

# Media Release



## **Restarting, Transitioning and Resilience Post COVID-19**

**6/7/2020**

The Queensland Tourism Industry Council (QTIC) announces Year 3 of the Tourism Industry Business Capability Development Program (TIBCDP) which will provide businesses from across the state with four webinar opportunities and one-on-one coaching to assist in the recovery post COVID-19.

The Queensland Government allocated \$3,000,000 to fund and deliver this Tourism Industry Business Capability Development program for the tourism industry over a three years to June 2021.

QTIC Chief Executive Daniel Gschwind said the industry had a tough road ahead and we need to do what we can to ensure operators are supported during this time.

“The tourism industry is a vital component of a Queensland’s economic recovery and we need to ensure businesses have the resources they need to pivot their business in a new direction”.

“COVID-19 has significantly disrupted many of the assumptions and tools that business leaders rely on for decision-making, and therefore a solid framework for action and moving forward is essential”.

“The program will focus on four key areas to prepare businesses for reopening and to be competitive in a now primarily domestic market”.

The four key business activities include: pivot products and innovation, develop trade and new distribution channels, and review and modify existing marketing and promotional strategies.

Tourism Minister Kate Jones urged tourism operators to capitalise on the training available to them and their staff through the Tourism Industry Business Capability Development Program.

“Running a business is harder than it’s ever been. It’s vital that we help tourism operators to ensure their staff have the skills they need to be successful,” Ms Jones said.

“Tourism is vital to Queensland’s economic recovery. That’s why we’re investing more in this sector than any government in Queensland’s history – to safeguard jobs and ensure as many businesses survive the COVID-19 pandemic as possible.”

The first webinar will kick off on Wednesday 15 July covering restarting in a COVID-19 context, exploring opportunity and trade. This will be facilitated by Sofie Formica, tourism media identity and delivered by Success Matrix. The panel will include Amanda Kruse, Director of Success Matrix, Liz Ward, CEO of Tourism Tribe, Krista Hauritz, Business Development, Marketing & Public Relations Consultant for the Tourism Industries.

Mr Gschwind added, “The webinars and one-on-one online coaching will provide an excellent opportunity to ask questions of experts and interact with industry professionals. Participants will leave with ideas and tools they can apply in their business, creating a stronger future for the tourism industry”.

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QTIC has partnered with the Department of State Development, Tourism and Innovation (DSDTI), Tourism and Event Queensland (TEQ) and the Queensland Regional Tourism Organisation Network to deliver this program, funded by the Queensland Government.

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