



Resilient Ready

# Got five minutes to get your business disaster ready?

## A FREE program to build resilience in businesses that connect with visitors.

Are you a tourism business owner or operator who regularly interacts with visitors to Victoria's Midwest?

As a business operating in the region, it's important you consider how you may be impacted by disasters.

By understanding what you can do to prepare your business and team, you will be able to increase your resilience to changes, pressures or disasters that can strike at any time.

This fully subsidised program will help you take small steps to get your businesses future-ready.



Scan the QR code to register



### Who is it for?

Tourism Midwest Victoria Industry Partner businesses from the following sectors:

- Accommodation
- Food and beverage
- Entertainment, attractions and retail
- Tour and transport operations.

### When is it available?

Program runs from April–June 2024, and includes:

- In-person workshop: 17 April
- Online workshops: 22 May and 12 June

### What will I get?

- Personalised business resilience toolkit
- 10 x 5-minute e-learning modules
- Regional business connections
- Experience from local business peers
- Workshops and expert support.

### What will I learn about?

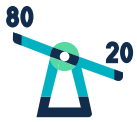
- Having multiple revenue streams
- Finding emergency information
- Getting the right insurance
- Cyber security, plus more.

This program is brought to you by:



# Mini-Modules

5-minute e-learning modules sent to your phone or email every Monday morning from 15 April - 17 June



80/20 Rule  
with Resilient Ready



Competitor Collaborations  
with Peerick



3 Revenue Streams  
with GOR Woollen Mill



Cybersecurity  
with Windflower



Know your Linchpin  
with Cyril Callister Museum



Engaging with Customers  
with Sovereign Park Motor Inn



The right Insurance  
with Ballarat Indoor Go-karts &  
Laserforce



Wellbeing at Work  
with Resilient Ready



Understanding Warnings  
with Mrs Baker's Still House



Access and Inclusion  
with Hotel Vera Ballarat

## Workshops

Join us in-person and online as we build resilience as a tourism business community

### BALLARAT

17 APRIL  
10AM - 12PM  
SOVEREIGN PARK  
MOTOR INN



- ★ 80/20 Rule
- ★ 3 Revenue Streams
- ★ Know your Linchpin
- ★ The right Insurance
- ★ Competitor Collaborations



### ONLINE 1

22 MAY // 11AM - 12PM // ZOOM

- ★ Understanding Warnings
- ★ Engaging with Customers

### ONLINE 2

12 JUNE // 11AM - 12PM // ZOOM

- ★ Wellbeing at Work
- ★ Access and Inclusion

Scan the QR  
code to RSVP

