



Do you want to improve your business operations, performance, revenue streams and employee capabilities? Read on...

Tourism Western Australia, Caravan Industry Association of Western Australia (CIAWA), and Breakaway Tourism Pty Ltd are collaborating on a new initiative designed to improve the capacity and capability of the caravan and camping sector in Western Australia - the 'Caravan Industry Development Initiative' (CIDI) program.

The CIDI program is funded by the State Government of Western Australia through Tourism WA and will be rolled out across regional Caravan Parks throughout the State in 2017.

This important initiative is designed to address key business, workforce and developmental priorities for regional Caravan Parks and will identify opportunities for business improvement as well as providing a pathway to national accreditation through the Caravan Industry Association of Australia (CIAA).

Through a network of skilled, qualified and experienced 'caravan industry specific' advisors and mentors, this **FREE** initiative will identify 'best fit' candidates to receive this comprehensive business analysis and development program.

This program is designed to help YOU grow YOUR business and it's FREE!

Caravan Parks participating in the Caravan Industry Development Initiative will have the opportunity to select elements from a suite of CIDI delivery option categories resulting in a tailored program for individual business needs.

- *Business Operations Capacity and Workforce Development*
- *Caravan Industry Products, Services and Networks*
- *Strategic Business Marketing*
- *Business Research and Data Analysis*
- *Caravan Parks and Camping Grounds Development / Redevelopment*

What is CIDI and how does it apply to my business?

The Caravan Industry Development Initiative (CIDI) will deliver practical and valuable elements of skills, knowledge, awareness and collaborative opportunities to caravan and camping business owners, managers and staff.

The goal of this **FREE program** will be to improve your business' competitiveness; increase productivity of your personnel; and to enhance resilience in response to the many influencing factors that effect tourism businesses in regional Western Australia.

What's involved?

The program is open to any Licensed Caravan Park or Camping Ground in Western Australia and consists of 6 key stages that will lead to operators making informed and responsive decisions and actions to improve their business.

1. Submit an online Expression of Interest Form.
2. Await news of your success as a CIDI participant and complete a Memorandum of Understanding with CIAWA.
3. Your CIDI Industry Advisor will make contact with you to commence an online detailed Business Diagnostic Process (BDP) to establish initial areas of need and opportunities.
4. Your CIDI Industry Advisor will schedule a full day on site visit with you at your premises to discuss, select and commence elements of your customised CIDI Program.
5. Your CIDI Advisor will work through your CIDI program in partnership with you providing business development services, advice and mentoring (estimated 1-3 month period in 2017).
6. The key output of the program is a comprehensive CIDI Development Plan that meets the individual needs of your business identifying CIDI work undertaken; areas for further improvement; a range of opportunities and actions required; and the necessary resources that are available to allow the Caravan Park Owner/Operator to implement the changes.

How Can You Participate?

Complete an online Expression of Interest Form at:
www.caravanwa.com.au/cidi

Questions?

Want to know more? Contact Michelle Sidebottom
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The Caravan Industry Development Initiative is funded by Tourism Western Australia

