



# Business Planning; Planning for Growth

*Wednesday 29<sup>th</sup> March 12pm(ADST)*

*Guest Speaker – Tim Poulter*



# People's Choice Campaign

*ATAS is on the hunt to find Australia's favourite travel agency.  
Enter and you could win an*

## 8-DAY VIETNAM AND CAMBODIA MEKONG RIVER CRUISE, VALUED AT \$7590

*thanks to APT*

Discover the vibrancy of some of south-east Asia's most enthralling destinations on a river cruise that showcases the best of the region and gain a unique insight into local life along the banks of the Mekong River. Teeming with vivid colours, tantalising flavours, dramatic landscapes and compelling histories, enjoy the adventure of a lifetime on APT's eight-day trip through Vietnam and Cambodia.

*the prize includes:*

- Seven nights cruising in a Deluxe Twin Balcony Category C cabin for two people
- All meals and drinks onboard your cruise
- Excursions and entertainment as per itinerary

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ABOUT APT  
APT is Australia's premier touring company and has been Australian family-owned for 90 years. We are pleased to be able to share our family's passion for this part of the world with you. Our expertise will ensure that your holiday experience is second to none.

ABOUT ATAS  
Travel agencies that bear the ATAS symbol are nationally accredited. For peace of mind, always look for the ATAS symbol to ensure your travel is booked with a reputable, professional and qualified travel business.

### HOW TO ENTER

✉ Mail the attached survey form or 🖱 Go online to [internationaltraveller.com/win](http://internationaltraveller.com/win)

Terms and conditions for your entry to be eligible, your selected travel agent must be an ATAS accredited travel agent. Find more information at [internationaltraveller.com/win](http://internationaltraveller.com/win). Prize terms and conditions are online at [internationaltraveller.com/terms-and-conditions](http://internationaltraveller.com/terms-and-conditions)



**PEOPLE'S CHOICE**  
**| TRAVEL AGENCY OF THE YEAR |**

*nomination entry form*

TO ENTER, SIMPLY COMPLETE THE SURVEY AND MAIL IT TO:  
PEOPLE'S CHOICE TRAVEL AGENCY OF THE YEAR  
REPLY PAID #5483, SUITE 101, 15 BELVOIR STREET, SURRY HILLS, NEW 2010 (NO STAMP REQUIRED IF POSTED IN AUSTRALIA)

Name your favourite travel agency (store name and location).....

In 25 words or less, what makes this travel agency your favourite?.....

To win the APT holiday worth \$7590 you need to answer this question

On a scale of 1 to 5 (where 1 is no influence and 5 is strongly influenced), how much did the following affect your choice of destination when you were planning a holiday of five days or more?

|                                                  |                            |                            |                            |                            |                            |
|--------------------------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| An article in print .....                        | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| An online article .....                          | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| My travel agent .....                            | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| A TV show .....                                  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Official destination/tour or hotel website ..... | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| A movie .....                                    | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Found a great deal online .....                  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Something I saw on social media .....            | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Recommended by a friend .....                    | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| It was always on my bucket list .....            | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| TripAdvisor .....                                | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Travel brochure .....                            | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| A video online .....                             | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| A book I read .....                              | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Radio program .....                              | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

**YOUR DETAILS (SO WE CAN NOTIFY YOU IF YOU WIN)**

Name: .....

Street address: .....

Daytime phone number: ..... Email address: .....

Gender:  M  F Age:  Under 25  25-34  35-44  45-54  55-64  65 and over

Approximately, how much do you personally spend per year on travel?  Less than \$5K  \$6K-\$10K  \$11K-\$20K  \$21K+



## House Keeping;

- Session will be recorded
- Presentation will be available at [www.afta.com.au](http://www.afta.com.au)
- Audience will be on mute
- Q & A will be taken at the end of the presentation



## 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
- Could be more profitable
- 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 your personal and business goals
- Clear purpose to why you open the doors each week
- Prioritises use of limited resources
- Builds the bottom line
- Lets you work more proactively rather than reactively
- Exit strategy – if and as appropriate



## **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
  - Lifestyle
  - 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 and gives discipline to running your business
- 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
- Wisdom and experience
  - We have all had wide experience in the industry and can add new perspectives to your own thinking
  - We have done this for many clients with great results
  - PLUS – we don't just help with plans, we can assist with specific issues if that's all you need.



## Costs

- We start with an obligation free first meeting, normally on the phone, to work out just what help you need and to advise on how we can help you.
- If you choose to work with us we will agree what we do within the project plan.
- Importantly we will give you as much (or as little) help as you want. Remember its your plan – we are there to guide you, not to write it for you.
- 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;*

*Tim Poulter – [tim.poulter@afta.com.au](mailto:tim.poulter@afta.com.au)*