ADD TITLE

BUSINESS CASE

**Introduction**

This template is not designed to be the definitive guide for a Tourism Business Case but a guide to assist those within the tourism industry who wish to prepare documentation under their own steam. This document may contain elements that are not relevant to your specific project and therefore should be deleted. A Word document has been provided so the user can edit the document in full to make it their own.

Table of Contents

[PROJECT OVERVIEW 6](#_Toc111203743)

[Purpose 6](#_Toc111203744)

[Project Description 6](#_Toc111203745)

[Statement of Need 6](#_Toc111203746)

[Outcomes 6](#_Toc111203747)

[Strategic Alignment 6](#_Toc111203748)

[Stakeholder Assessment 6](#_Toc111203749)

[SWOT 7](#_Toc111203750)

[Executive Summary 8](#_Toc111203751)

[Opportunity Assessment 9](#_Toc111203752)

[Markets and Customers 9](#_Toc111203753)

[Experience Asset Assessments 9](#_Toc111203754)

[Competitive Context 10](#_Toc111203755)

[Experience Design 11](#_Toc111203756)

[Concept 11](#_Toc111203757)

[Brand Positioning 11](#_Toc111203758)

[Experience Elements 11](#_Toc111203759)

[Concept Validation 12](#_Toc111203760)

[Testing Approach 12](#_Toc111203761)

[Research Insights 12](#_Toc111203762)

[Demand Forecasts 12](#_Toc111203763)

[Business Case 13](#_Toc111203764)

[Business Model 13](#_Toc111203765)

[Funding Pathways 13](#_Toc111203766)

[Project Governance 13](#_Toc111203767)

[Capital Estimates 13](#_Toc111203768)

[HR 13](#_Toc111203769)

[Revenue Forecasts 13](#_Toc111203770)

[Operating Budgets 13](#_Toc111203771)

[ROI 13](#_Toc111203772)

[Sales and Marketing 14](#_Toc111203773)

[Assessments 15](#_Toc111203774)

[Assessment Requirements 15](#_Toc111203775)

[Town Planning and Approvals 15](#_Toc111203776)

[Architectural 15](#_Toc111203777)

[Landscape Architecture 15](#_Toc111203778)

[Land Survey 15](#_Toc111203779)

[Ecologist 15](#_Toc111203780)

[Legals 15](#_Toc111203781)

[Services Engineer 15](#_Toc111203782)

[Bushfire Consultant 16](#_Toc111203783)

[Structural Engineer 16](#_Toc111203784)

[Civic Engineer 16](#_Toc111203785)

[Cost Benefit Analysis 16](#_Toc111203786)

[Economic Impact Assessment 16](#_Toc111203787)

[Stakeholder Engagement Plan 16](#_Toc111203788)

[Local Community 16](#_Toc111203789)

[Aboriginal Community 16](#_Toc111203790)

[Project Influencers 16](#_Toc111203791)

[Activation Plan 17](#_Toc111203792)

[Action Plans 17](#_Toc111203793)

[Risk Assessment 17](#_Toc111203794)

[APPENDIX 18](#_Toc111203795)

# PROJECT OVERVIEW

## Purpose

The purpose of this document it to communicate <what> to <whom>.

## Project Description

Summarise your project in 200 words.

## Statement of Need

Summarise the need / gap in the market your project seeks to meet or fill.

## Outcomes

What outcomes will your project deliver?

* Visitation (to your business and to the region)
* Spend (at your business and within the region)
* Community
* Other.

## Strategic Alignment

Summarise the key tourism strategies that your project aligns with. Reference specific state-wide or regional priorities your project supports.

| **Input Strategy** | **Alignment** | **Ref.** |
| --- | --- | --- |
|  |  |  |
|  |  |  |

## Stakeholder Assessment

Identify all stakeholders that you will need to engage during the project. Identify them as high, medium or low influence.

| **Stakeholder** | **Project Relationship** | **Influence** |
| --- | --- | --- |
|  |  |  |
|  |  |  |

## SWOT

Identify your project strengths and opportunities to leverage these strengths to advantage:

| **Strengths** | **Leveraging my strengths** |
| --- | --- |
|  |  |
|  |  |

Identify your project weaknesses and opportunities to mitigate or remove these weaknesses:

| **Weaknesses** | **Mitigating my weaknesses** |
| --- | --- |
|  |  |
|  |  |

Draw on the above strengths and weaknesses assessment to detail opportunities. Add any further opportunities and mark the high, medium or low opportunity.

| **Opportunities** | **Priority (H, M, L)** |
| --- | --- |
|  |  |
|  |  |

Idnetify external threats to the business and mark them high, medium or low.

| **Threats** | **Priority (H, M, L)** |
| --- | --- |
|  |  |
|  |  |

# Executive Summary

A summary of high level insights and project commitments.

# Opportunity Assessment

## Markets and Customers

List your target markets by origin in order of priority:

| **Market** | **Priority Rank** |
| --- | --- |
|  | 1 |
|  | 2 |
|  | 3 |
|  | s |

List your target customers in order of priority. These may be defined by lifestage, attitudes or a combination.

| **Customer** | **Priority Rank** |
| --- | --- |
|  | 1 |
|  | 2 |
|  | 3 |
|  |  |

You may wish to identify variations by season and in some case time of week.

## Experience Asset Assessments

The following identifies all tangible experience assets your project is drawing on (i.e. a view on site; a food experience). It then ranks them in order of opportunity high, medium and low. This assessment identifies the experience assets of greatest opportunity to guide the exploration of experience design.

| **Experience Asset** | **Opportunity (H,M,L)** |
| --- | --- |
|  | 1 |
|  | 2 |
|  | 3 |
|  | s |

## Competitive Context

This assessment identifies your top 3 direct competitors, captures their unique selling proposition and ranks them in order of competitive level:

| **Competitor** | **USP** | **Level** |
| --- | --- | --- |
|  |  | 1 |
|  |  | 2 |
|  |  | 3 |
|  |  | s |

# Experience Design

## Concept

Detailing the project concept in full.

## Brand Positioning

What the project concept seeks to be ‘famous’ for and therefore its unique positioning on the marketplace.

## Experience Elements

Breaking down the various touch points that will deliver the visitor experience:

| **Element** | **Description** |
| --- | --- |
|  |  |
|  |  |
|  |  |
|  |  |

# Concept Validation

## Testing Approach

Detail the process taken to validate the concept.

## Research Insights

Details research insights and points that support the project and its stated outcomes

## Demand Forecasts

Detail visitation forecasts and behaviours.

# Business Case

## Business Model

Detail your model for business.

## Funding Pathways

Detail your plans to fund the project.

## Project Governance

Detail your governance structure.

## Capital Estimates

Detail capital estimates. You may require a Quantity Surveyor (QS).

## HR

Detail the human resource requirements for the business by role, FTE and Casual or Part Time count.

## Revenue Forecasts

Detail 5 year revenue forecasts by month.

## Operating Budgets

Detail 5 year operating budgets by month.

## ROI

Detail 5 year return on investment. You Accountant can advise on the level of detail and structure.

## Sales and Marketing

High level sales and marketing strategy.

# Assessments

## Assessment Requirements

List the requirements for assessments required for your project.

* Add

## Town Planning and Approvals

Add summary of insights and implications. Full report in Appendix.

## Architectural

Add summary of insights and implications. Full report in Appendix.

## Landscape Architecture

Add summary of insights and implications. Full report in Appendix.

## Land Survey

Add summary of insights and implications. Full report in Appendix.

## Ecologist

Add summary of insights and implications. Full report in Appendix.

## Legals

Add summary of insights and implications. Full report in Appendix.

## Services Engineer

Add summary of insights and implications. Full report in Appendix.

## Bushfire Consultant

Add summary of insights and implications. Full report in Appendix.

## Structural Engineer

Add summary of insights and implications. Full report in Appendix.

## Civic Engineer

Add summary of insights and implications. Full report in Appendix.

## Cost Benefit Analysis

Add summary of insights and implications. Full report in Appendix.

## Economic Impact Assessment

Add summary of insights and implications. Full report in Appendix.

# Stakeholder Engagement Plan

## Local Community

Identify the community scope of works and your approach.

## Aboriginal Community

Identify the community scope of works and your approach.

## Project Influencers

Identify the influencer scope of works and your approach.

# Activation Plan

## Action Plans

Add detailed plans.

## Risk Assessment

Complete the following table to i) identify risks to the project ii) state the likelihood of the risk occurring (High, Medium, Low) iii) state the impact should the risk be realised (High, Medium, Low) and iv) list your actions to mitigate the risk.

| **Project Risk** | **Likelihood** | **Impact** | **Mitigating Action** |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

# APPENDIX

Project Method and Approach

Supporting Documents