



# GIVE YOUR BUSINESS

## THE EDGE

### Boost your business with the City of Joondalup's Destination Ready Program

**A business-ready program supporting and growing businesses in the visitor economy.**

Put your business under the microscope, uncover its unique strengths and untapped opportunities, gain marketing insights and elevate it to the success it deserves.

Businesses with up to 10 employees with customers described as 'visitors' are invited to apply for this Program. For example, operators in the tourism field, cafes and hospitality businesses, leisure activity operators and retailers would benefit from this program.

Working directly with a Sales and Marketing specialist over six, one-hour sessions, participants will review and dissect the elements of their business to increase bookable products and tourism experiences in the region.

Some of the topics that will be covered:

- Achieving 'cut through' in a highly competitive landscape
- Determining business peaks and troughs
- Assessing your digital position
- The right time to offer discounts
- Creating customer loyalty and repeat visitation
- Discovering your unique selling point.
- Bundling with complimentary businesses
- Increasing customer numbers and increasing their spend.
- Driving new revenue channels

#### Presenter – Verity Nelson

With a career spanning 20 years across Western Australia in hospitality, tourism and business development, Verity displays a natural flair for marketing and sales. She has an in-depth understanding of product development strategies, and is attuned to destination marketing to maintain sales pace and can generate diverse marketing strategies to drive revenue. Her ability to 'think outside the square' with an analytical mind captures her unique approach to troubleshooting and helping businesses thrive and grow in these challenging economic times.

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### Destination Ready Program details

Session One **Who are you? If you don't know who you are how will your customers?**  
Setting you apart from the mob. Identify your unique selling point, your brand personality. Who is your competition?  
Homework.

Session Two **Who are your customers, and can they find you?**  
What is your current market position? Identify customer pain points and barriers to enquiries, registrations, bookings and sales? Creating customer loyalty and repeat visitation. Assess your digital position. How visible are you – no time for hide and seek! How 'bookable' is your product?  
Homework.

Session Three **Making Money Easier**  
Determine your business peaks and troughs. Create pricing strategies and target shoulder periods. Upselling and yielding your product/services to maximize sales opportunities. Sales and campaign strategies to increase mid-week and weekend traffic including events, seasonal campaigns and online pricing deals.  
Homework.

Session Four **Partners – you have more friends than you think!**  
Identifying and bundling with other complimentary businesses. Creating new revenue distribution channels and new target markets. Platforming off existing 'reseller' sites and driving new revenue channels. Creating and setting commissionable pricing structures. When is the right time to use third party discount sites?  
Homework.

Session Five **Support and Endorsements**  
What accreditation means for your business and why is it important. Which memberships and affiliation programs are suitable for your business? Support your clients and advise for other operators. Encourage and publicise client recommendations.  
Homework.

Session Six **Evaluate and Implement**  
Key takeaways. Learn how to define growth and measure impact. What has worked, what has not. Tweak, amend and make perfect.

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Date: Six sessions between March and April 2020

Venue: Working one-on-one at business premises.

Cost: This Program is funded by the City of Joondalup. There is no cost to businesses to participate.

Places are limited. To express your interest, please complete the set of qualifying questions in the application form to ensure this is the right program for your business.

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For more information or to apply, contact the City's Economic Development team on **9400 4564**, email **business@joondalup.wa.gov.au**, or visit the City's website, **joondalup.wa.gov.au**