



Find your space

**TRAC
Consulting**

Program Ideology

The programs ideology is based upon a number of sound and proven philosophies. These include:

- Defining what "meaning and thinking" you operate under.
- Understanding the nature and philosophy supporting effective leadership.
- Creating a **VALUES** based **ETHOS** that you will be able to apply and action in all areas of your life.
- Maximise your personal leverage with everything that you are doing already.
- Realising the "Common Ground" - where the **EXTRAORDINARY** is achieved.
- Create a confident approach to engaging others in supporting your future vision.

"My personal commitment to you as a participant in this program is to motivate, lift and support you in achieving a higher standard of business success and personal excellence"

Mark Jones
Principal
TRAC Consulting

Proudly Presents the **2007**

Visionary Leadership Program

Sunshine Coast QLD - 25th & 26th October 2007

Strategy Mentoring Session - 27th November 2007

A "Best Practice" — Professional Development Initiative

Are you one of our Industry's "Business Leaders" ?

The Queensland Tourism Industry Council (QTIC), Tourism Sunshine Coast and TRAC Consulting are looking to build an elite group of "Visionary Leaders" within Queensland's Tourism & Hospitality business sector. This group of "Success Driven" people will build one of the strongest, most successful, most effective and collaborative groups in your industry.

The VISIONARY Leadership program is a contemporary and innovative leadership program that teaches a powerful portfolio of management and leadership skills that will enable you and your organisation to stand out from the pack.

The single-minded **FOCUS** and **OBJECTIVE** for the VISIONARY Leadership program is to enable participants to **Create and Action** both a Corporate and Personal VISION STRATEGY.



ARE YOU UP TO THE CHALLENGE?

The **Visionary Leadership** program will have a **PROFOUND** impact on your life both **personally** and **professionally**. Not only will you achieve **MORE** as a result of attending, the balancing influences from this program will provide **MORE harmonious relationships, improved communications, superior management & strategic skills, and a deeper appreciation of SELF and OTHERS contributions in realising your VISION for the future.**

A Queensland Tourism Industry Council Endorsed Program



"Tourism businesses operate in a highly competitive and rapidly changing & global business environment. Wherever QTIC works both across the state and nationally we hear of the ongoing struggle that **owners, managers, CEOs and tourism**

boards face in prioritising the ever increasing demands of successful business operations. Superior management skills are critical if our industry is to continue to grow and innovate and the focus must encompass profit, people and purpose.

By participating in this Industry specific professional development program, we encourage our industry leaders to invest in themselves and we look forward to the returns to the industry from that investment over the coming months and years".

Daniel Gschwind, Chief Executive, QTIC

Mark & Jeanette Jones of TRAC Consulting run a successful Sunshine Coast Business Development and Training Consultancy and has being a delivery agent and advocate of the Visionary Leadership principles for seven years. In its tenth year of operation TRAC Consulting is recognised as one of Australia's leading "Boutique Style" training and business development consultancies and continually experiences constant demand for its unique "interactive and engaging" training style based upon the use of Experiential Learning.

TRAC's 'hands on' and interactive approach to adult learning utilises everything from balls, percussion instruments, building blocks, role-plays and challenging event-based activity to maximise participant involvement. Tourism organisations as diverse as QR's Travel Train Holidays, The Flight Centre, Australia Zoo, AusIndustry, Bundaberg Region Limited, Whitsunday Development Corporation and Queensland State Development have used TRAC's unique training style realising significant performance improvements, enhanced strategy implementation and increased business confidence.

Scott Winter of LearningChange — CHICO USA is TRAC's key international partner and is globally renowned as one of the world's leading Change Agents and Corporate Facilitators. Generally found working within the Corporate framework of the Fortune 100 companies, he also leads international leadership forums for the United Nations youth leadership initiative and facilitates many community and civic leadership programs across North America.

Scott's ability to impact upon and change the way that businesses do business is widely acclaimed. During the last eight years Scott has lead business development programs in Australia on eleven occasions, and on each and every occasion has impacted positively on the lives of everyone who attended his workshops.

Why should you attend ?

1. Create massive increases in personal performance
2. Acquire new skills to substantially increase business and team
3. Exposure to the latest leadership techniques
4. Specific, targeted, quality and personalised leadership coaching
5. High level networking and leadership interaction (Lifelong relationships)
6. Work and learn in an environment of excellence
7. Create a personal success structure
8. Create a strategic vision and blue print for your organisations



How do I know that we will achieve these outcomes ?

At TRAC Consulting our methods of developing peak performance and strategic growth within organisations comprises systems thinking, process improvement and in-depth exploration of human potentiality. Over the seven years of delivering Visionary Leadership programs we have coached leaders to work more effectively with their people to create new ways of viewing issues and day to day problems. We encourage them to be visionary, and to think and act more creatively. We take a futurist view of dynamically positioning the company and its products and/or services, re-energizing teams and focusing on the entire organisation to be passionate about its future possibilities. We show them that to really excel they must maximise their individual skills (talents) and innovate as a team towards common goals.

During the "VISIONARY LEADERSHIP" program, we even take this further.

In fact the bigger the challenges the better, imagine the prospect of working with other entrepreneurial, mentally agile and growth orientated minds, working on and infused in your problems. **WOW!**



TIM McALEER

General Manager — “THE TRADIES”

I originally entered the work force for the Department of Education as an English and History teacher. After eight years service I had the opportunity to listen to the then Education Minister, Terry Metherall address an audience on the future of education in New South Wales. This was enough to convince me to seek greener pastures.

Over the next eight years I served my club apprenticeship at the Maroubra Seals Club, Waverly Bowling Club and South Sydney Juniors before spending two years at the Lido Casino in Amsterdam as a Gaming Supervisor. On my return to Australia in 1987 I again worked at the South Sydney Juniors as an Operations Manager.

In 1990 I temporarily left the club industry for the chilly environment of the Southern Highlands of Sydney to use both my teaching and corporate experience as the General Manager of “Kirrikee”, a management training facility, specialising in experiential learning. For four years I toiled blissfully in this cold and windy climate taking high-flyers from Kelloggs, Cooper & Lybrand, Patricks and a host of others, into the wilderness experiencing team building initiatives.

Under some pressure from my family to find a warmer climate, I responded to an offer from KPMG to take on an economic basket case called the “Taxi Club” in Sydney, my first official duty being to obtain a \$50,000 overdraft from the bank. I left there for the Tradies 4½ years later having spent almost \$4m on renovations and leaving them with \$2m in the bank and a top ten club on daily net revenue per poker machine.

I arrived at the TRADIES in March 2000 to a much greater fiscal “challenge” than the Taxi Club. In the three years since my appointment, the Tradies has gone from cellar dweller to NSW Club of the Year 2003 – 2004.

The Tradies has between March 2000 and now gone from a membership of 13,000 to a membership of 36,000 and a net profit in March 2000 of \$250,000 to \$4m in the financial year 2003 and \$5m for the financial year ended November 2004.

The Club is ranked by the Liquor Administration Board as No. 4 in the State on net profit per machine per day and 34 on total gaming revenue.

I am currently on the Federal Executive of the CMA and enjoying the opportunities that this brings me to get out and meet other Club Managers.



KIM HARRINGTON

QTIC Business Development & Policy Manager

Kim joined QTIC in March 2006 and has responsibility for responding to a diverse range of tourism and hospitality business operations, industry development, training and policy areas. She has a background in socio-economic research and has spent many years as a practitioner working across the fields of education, school to work transitions, learning communities, mentoring, partnership development, economic regeneration, skills development, and employment programs in public and private sector organisations.

The tourism industry was Kim’s industry of choice when deciding to move back into ‘employee’ mode. The industry is dynamic, complex, innovative and has a fantastic energy that is infectious. The challenges are not insignificant for the industry either, given the high level of micro and small businesses operators and an ever competitive global operating market.

It is this very issue that is so attractive in the QTIC role where Kim’s focus is on how to ensure that all key tourism stakeholders and government partners can be accessible, relevant and responsive to industry needs.

Kim’s specific works projects focus on supporting learning and business needs, business regulations, overseeing QTIC contribution to the Queensland Tourism Strategy, Queensland Visitor Safety Program, linking State-wide Skills Formation Strategy ideals to operators, managing the national Aussie Host Customer Service Trainer Program and numerous development projects that occur throughout the normal business life.

She is an absolute convert to the sector and whilst she acknowledges that she has years of learning ahead, she is a huge advocate for the key role that the tourism industry plays in creating dynamic and successful communities across Queensland and Australia.

Testimonials

"This is the best training I've ever received. There are so many things I have learned and been able to apply to both my professional career and personal life. I communicate much more clearly with teammates and my family. I have been given the tools and knowledge to better myself and those around me. Before this training program I was just another person with a job, now I am a confident up and coming leader with a bright future."

LW, Duty Manager — Chatswood NSW

I have learned how important my actions are to others and how as a role model that affects others work performance. I have been given the tools and the courage to do things I never thought I would do. I feel that I have learned how to lead others, value others opinions that I never would have previously considered, give presentation and not be afraid to show my emotions or to voice my opinions.

PW, CEO - Melbourne VIC.

Through the visionary leadership program I've become a much more effective communicator, and I have learned to value diversity of opinion. It has affected my business and personal life in very positive ways. I was gently pushed into tapping resources within myself that I didn't previously know existed. From a leadership perspective I enter the workplace each day with much more confidence.

MW, General Manager - Redhead NSW

Program Details:

25th & 26th Oct 2007 — 8.30am to 4.30pm Daily
Tuesday 27th November — 8.30pm — 5.00pm (Plus Presentation)

This program is of 3 day's duration (with a personal followup mentoring session in late November to ensure participants gain full program benefit and application in the workplace). It is an intensive workshop (Thursday and Friday) inclusive of all forums, guest speakers and presenters, facilitation of all events, a comprehensive workbook, all catering and final evening beverages and cocktails. The program will also offer (for those who meet the applicable assessment requirements) certification in the form of a statement of attainment for units that match the appropriate competencies from the Australian Business Services Training package.

INVESTMENT: \$1,495.00 per person (which covers the workshop and followup mentoring session). Enrol three delegates into the program and the fourth attends **FREE**.

GUARANTEE: We are so confident of making a sustainable impact that should we not meet your expectations by the end of day three (3) we will gladly refund your tuition fee's, AND of course you can also keep all resources provided.

Early Bird Special:

Book before 1st October & pay only \$1345.50 pp

QTIC Member Discount = 15% - pay only... \$1275.00 pp

QTIC Members receive an on going **HUGE 15% discount** off all TRAC Consulting delivered professional development programs.

With everything to gain and nothing to lose **Register TODAY** phone **07 54947102** or fill out the secure online booking form @ www.tracc.com.au

Click on **Events & Seminars** go to **2007 Visionary Leadership** and **click Booking form, fill out online.**

We look forward to seeing you there.



Facilitated by:
Mark & Jeanette Jones of
TRAC Consulting & Scott
Winter of LearningChange

Phone : (07) 5494 7102

Mobile : (0421) 688 877

Email : admin@tracc.com.au

Website : www.tracc.com.au

Visionary Leadership — Registration Form

SAVE TIME AND REGISTER VIA OUR WEBSITE — www.tracc.com.au/events.php

The Visionary Leadership Program is an intensive workshop of **three day's** duration (Thursday to Saturday) inclusive of all forums, guest speakers and presenters, facilitation of all events, a comprehensive workbook, and all catering (including presentation dinner and alcoholic beverages on the Saturday evening).

The program will also offer (for those who meet the applicable assessment requirements) certification in the form of a statement of attainment for units that match competencies from the Australian Business Services Training package. The investment required is **\$1,495.00 per person**.

NOTE: Enrol **three delegates** into the program and the **fourth** attends **FREE**.

Name: _____

Company: _____

Address: _____

Suburb: _____

State: _____ P/Code _____

Phone: _____

Fax: _____

Mobile: _____

Email: _____

Card Type: VISA MasterCard Bankcard

Number:

Expiry _____

Cardholder: _____

Signature: _____

Total Cost to be charged to Card \$ _____

To register by mail please make cheque payable to **TRAC Consulting** and post to TRAC Consulting, PO Box 6227, MOOLOOLAH QLD 4553. *Please use a separate copy of this form for each delegate.*