

# DESTINATION INSPIRATION

## EVENTS & MENTORING PROGRAM

### DESTINATION INSPIRATION PROGRAM

Off the back of the highly successful Destination Inspiration Events and Mentoring Program delivered in 2021, Destination Riverina Murray (DRM) and Murray Regional Tourism (MRT) have partnered again to deliver two rounds of this program in 2022. The first round kicks off in March and the second round in September. The events will be followed by a mentoring program that provides hands-on support to build the capacity and capabilities of tourism businesses towards the development of new visitor experiences.

Participants at the Destination Inspiration event series who want to advance their ideas will be invited to express their interest in participating in the one-on-one mentoring program. Each round of the 6-month program will have spaces for up to 15 participants and is designed to accelerate the product development process and progress ideas into new or enhanced experiences for visitors to the region. The Mentor's job is to help businesses get their new experience to market, quickly.

The Destination Inspiration Event Series and Mentoring Program is supported by the Commonwealth Government's Building Better Regions Fund.

#### OBJECTIVES

1. To motivate and inspire the development of new tourism businesses or the enhancement of existing tourism businesses.
2. To educate and inform participants about what consumers expect from a visitor experience and what is considered best practice.
3. For people to leave the event thinking "I've got a great idea. If they can do it, I can too. I'm going to take the next step."
4. To provide participants with resources and support to make it happen.
5. To increase the amount of high quality / hero tourism businesses and experiences in the Riverina Murray region.

#### LOCATIONS AND DATES

- Corowa on Tuesday March 8, 2022
- Temora on Wednesday March 9, 2022
  
- Round 2 events will be held in early September 2022 with dates and venues to be confirmed.

#### SPEAKERS

- Each event is anchored by a panel of tourism operators (local and national) who have done exceptional things in the tourism space. People who have developed a tourism business from the ground up, who have experienced challenges and setbacks along the way but who are now thriving. These operators will share their stories and deliver their key insights, lessons and learnings in order to inspire the participants to create their own tourism business.
- Hear first hand from mentees who participated in the 2021 Mentoring Program. What was their learning experience, how valuable was the Mentoring Program and what stage is their tourism business at as a result of completing the program?
- Karen Oliver from KO Tourism will introduce the Mentoring Program and what to expect working with her to kick start your tourism business idea.

## COST

Event participation is \$40+GST and includes morning tea, lunch, and drinks.

Participants will be provided with a digital toolkit including:

- Destination NSW resources including the Develop, Promote, Sell series and resources from Visit Victoria.
- Business development resources from Destination Riverina Murray and Murray Regional Tourism.
- An invitation to apply for the Mentoring Program.
- A list of key contacts for government and non-government organisations who can help you progress your tourism business idea.

## THE MENTORING PROGRAM

The Mentoring Program will supercharge the development of new tourism products and experiences in the Riverina Murray region.

Applicants will be required to submit an expression of interest in the program and outline their idea for a new or expanded visitor experience. From the EOIs received the Destination Riverina Murray and Murray Regional Tourism teams will select 15 participants to be supported through a 6-month program of intensive business development to bring their idea to market and to become an active participant in the region's tourism industry.

### Round 1

- The EOI process will open March 8, 2022 and will close on March 29, 2022.
- 15 participants across the Riverina Murray region will be selected at a cost of \$450+GST per participant.
- The Mentoring Program will begin in April and finish in September 2022 and will be delivered in a combination of in-person, online and telephone sessions.

### Round 2

- Destination Inspiration Events will take place in early September 2022 with dates, venues and Mentoring Program details to be confirmed.

## TICKETS

Purchase your ticket now for the event nearest you:

- [Corowa](#)
- [Temora](#)

Round 2 Event information coming soon.



Image Credit: Destination NSW