



AUSTRALIAN SCHOOL OF TOURISM AND HOTEL MANAGEMENT

TOURISM WESTERN AUSTRALIA

2006 BETTER BUSINESS BLITZ WORKSHOPS

INFORMATION SHEET



The Australian School of Tourism and Hotel Management is one of Australia's leading Hotel and Tourism Schools and an educational partner of Southern Cross University. As part of our Industry Services, we have developed a number of Professional Development workshops. These workshops are available to proprietors, managers and staff of the hospitality and tourism industry at industry rates, supporting them to keep up with the ever evolving trends of the industry and to become more knowledgeable through of the range of modern management tools available to day.

There are 6 (six) different 4 (four) hour workshops from which to select. The workshops can be conducted within any region throughout Western Australia. We are happy to assist you planning or customising any one of these sessions or tailor a session to suit you. Your choice of workshops include:



Marketing on a Micro Budget

A/Prof Perry Hobson, BSc(Hons)(OxfordPoly), MSc(Mass), PhD(SCU)

What is marketing all about - the challenges of marketing - strategic marketing - the marketing plan - market segmentation - effective marketing strategies

Making More Money from Your Business

Terence L McVeigh, B.Comm. MBA. CPA

What is yield management - basic business requirements - a critical look at your business - determining your current yield - implementation of yield management

Finance for Non Financial Managers

Terence L McVeigh, B.Comm. MBA. CPA

Pricing policy - breakeven points - budget forecasts - profit and loss - cash flow analysis - a practical approach for managers and proprietors of small to medium sized businesses

Proudly supported by:



Collaborative Networking Advantages

Terence L McVeigh, B.Comm. MBA. CPA

Working smarter not harder - the structure of the tourism and hospitality industry - supportive networks available - global networks - local networks - the real competition - who does what, when & where



Developing Tourism Product and Identifying Opportunities

Terence L McVeigh, B.Comm. MBA. CPA and Scott Cogar, MBA. CEO Broadwater Hotels and Resorts

Think big picture, be strategic, clear responsibilities and goals, focus on top priorities, take a master plan approach, develop a business plan, quantify the benefits, monitor and assess throughout



Investing in your Human Capital

Scott Cogar, MBA. CEO Broadwater Hotels and Resorts

Staff your greatest asset - making training pay - government support programs - traineeships - creative ways of attracting and maintaining staff - engaging partners in the process - working case study (BBS)



Duration / Cost / Location

Duration: 4 Hour workshops
Cost: \$1,000 per workshop (rate available to industry only)
Location: Any location within Western Australia

Facilitators: May be subject to change / subject to availability

Terence L McVeigh, B.Comm. MBA. CPA Australia



Terence has over 20 years management experience in the brewing, hospitality, arts and tourism industries. He has experience in general business consultancy and in strategy planning, development and implementation. Terence brings extensive practical experience in advising clients over the years on business development. Terence is also a lecturer in the School of Tourism & Hospitality Management at Southern Cross University. Terence has worked both in the public and private tourism sectors across Australia. Terence has managed and operated hotels, a theatre company, a wine and spirit distribution company and a manufacturing plant. He has also substantial experience in the development of new tourism product for regional Western Australia.

Scott Cogar, MBA. CEO Broadwater Hotels and Resorts



Scott entered the hospitality industry in 1978 and went on to hold executive management positions within some of the largest owners and operators of tourism related assets in this country. As CEO of Broadwater Hotels and Resorts in Western Australia, Scott leads one of the most dynamic and best known brands in WA with a unique portfolio of resorts and hotels throughout (mostly) regional WA. Scott has managed large and diverse asset portfolios during public listings, receivership, de-merger, rapid portfolio expansion and asset rationalisation. Qantas Airways, Stamford Hotels & Resorts and Hamilton Island are among those past appointments. Also serving on several tourism boards, Scott was awarded for his 'outstanding contribution to tourism' during his tenure in the Whitsundays, Queensland. Extensive experience in strategic management, international business, finance and hotel management and a Masters Degree in international tourism and hospitality management complement Scott's unusual range and depth of large-scale tourism enterprise.

A/Prof Perry Hobson, BSc(Hons)(OxfordPoly), MSc(Mass), PhD(SCU)



J.S.Perry Hobson, is a Senior Lecturer in marketing the School of Tourism and Hospitality Management. He is the Editor-in-Chief of the Journal of Vacation Marketing and also on the editorial boards of a number of other journals. Perry also has a variety of research interests and has published widely on a variety of tourism and hospitality topics. He has had extensive international experience in tourism education, having taught in the USA, the Netherlands and Hong Kong before joining Southern Cross in 1995. He has been instrumental in establishing exchange linkages between the School and the University of Wisconsin-Stout (USA), Oxford Brookes University (UK) and the Christelijke Hogeschool Noord-Nederland (The Netherlands).

For further information, contact:-

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