



ATAS Business Planning Service

Wednesday 3 February, 12:30pm (ADST)

Guest Speaker – Tim Poulter



House Keeping;

- Session will be recorded
- Presentation will be available at www.afta.com.au
- Audience will be on mute
- Q & A will be taken at the end of the presentation



ATAS Update;

- Webinar Launches our new *ATAS Business Planning Service*
- National Regional TV Campaign, to reach 3+ million consumers
- 2016 National Travel Industry Awards (NTIA) Nominations Now Open
- People's Choice Retail Travel Agency of the Year – have your clients voted?

ARE YOU AUSTRALIA'S FAVOURITE TRAVEL AGENCY?

Voting is NOW OPEN for the NTIA People's Choice: Retail Travel Agency Awards.

To win, have your consumers vote for you as their favourite ATAS travel agency.

The logo for the Australian Federation of Travel Agents (afta) National Travel Industry Awards. It features a globe icon above the word "afta" in a bold, lowercase sans-serif font. Below "afta" is a horizontal line, and underneath that, the words "NATIONAL TRAVEL INDUSTRY AWARDS" are written in a smaller, uppercase sans-serif font.The logo for ATAS (Australian Travel Accreditation Service) featuring the word "ATAS" in a large, bold, uppercase sans-serif font, a horizontal line under "A" and "S", and the words "travel accredited" in a smaller, lowercase sans-serif font below the line.



About *Tim Poulter*

- Extensive travel industry experience
- Airline Marketing and Sales Director,
- General Manager of Countrylink (where he also managed 12 agencies).
- Multiple small businesses management and ownerships
- National Travel Industry Award Judge
- Currently consults to many small travel businesses through his business *Your Way Vision and Business Planning*.



Why has AFTA introduced the ATAS Business Planning Service?

Most small businesses

- Don't have a formal business plan
- Don't have an exit strategy
- Run the owner instead of vice versa

AFTA is committed to elevating industry standards through ATAS



So why is having a business plan such a good idea?

- Aligns personal and business goals
- Clear purpose to why you open the doors each week
- Prioritises use of limited resources
- Lets you work more proactively rather than reactively
- Exit strategy



Importantly – this must be your plan

- You need to own it
- You need to run your business by it

Our role is to help you do this, not to write a plan for you that you don't believe in



The Process

- Firstly to determine your personal goals
 - Family
 - Leisure
 - Financial
 - Etc...
- Then work out the key outputs from the business to help you achieve these personal goals
- Once you determine these key business outputs (that you want) its much easier to build a business plan to achieve them.



The Plan

- The plan itself should be quite tight and short
- Should be statement of what you want to achieve and what key issues are in the main parts of the business
 - Revenue
 - Yield
 - Staff
 - Housing
 - Technology
 - Etc..
- Should also be a statement of what you see as your key trading environment issues (SWOT)



Action Plans

- Behind this plan needs to be a series of action plans
- These are the specific things you will do to achieve your core goals
- EG what will you do to achieve revenue goals
 - Use of social media and of traditional media
 - Use of your data base (how good is your data base?)
 - Staff skills - selling/closing/upselling
- Action plans should be set across the business by quarter and always look a year ahead
- Action plans need (where possible) to have quantifiable outcomes and be measurable and measured
- Reviewed and update at the end of each quarter.



If it's all this simple why do you need us?

- Discipline
 - actually getting the plan written
 - testing your assumptions, outcomes, goals etc..
 - adding value to the planning and action planning process
 - and more
- Keeping you honest
 - Suggest there is a role for using us at the end of each quarter as quasi external directors to review the last quarter action plan, outcomes and ongoing plans
- Wisdom and experience
 - We have all had wide experience in the industry and can add new perspectives to your own thinking



Costs

- We start with an initial consultation of up to 3 hours which will look at your goals, what the business needs to provide to meet those goals and draft a project plan to get the business and action plans written. This will cost \$600+gst
- You can then choose to go forward on your own or we can agree what we do within the project plan. We charge \$180+gst per hour and will give you an estimate of time required for each step thereafter – so no sudden surprises when you get an invoice!



Value for money

We appreciate that as for all small businesses cash flow can be tight but a plan you own can:

- Give you a better purpose to how and why you run the business
- Significantly improve your bottom line (6:1:5)
- Ensure you have a sellable business
- Ensure your staff are aligned with the business plan
- And lots more



Thank you

Contact;

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