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Tasmanian<sup>®</sup>  
Leaders

**I-LEAD**  
**TOURISM &**  
**HOSPITALITY**

IMAGE CREDIT: Greg Ross

Industry, Leadership, Enterprise and Development program

# There has never been a better time to **invest in your leadership development** as tourism and hospitality businesses across Tasmania continue to adjust to the ongoing impacts of Covid-19.

Tasmanian Leaders' high-impact Industry, Leadership, Enterprise and Development (I-LEAD) program can be part of the solution and is currently inviting applications from Tasmania's tourism and hospitality sector.

This is a unique opportunity to increase your leadership capacity and business acumen against a backdrop of uncertain economic conditions. It will suit emerging and established leaders from both large and small businesses.

**I-LEAD Tourism & Hospitality** will be delivered across eight sessions, between August and September, commencing and concluding with a full day in-person event in both Launceston and Hobart, respectively. In between, participants will attend six **Wednesday morning** sessions delivered online.

The weekly rhythm enables participants to apply learnings between sessions including new behavioural choices, and to test previously held assumptions, as their learnings become integrated. While the online components minimise disruption to participants work flow.

Content will be delivered by Tasmanian Leaders expert facilitators alongside industry professionals to provide expertise in three key areas:

## **Personal Leadership**

- Self-awareness to better understand self and others within and external to the business
- Clarity of purpose and alignment with strategic direction of the leader and the business

## **Strategic Leadership**

- Personal and business resilience to manage uncertain environments and economic conditions
- Strategic foresight to inform better business planning and long-term goals

## **Business Leadership**

- Driving efficiency and innovation to ensure market relevance and profitability
- Developing relevant networks to drive business viability and growth

## **Outcomes**

**By the end of the program participants can:**

- Better understand themselves as leaders
- Think strategically to manage growth and disruption
- Have a wider network of relevant industry peers
- Be inspired to lead beyond self for the greater good of Tasmania's tourism and hospitality industry





**I found I-LEAD to be an extremely beneficial program to gain insights in to my own decision making and leadership style. The program uses up to date and well researched components that are relevant to improving your management style but also helps you to be a better person. It gave me confidence and allowed me to network with an amazing group of people who many are now friends for life!”**

**Bianca Welsh**

Co-Owner, HR & Restaurant Manager:  
Stillwater Restaurant, Seven Rooms and  
Black Cow Bistro

## Who should join?

Emerging and established leaders working in the tourism and hospitality industry in Tasmania.

It will most benefit those with management experience and a strong drive to achieve more for themselves, their business, and the industry.

## Selection criteria

I-LEAD participants must demonstrate leadership ability and a commitment to lead the industry forward.

**Registration will be successful based on meeting the following criteria:**

- Employment in, or ownership of, a Tasmanian tourism or hospitality business
- Commitment to participate in the program and work with, learn from, and share with others
- Potential to contribute to the tourism and hospitality industry and Tasmania on graduation from the program
- Demonstrated leadership experience or ambition, and achievement to date

## Program fees

The I-LEAD Tourism & Hospitality program is generously subsidised from the regular investment of \$1,470, **down to \$470** per participant with thanks to support from the Federal Group and Tasmanian Hospitality Association.

## Next steps

To find out more about this opportunity or to register please visit our website.

[www.tasmanianleaders.org.au](http://www.tasmanianleaders.org.au)

## Other programs

Seeking a development opportunity, but not employed in the tourism or hospitality sector? Please visit our website to see other programs.

## Get in touch

For further information, support with registration or if you would like to talk to our staff about this opportunity, or any of our other leadership programs we have on offer, please contact us and we will be very happy to help.

### Tasmanian Leaders Office

P 0417 379 703

E [info@tasmanianleaders.org.au](mailto:info@tasmanianleaders.org.au)

### Stay in touch

**Twitter** @tasleaders

**Facebook** [facebook.com/TasmanianLeaders](https://facebook.com/TasmanianLeaders)

**LinkedIn** [linkedin.com/company/tasmanian-leaders-inc](https://linkedin.com/company/tasmanian-leaders-inc)

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## Program partners

I-LEAD Tourism & Hospitality is made possible by the generous support of the following program partners:



## Key dates

### Applications

Open **NOW**

Applications close - **6 July**

Applicants are notified of result - **20 July**

### Sessions

Session 1 - full day in-person - **3 Aug**

Session 2 - online half-day - **10 Aug**

Session 3 - online half-day - **17 Aug**

Session 4 - online half-day - **24 Aug**

Statewide Networking Events - **31 Aug**

Session 5 - online half-day - **7 Sept**

Session 6 - online half-day - **14 Sept**

Session 7 - online half-day - **21 Sept**

Session 8 - full day in-person - **28 Sept**

## Total commitment

### 5 full days

2 in-person

6 half days online

### Program commitment also involves:

- Attending the Networking Event in your region on 31 August
- Commitment to preparation and reflection between sessions
- Participating in group work during and in addition to the program days

**Tasmanian Leaders  
organisational partners**

