



# CATALYST

THE HIGH IMPACT TOURISM PROGRAMME

## Programme Overview & Description

The Catalyst programme was conceived and developed by Venture Taranaki. It is a high impact, tailored programme aimed at strengthening management capability and skill sets within tourism SME's. It also enables a business to develop some of the processes, practices and structures necessary to move towards Qualmark accreditation.

This engaging programme imparts best practice and very relevant material. It uses an applied learning approach with industry specific content that allows operators to walk away with practical value and new plans for their business.

The programme is constructed to utilize the experience of a specialist industry qualified lead presenter, discipline relevant key topic presenters, local speakers to add extra relevance and one-to-one coaching.

The Catalyst programme consists of eight (8) workshops supported by individual coaching/ mentoring, provided to each participating business. The programme is normally delivered over a ten week period, with a short break mid term, allowing participants time to reflect on their learning and begin to integrate the knowledge and new skills gained during the programme into their respective business practices.

## Programme Goals

1. To provide tailored programme content able to be readily implemented into the business practices of tourism SME's looking to grow.
2. To improve the management skills and capability of tourism businesses enabling them to better compete in international markets.
3. To provide businesses with the toolkit needed to address issues and opportunities using best practice techniques.
4. To assist participants in developing and strengthening networks (a very important outcome) with both other course participants and within the wider tourism sector.
5. To facilitate sustainable growth within the tourism industry and foster role models for other emerging growth businesses.



## Programme Features & Structure

The Catalyst programme is an integrated, applied learning package, designed to provide a logical journey of business improvement. Key features include:

- A confidential, one to one business capability assessment provided prior to course commencement.
- An eight (8) module, three hour per session, applied learning programme,
- Five (5) hours of one-on-one coaching support per business. (most coaching is face-to-face but some is delivered remotely by phone)
- The programme also includes two (2) applied learning projects: developing a marketing plan and a business plan (P1 & P2).
- A proven industry specialist in the role of Lead Presenter.
- A mix of Guest Presenters (local & out of town) can be included to provide specialist knowledge and case examples, as required.
- Use of tourism industry videos and specific case studies which brings theory alive.

## Programme Outline

Module	Session Title	Focus
1	Intro' & Vision	Defining the Vision
2	Marketing & Managing the Customer Experience	Products & Service
3	Asset & Resource Management	Assets, Risk & People
4	Delivery & Systems	Process & Approach
5	Product, Marketing & Distribution *(P1)	Marketing & Distribution
6	Financial Systems & Reporting	Accounting Principles
7	Business Success & Drivers	Accounting
8	Planning for Growth *(P2)	Business Planning

For a detailed break-down on content for each session, please see attached; Appendix 1.

## Material Provided

This is a ready to deliver programme and already has a number of items built in for your benefit. All of these will be provided when you commit to the programme.

### Templates

- Participant selection scoring matrix
- Client & mentor commitment form
- Confidentiality form
- Graduation certificate design

### Learning materials

- Power Point slides
- Workbook for course participants
- Tourism videos (set of 10 videos)
- Case study
- Marketing Plan outline (hard copy & disc)
- Business Plan outline (hard copy & disc)

## Lead Presenter

Craig Wilson - Quality Tourism Development Ltd (Auckland)

Craig is a professional with over 15 years experience in business and tourism. He works throughout New Zealand and was involved in delivering the original Catalyst programme.

Please see the Lead Presenter's Credentials; Appendix 2

## Other Key Topic Presenters

Specialist Key Topic Presenters are also attached to this programme for Module 4, 6 & 7.

