hospitality and supporting industries.
- Business has no outstanding acquittals or debts with Council.
- Business has an identified need for digital skills development.
- Businesses that have the capacity to complete all components of the offer.

Further information and support

To discuss the Business Digital Improvement Program and how it can help your business, please contact:
Logan Office of Economic Development

Call: 07 3412 4888

Email: loed@logan.qld.gov.au

Additional Information

What is Australian Tourism Data Warehouse (ATDW)?

The Australian Tourism Data Warehouse (ATDW) is an organisation established by all the states and territories tourism organisations (STOs) in partnership with Tourism Australia. ATDW manages a database called ATDW-Online that acts as a central collection of nationally standardised information on tourism businesses and events, and enables third parties (distributors) to display that information on their consumer facing websites, including Queensland.com, Visitbrisbane.com and Explorelogan.com.

ATDW is a trusted database and distribution platform which is where tourism businesses should list their business, events and deals. With a single listing, they can keep everything up to date for their customers across relevant travel websites and smartphone apps including State, Territory and Regional Tourism websites.

Why should I list my tourism business with ATDW?

An ATDW listing for your business will provide valuable and cost-effective online exposure. ATDW shares your product listing and details with a larger audience network through websites, mobile applications and portals, so more consumers will see your product, and potentially book it. It's a great way for tourism operators with limited promotion budgets to publicise their services.

One of the best ways to increase your online exposure and have your business seen by more customers is by listing your business with ATDW. No matter how large or small you are, having an ATDW listing is fundamental for any business that serves tourism customers.

Over 90,000 Australian businesses already use ATDW to help them raise their profile with consumers and attract visitor bookings to their business with a stand-out presence on their local, regional and state tourism websites.

Invaluable exposure

By creating a profile for your business with the ATDW, your business will automatically feature on the Explore Logan website and the Queensland.com website.

It's free

Creating a profile for your business on ATDW is quick, easy and FREE to all Queensland Tourism businesses.

It's fast

By using ATDW, you'll be able to update your listing on hundreds of websites quickly and easily in one place, one time.

It's everywhere

Your single ATDW listing can feature on all the online distribution platforms that your customers are using, including Tourism Australia's Australia.com

What do I need to get started with ATDW?

Before setting up an ATDW listing, businesses and tourism operators need to have ready:

- Your business ABN
- Business information and description of what the visitors can experience
- Key facilities or event details
- Your contact information for customers and social media links
- Up to ten quality images that showcase all aspects of the visitor experience

Visit ATDW to get started: www.atdw.com.au

ATDW Tourism Experience Categories

Is my business eligible?

A wide range of businesses can list with ATDW, including local businesses and services that support tourists to enjoy their visit to the Greater Brisbane region.

Categories include:

- **Accommodation:** Accommodation establishments allowing short term stays. Property styles can include apartments, backpacker and hostels, bed and breakfasts, caravan, camping and holiday parks, cottages, farm stays, holiday houses, motels, hotels, resorts and retreats and lodges.
- **Attractions:** Attractions are places or areas of interest that offer a distinct visitor experience to the leisure tourist. They range from amusement and theme parks, to entertainment venues, galleries, museums and collections, historical sites and heritage locations, landmarks and buildings, natural attractions, national parks and reserves, parks and gardens, retail centres and markets, spas and retreats, sporting and recreational facilities, zoos, sanctuaries, aquariums and wildlife parks and public experiences at agricultural, mining or industrial centres.
- **Events:** Events have a leisure-tourism focus that stimulates visitation. Events include business events and conferences, classes, lessons, workshops and talks, community events, concerts or performances, exhibitions and shows, festivals and celebrations, food and wine events, irregular markets and sporting events.

- **Food and drink:** Establishments that are targeted at leisure visitors and/or offer a unique dining experience. Food and drink providers range from bars, breweries and wineries, to food or produce related businesses, restaurants and cafes, and cooking schools, lessons and workshops.
- **Tour operators:** Tour operators offer regularly organised tours with a leisure-tourism focus, organised by experienced guides. Tours include those focusing on adventure and outdoor, walking and biking, nature and wildlife, air, helicopter and hot-air ballooning, sailing or water sports, food and wine, culture, nightlife, shopping, sightseeing and sporting activities.
- **Destinations and Journeys:** Destinations are the key visitor sites and attractions including towns and villages in a region. Journeys include key tourism driving and walking routes or waterways.
- **Information Services:** Information services are provided at major transport hubs and at official Visitor Information Centres.
- **General Services:** General services include products and services that support tourism and those who are visiting a region. They include facilities such as banks and ATMs, car parks, hospitals and chemists, transport hubs, fuel and service stations, public toilets, and wedding services.
- **Transport and Hire Services:** Transport services provide point-to-point travel or transfers for the leisure tourist, such as bus and coach, train, taxi and shuttle operators.
- **Hire Services:** Hire services provide products or services that can be hired by leisure tourist for a specific time, such as cars, motorcycles and bicycles, boats, caravans, campervans and motorhomes and recreational equipment.

For further information on each category click [here](#).

Queensland's tourism imagery style

Queensland's visual style of tourism imagery is captivating, accessible and demonstrates the Queensland spirit. The principles of real, optimistic, enchanting and dynamic come to life.

Real: Appealing to the altruists, imagery should also inherently hone into 'humanness'. You should feel as though you could be in, or could have taken the image yourself. Relatable and accessible, not posed and unnatural. Imagery that celebrates diversity.

Optimistic: Confident, honest and assured. Inspired by the 'resilient mindset'. The imagery should hint at the buoyant spirit of the people, who in the face of natural disasters and adversities are unrelentingly positive. Translating into imagery that is honest, uplifting and confident in its own right. Nothing over stylised but rather realistic and genuine.

Enchanting: Despite jaw-dropping beauty we don't take ourselves too seriously. Destinations and experiences are certainly desired – featuring the inspiring subject matter on offer. Images should show pops of colour, showcasing the state's diverse landscape and climate.

Dynamic: It's about capturing a candid moment rather than freezing an orchestrated situation. Signs of movement and action or the potential for dynamism. Discovery is the foundation of dynamism, representing the ability for constant new sights and exploration.