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free support and advice to establish and improve your business in the NT



Shelagh, Mark and Colin from Glen Helen Resort

GLEN HELEN RESORT

When you have a little slice of paradise in your backyard why not share it with the world? That's what Colin and Shelagh O'Brien do, as owners and managers of Glen Helen Resort located in the stunning West MacDonnell Ranges.

Like many regional centres across Australia, Alice Springs has been affected by the high Australian dollar and downturn in tourism which has affected local businesses like Glen Helen Resort.

When Shelagh heard about the Alice Springs retail and tourism business growth program the great price and appealing description caught her interest.

"I was a bit nervous about committing to something for a whole year given the distance we are from Alice Springs but the program was highly recommended," says Shelagh.

"The four extended workshops were the best, being in the same room together bouncing around ideas and experiences. Hearing the feedback on other businesses was really beneficial, we all learnt from each other."

"The on-site coaching and customer service audit were stimulation to get up and do something. Having an experienced eye going over what I see everyday picked up on some small things, and some big things, that we could do differently to enhance the visitor experience and improve our sales."

"Having the fresh set of eyes helped draw attention to visitor impression, even things like a general awareness of the tidiness of our space. Training yourself to be aware of these things is an important step I learnt. Even where you place a noticeboard can make a big difference."

"The program also resulted in some great resources and tools from the workshops that I can now utilise in training the staff."



For more information

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