



TOURISM AMBASSADOR PROGRAM

Product Vision

THE PROGRAM WILL GO BEYOND SIMPLE CUSTOMER-SERVICE TRAINING BY ENGAGING BUSINESSES AND STAFF WITH THE PHILLIP ISLAND STORY; EQUIPPING THEM WITH THE NECESSARY DESTINATION PRODUCT KNOWLEDGE TO ENHANCE VISITOR EXPERIENCE AND GROW THE VISITOR ECONOMY.



Success Criteria

- ✓ PLATFORM DELIVERED ON TIME AND IN BUDGET
- ✓ THE BUILD IS A PRODUCTIVE AND POSITIVE EXPERIENCE
- ✓ THE PROGRAM PRODUCED IS NOVEL, STATE OF THE ART
- ✓ ADMINISTRATION OF THE PLATFORM IS SIMPLE AND ADAPTABLE FOR ONGOING USE
- ✓ PLATFORM CAN BE CLONED AND REDEPLOYED FOR USE IN OTHER REGIONS
- ✓ BUSINESSES ARE SIGNED UP TO THE PLATFORM (AND NOMINATING STAFF TO PARTICIPATE)
- ✓ STAFF, VOLUNTEERS, AND JOB SEEKERS ARE COMPLETING THE PROGRAM
- ✓ USERS FIND THE PROGRAM ENGAGING, FUN AND EASY TO USE.
- ✓ PROGRAM PARTICIPANTS ACTING AS TOURISM AND PROGRAM “AMBASSADORS”



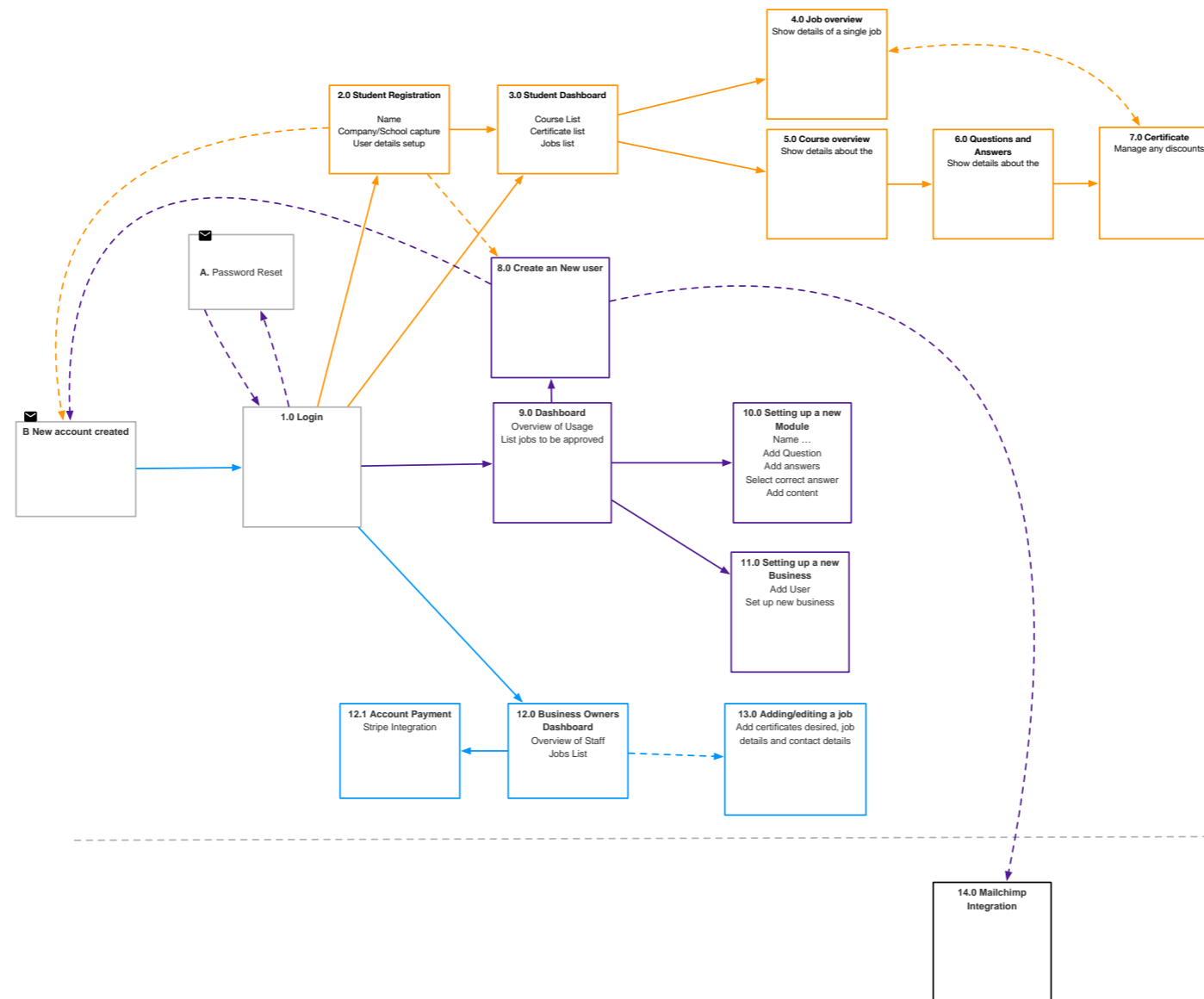
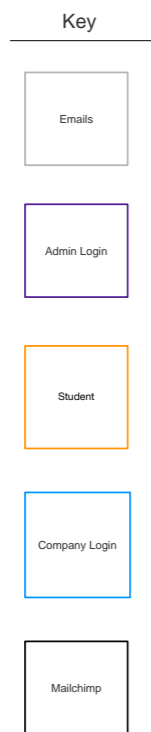
 Phases 1 - 4



- * **UPDATED USER JOURNEY**
- * **CREATED ENTITY RELATIONSHIP DIAGRAM**
- * **BACKGROUND RESEARCH ON DESIRED FUNCTIONS**
- * **SKETCHED SOLUTIONS**
- * **DESIGN SOLUTIONS**
- * **ESTIMATED COST FOR THE PROJECT**
- * **ESTIMATED TIMELINES FOR THE PROJECT**
- * **REVISED DOCUMENTATION**
- * **AUTHORED TECHNICAL PLAN**

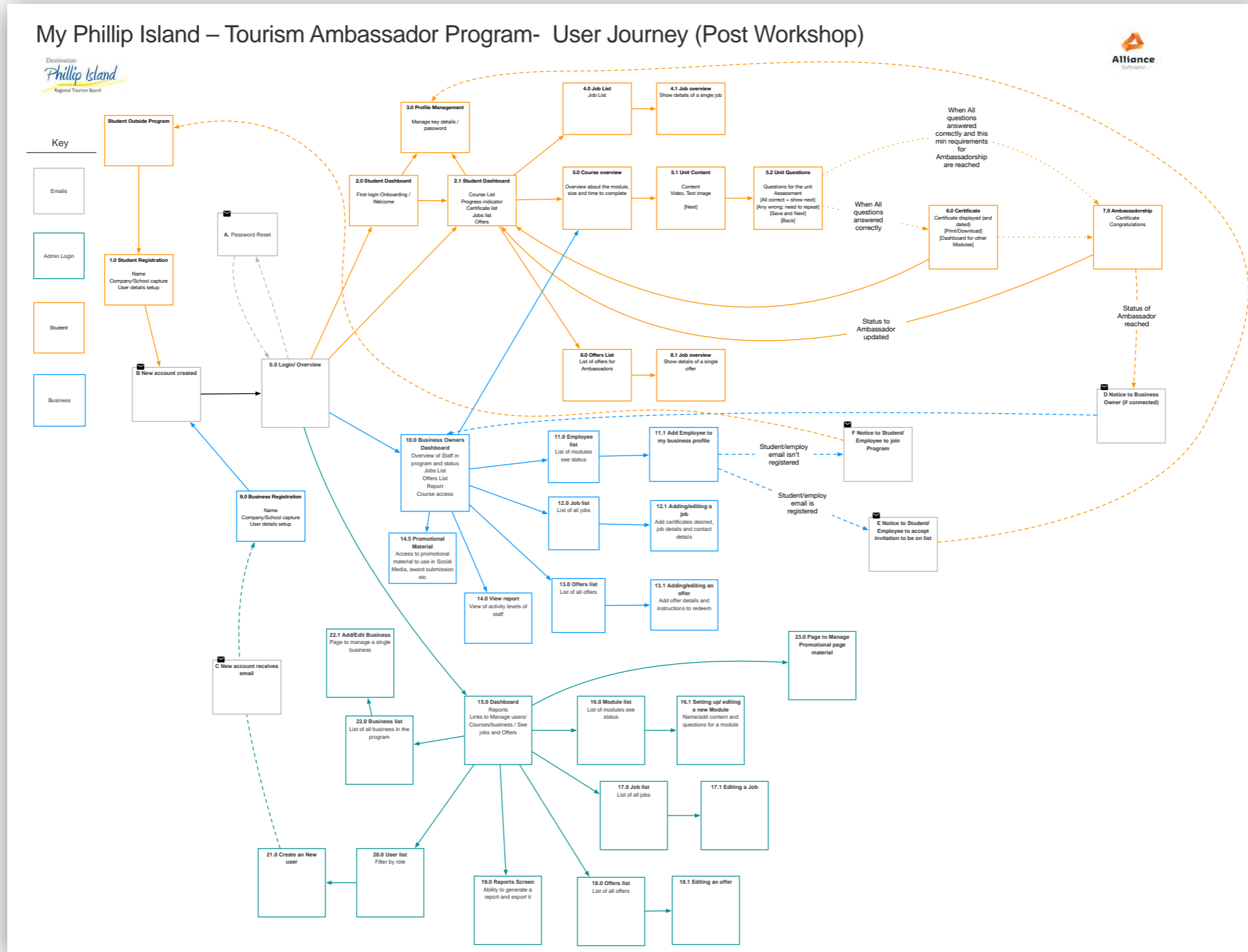
11 DAYS

My Phillip Island – Tourism Ambassador Program- User Journey - Pre Workshop

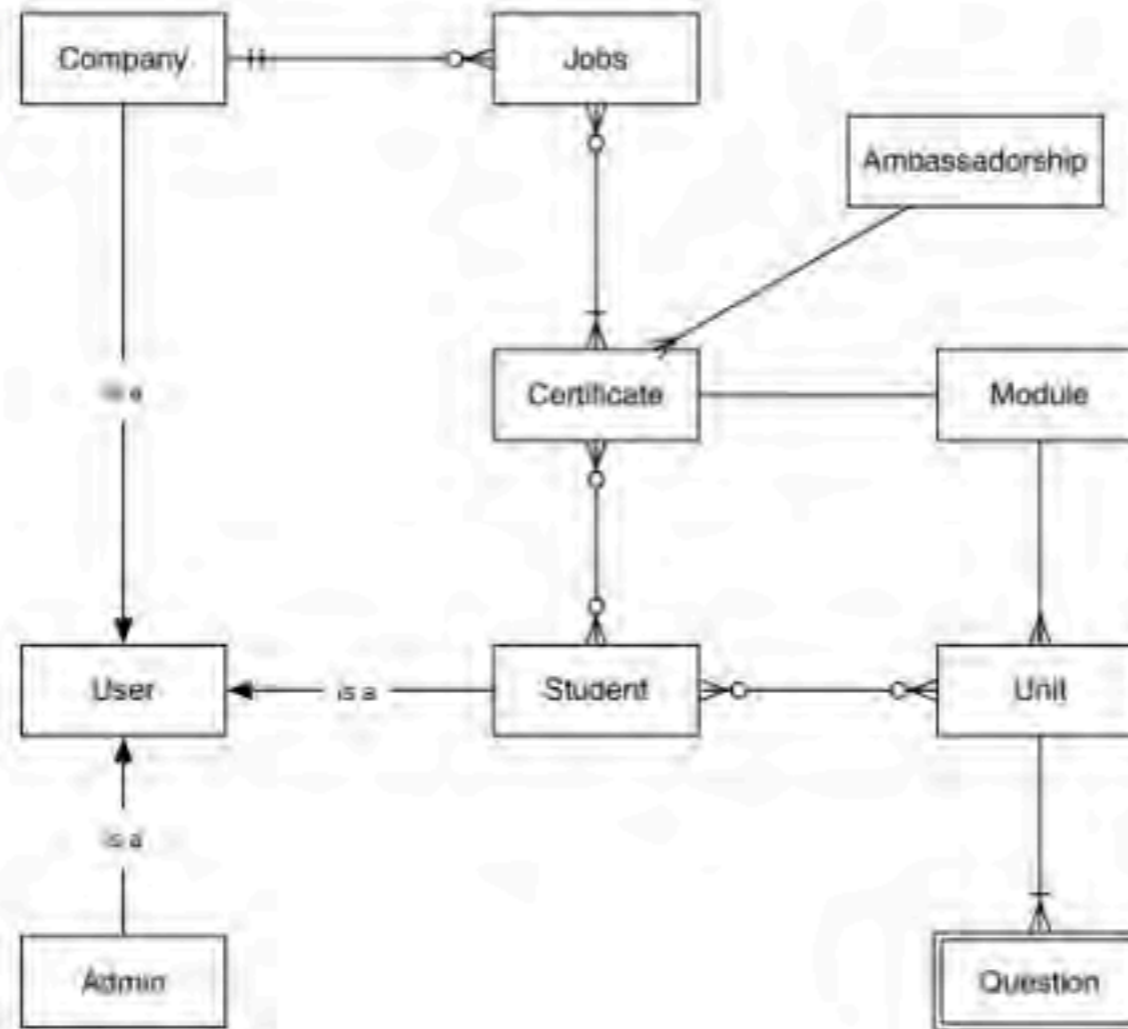


USER JOURNEY

CURRENT



My Phillip Island – Tourism Ambassador Program- Entity Relationship Diagram (ERD)



OTHER DOCUMENTATION



*Destination Phillip Island
Regional Tourism Board*
**My Phillip Island –
Tourism Ambassador
Program**



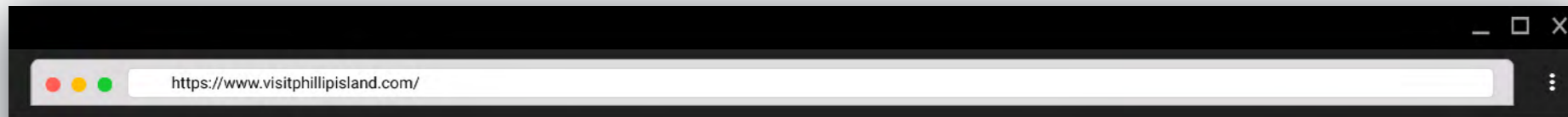
*Destination Phillip Island
Regional Tourism Board*
**My Phillip Island –
Tourism Ambassador
Program**

Agreement V1.0



SOLUTIONS.

ALLIANCE SOFTWARE



The ambassador program, launched 1st July 2018, provides a wealth of knowledge and benefits for individuals and businesses of Phillip Island.

Login

[Forgot password?](#)
[Don't have an account?](#)

Benefits as Ambassdor

- Gain Free Education
- Gain in depth knowledge of Phillip Island
- Increase job opportunities
- Invitation to Special Offers
- Certificates

Benefits as Business

- Knowledgable staff
- Place to advertise jobs
- Build knowledge about running great tourism business
- Increase profit in community
- Recognition

Sample Content





Benefits as Ambassdor

- Gain Free Education
- Gain in depth knowledge of Phillip Island
- Increase job opportunities
- Invitation to Special Offers
- Certificates

Benefits as Business

- Knowledgable staff
- Place to advertise jobs
- Build knowledge about running great tourism business
- Increase profit in community
- Recognition

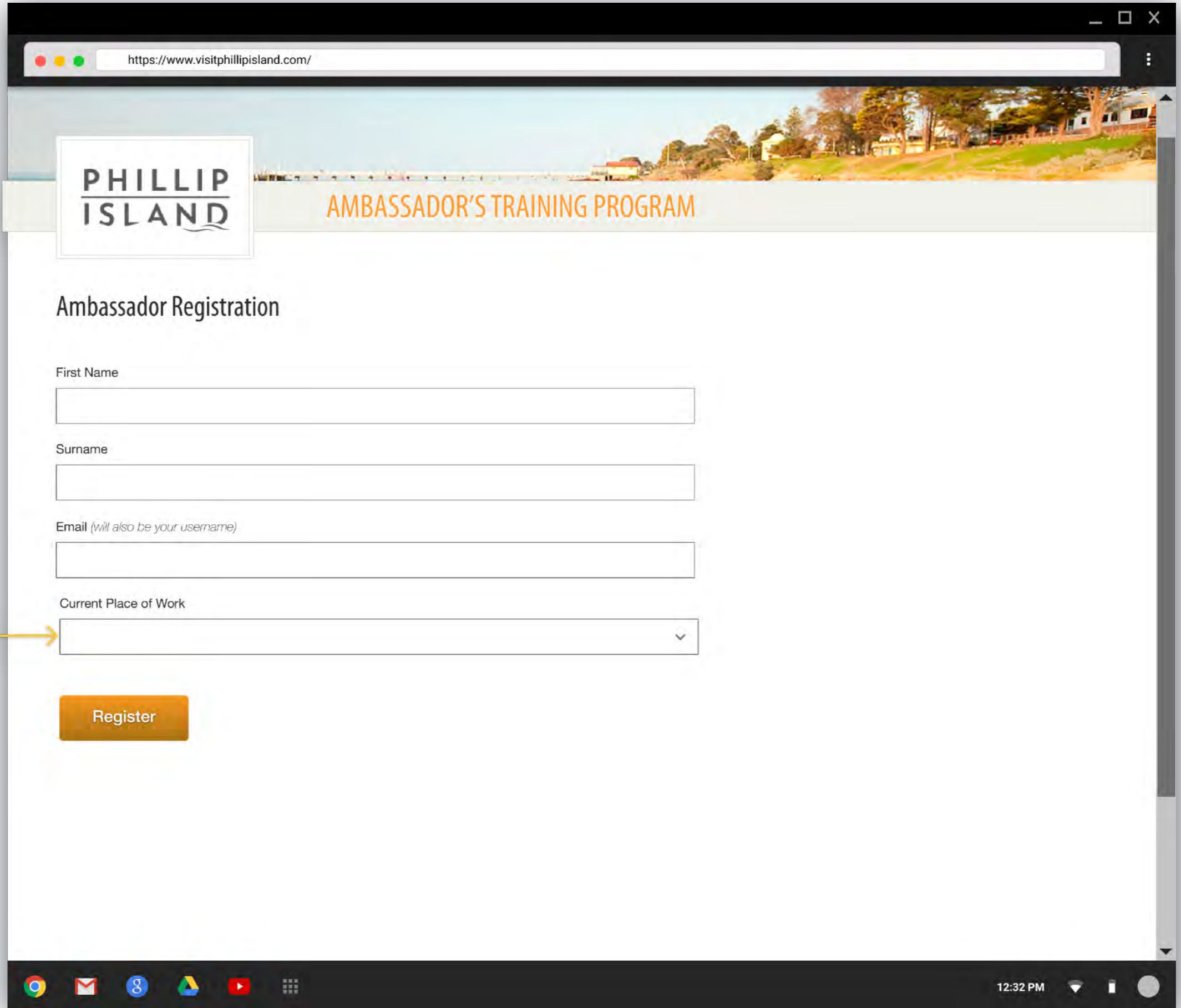
Sample Content



Q: What bird flies to Antartica anually?
Where can you see it on the island?

Join the Ambassador Program

Join as a Business in the Program



The screenshot shows a web browser window with the URL <https://www.visitphillipisland.com/>. The page features the Phillip Island logo and the title "AMBASSADOR'S TRAINING PROGRAM". Below this is the "Ambassador Registration" form, which includes input fields for "First Name", "Surname", and "Email (will also be your username)", and a dropdown menu for "Current Place of Work". An orange "Register" button is positioned below the form. The browser's taskbar at the bottom shows icons for Chrome, Gmail, Google, and other applications, along with the system clock displaying 12:32 PM.

Note:
TBC - what process/ rule to
apply if name not listed??



https://www.visitphillipisland.com/

**PHILLIP
ISLAND**

AMBASSADOR'S TRAINING PROGRAM

Business Registration

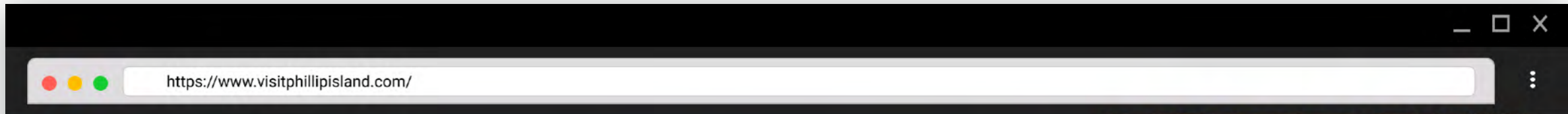
First Name

Surname

Email *(will also be your username)*

Business Name

Register



DASHBOARD

COURSE

JOB

OFFERS

PROFILE

LOGOUT

Welcome

Thanks for registering for the Ambassadors Program. Here is a helpful video to watch about how to navigate the platform and guidelines to reach Ambassadorship.



Core Modules



GENERAL KNOWLEDGE

> Start



PROMOTING THE ISLAND


> Start



FRONT HOUSE SKILLS


> Start

Optional Modules



CUSTOMER SERVICE

> Start



THE ART OF POSITIVE UPSELLING

> Start

My Certificates

Jobs

Business	Job Title	Certificates Preferred	Actions
Amaze 'N' Things	Receptionist	- General Knowledge - Front House Skills	View
Wildlife Coast Cruises	Crew	Customer Service	View
Phillip Island Grand Prix Circuit	Crew	- General Knowledge - The Art of Positive Upselling	View

Jobs

Business	Job Title	Certificates Preferred	Actions
Amaze 'N' Things	Receptionist	- General Knowledge - Front House Skills	View
Wildlife Coast Cruises	Crew	Customer Service	View
Phillip Island Grand Prix Circuit	Crew	- General Knowledge - The Art of Positive Upselling	View

[View all jobs](#)

Special Offers

Business	Special Offer	Description	Actions
My 24/7 Gym	Body Scan for \$35	So how does the body scan work? Half of the spots have been booked already!	View
Barefoot Potential	Explore the Chakras Workshop for \$39	Join Patch for a journey through the ancient chakra system...	View



DASHBOARD

COURSE

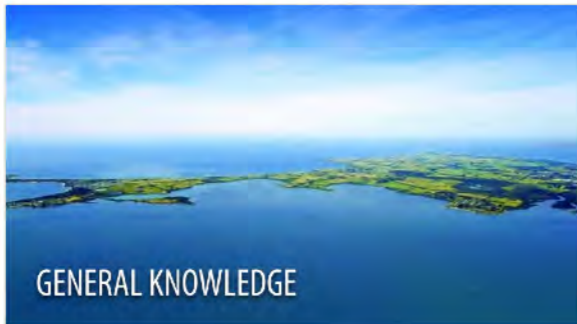
JOB

OFFERS

PROFILE

LOGOUT

Core Modules



GENERAL KNOWLEDGE

✓ Completed and Certified

[Download Summary Sheet](#)



PROMOTING THE ISLAND

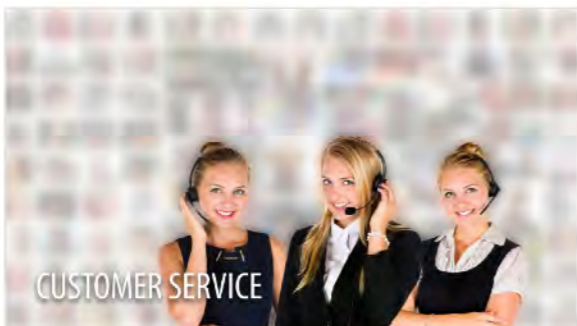
> In progress



FRONT HOUSE SKILLS

> Start

Optional Modules



CUSTOMER SERVICE

> Start



THE ART OF POSITIVE UPSELLING

> Start

My Certificates



https://www.visitphillipisland.com/

PHILLIP ISLAND

DASHBOARD COURSE JOBS OFFERS **PROFILE** LOGOUT

Profile Management

Email Address

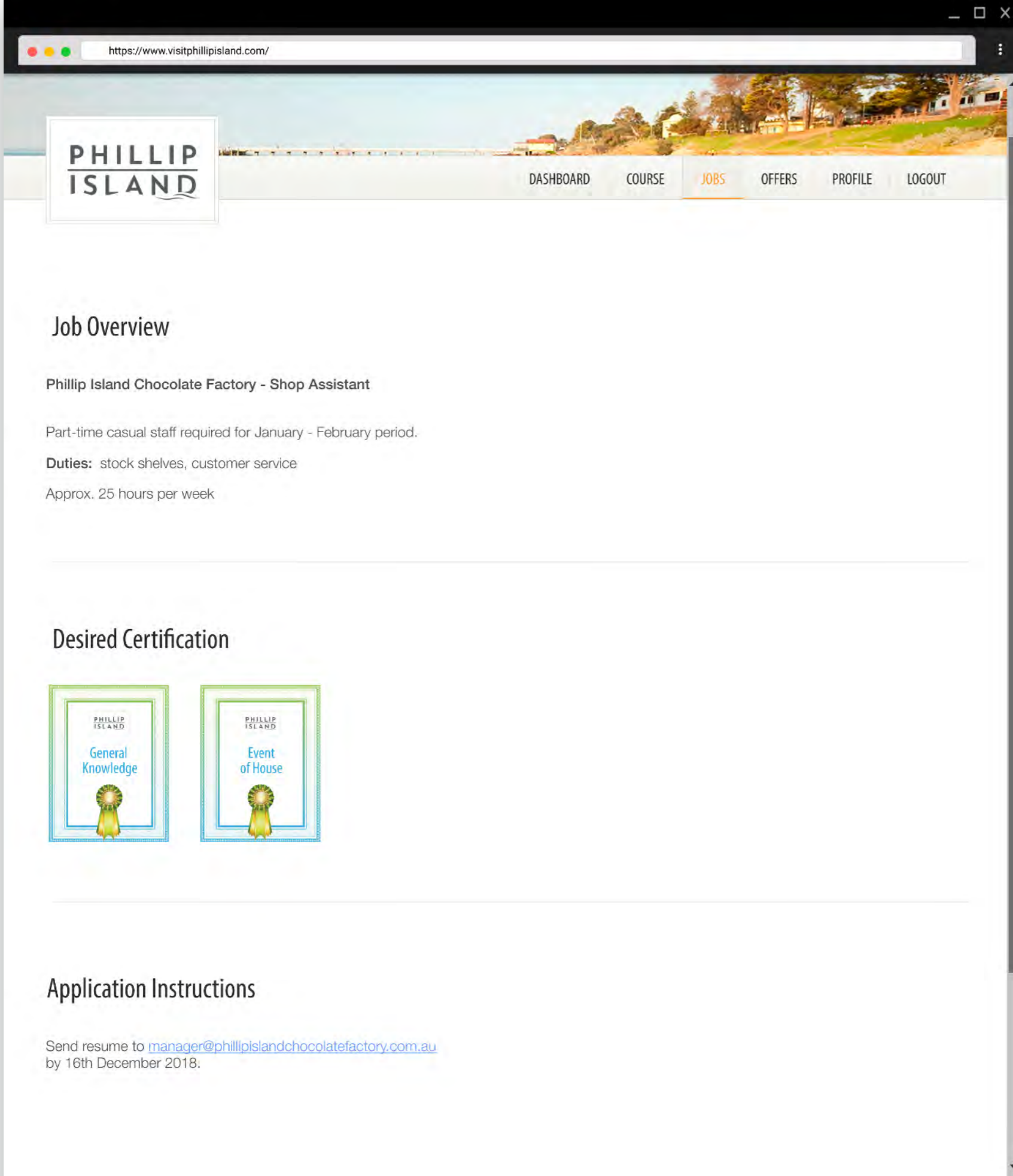
Password

Repeat Password

Save Change

Businesses you are active in

Geoff's Tours	Remove
Sally's Restaurant	Remove



The screenshot shows a web browser window with the URL <https://www.visitphillipisland.com/>. The page features a navigation menu with links for DASHBOARD, COURSE, JOBS (highlighted), OFFERS, PROFILE, and LOGOUT. The main content area is titled "Job Overview" and lists a position at the Phillip Island Chocolate Factory. Below this, it specifies the role as a Shop Assistant, the duration as part-time casual staff for January to February, and the duties as stock shelves and customer service. It also mentions an approximate 25 hours per week commitment. A section titled "Desired Certification" displays two framed certificates: "General Knowledge" and "Event of House". The "Application Instructions" section at the bottom provides the email address manager@phillipislandchocolatefactory.com.au and a deadline of 16th December 2018. The browser's taskbar at the bottom shows various application icons and the time 12:32 PM.

PHILLIP
ISLAND

DASHBOARD

COURSE

JOBS

OFFERS

PROFILE

LOGOUT

Job Overview

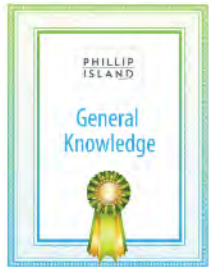
Phillip Island Chocolate Factory - Shop Assistant

Part-time casual staff required for January - February period.

Duties: stock shelves, customer service

Approx. 25 hours per week


Desired Certification



Application Instructions

Send resume to manager@phillipislandchocolatefactory.com.au
by 16th December 2018.


https://www.visitphillipisland.com/



AMBASSADOR'S TRAINING PROGRAM

DASHBOARD COURSE JOBS OFFERS PROFILE LOGOUT

OVERVIEW: Promoting the Island



Course Units: 6 [Start this Course](#)

Course Details

This course gives you the subtle skills of promoting the Island.

These skills are often taken for granted, but being able to promote the island will increase customer satisfaction and recommendations to your own place.

- 1 Historical Facts
1.41
- 2 Cowes Feature
2.34
- 3 Natural Wonders
6.21
- 4 Kids Attractions
2.15
- 5 How to Promote without being Pushy
2.15
- 6 Front of House: Ways to Promote
1.41

[Start this Course](#)

https://www.visitphillipisland.com/


PHILLIP ISLAND

AMBASSADOR'S TRAINING PROGRAM

DASHBOARD COURSE JOBS OFFERS PROFILE LOGOUT

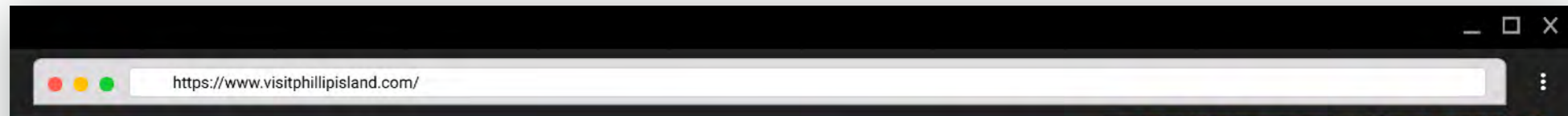
COURSE: Promoting the Island

Historical Facts Cowes Feature Natural Wonders Kids Attractions How to Promote without being Pushy Front of House: Ways to Promote



[← Previous](#) [Save & return to Dashboard](#) [Next >](#)

12:32 PM



AMBASSADOR'S TRAINING PROGRAM

- DASHBOARD
- COURSE**
- JOB
- OFFERS
- PROFILE
- LOGOUT

COURSE: Promoting the Island



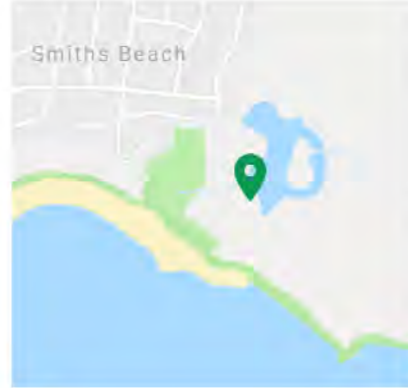
Natural Wonders

Q: What is the third most popular natural attraction?

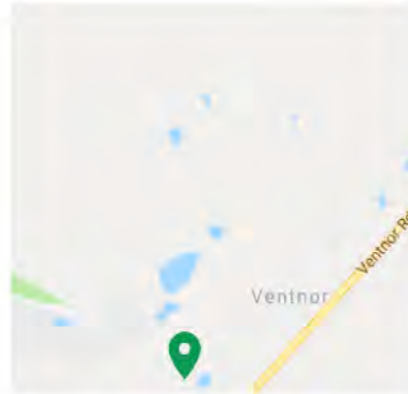
- A:**
- Seal Rocks Tour
 - Penguin Parade
 - Koala Kingdom
 - Shark Tour

Q: Which town is the Trout farm in?

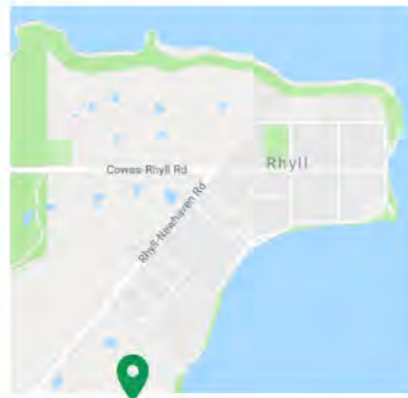
A: Smiths Beach



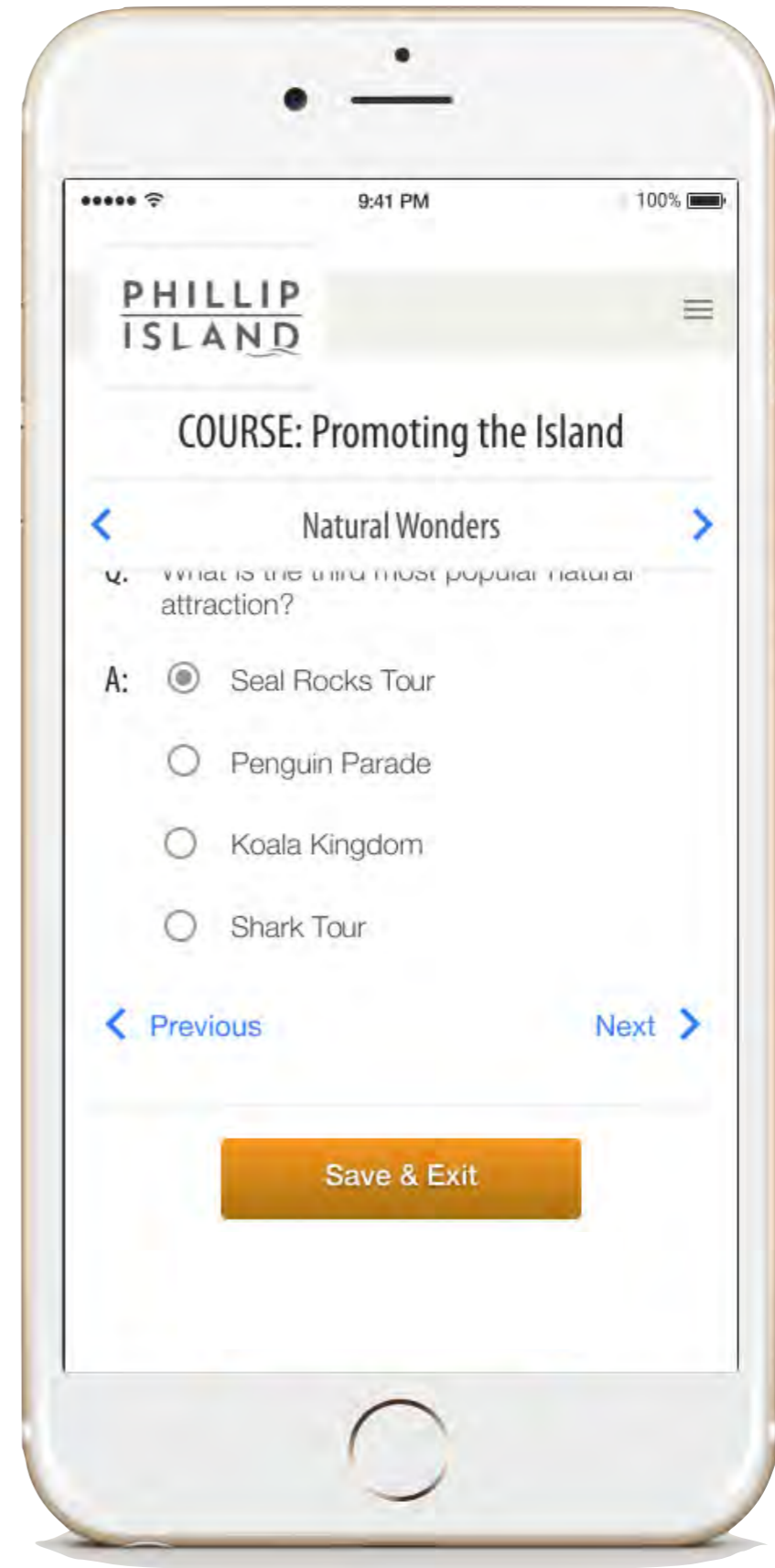
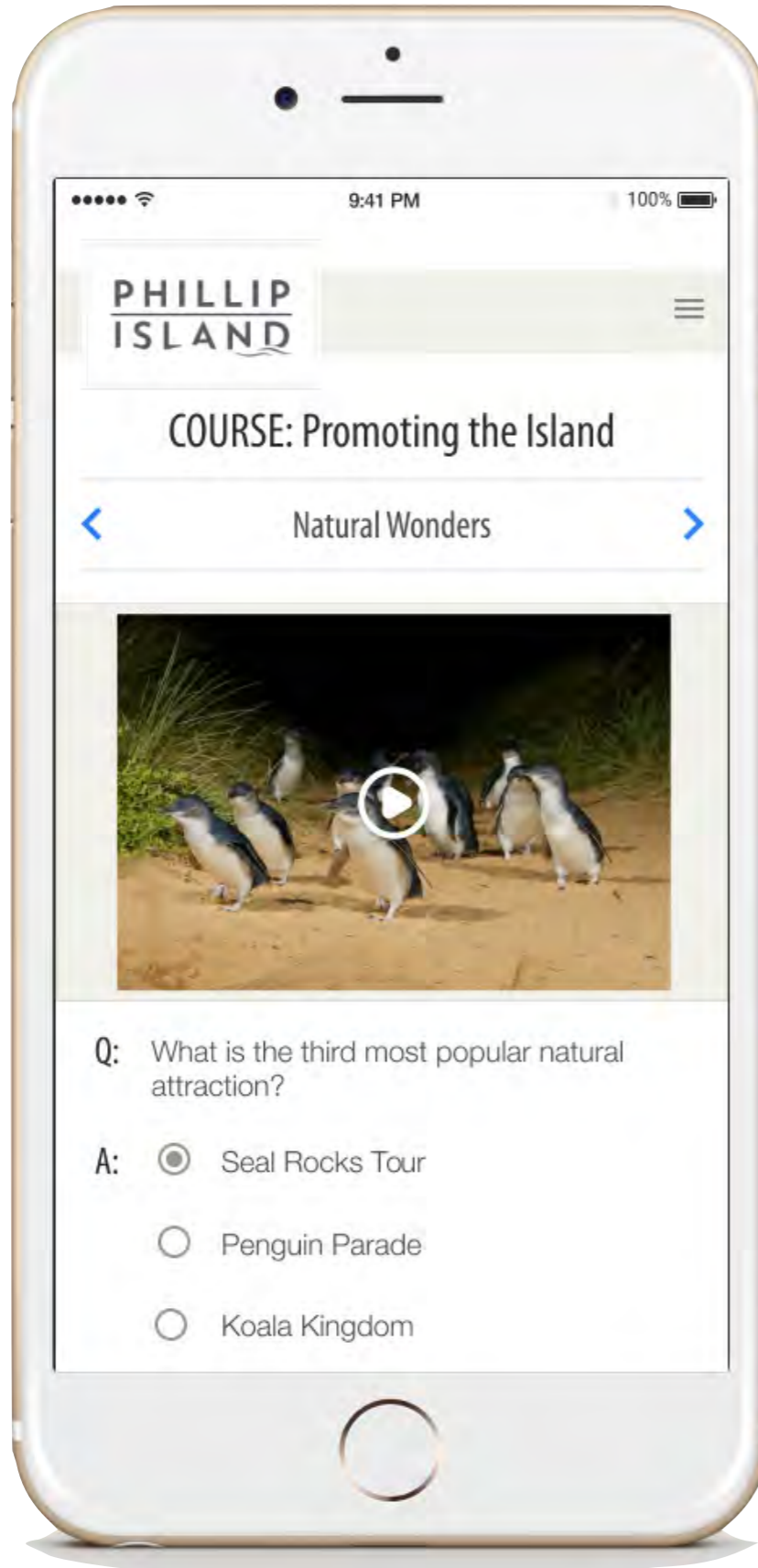
Ventnor



Rhyl



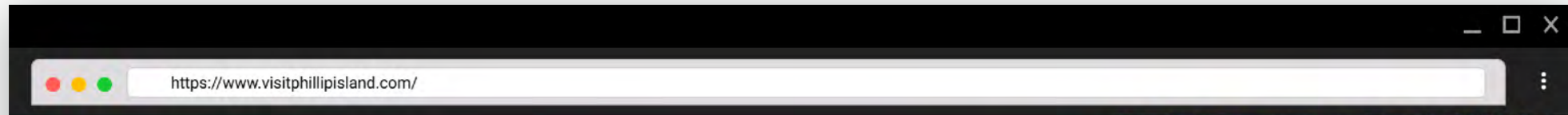
One Answer is incorrect, please review your answers and check again .



Congratulations,
you're now certified in Promoting the Island.



> Start Next Course



AMBASSADOR'S TRAINING PROGRAM

DASHBOARD

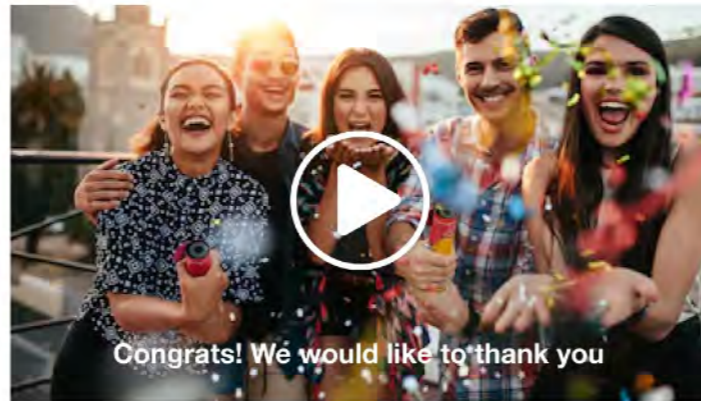
COURSE

JOB

OFFERS

PROFILE

LOGOUT



You have earned the official title of
Ambassador of Phillip Island 2019







Your certification lasts 12 months, after which you will be required to undertake a refresher course
(don't worry we will email you when the time is right).

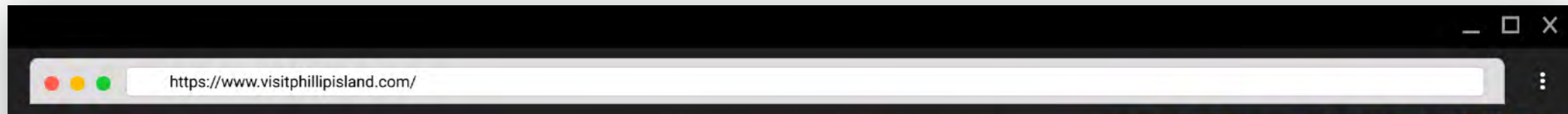
Benefits now open to you

		Actions
New Ambassador Welcome Dinner	19th September 2019	View
10% discount to Cowe's Pub	Customer Service	View

Plus more job opportunities like these below:

Jobs

Business	Job Title	Certificates Preferred	Actions
Amaze 'N' Things	Receptionist	- General Knowledge - Front House Skills	View
Wildlife Coast Cruises	Crew	Customer Service	View
Phillip Island Grand Prix Circuit	Crew	- General Knowledge - The Art of Positive Upselling	View



Geoff's Tours Dashboard

[DASHBOARD](#) [COURSE SETUP](#) [JOBS](#) [OFFERS](#) [USERS](#) [BUSINESS](#) [PROFILE](#) [LOGOUT](#)

My Staff

[+ Add new staff member](#)

Name	Certificates Preferred	Actions
Sam Jones	General Knowledge	X Remove
Max Slater	- Ambassador - General Knowledge - Customer Service	X Remove

Reporting

10

Number Students Enrolled

39

Number Certificates

3

Number Ambassadors

[> Run Report](#)


Jobs

Jobs	Job Title	Certificates	Actions
Geoff's Tours	Bus Driver	- General Knowledge - Ambassador	Edit
Geoff's Tours	Customer Service	Customer Service	Edit

Offers


			Actions
Geoff's Tours	10% off	1 time use only	Edit
Geoff's Tours	2 for 1	Partner comes for free	Edit

Core Modules




GENERAL KNOWLEDGE

[> Start](#)



PROMOTING THE ISLAND

[> Start](#)



FRONT HOUSE SKILLS

[> Start](#)

My Certificates

Core Modules



GENERAL KNOWLEDGE

[> Start](#)



PROMOTING THE ISLAND

[> Start](#)



FRONT HOUSE SKILLS


[> Start](#)

My Certificates

Payments

Your account is up to date and will expire on the 14th December 2019.

https://www.visitphillipisland.com/



ADD/EDIT A JOB

DASHBOARD | COURSE SETUP | **JOBS** | OFFERS | USERS | BUSINESS | PROFILE | LOGOUT

Job Title

Tour Guide

Description of Job

Desired Certificates

- Ambassadorship
- General Knowledge
- Customer Service
- Attraction Location

- Ambassadorship
- General Knowledge
- Customer Service
- Attraction Location

Applicant Instructions

Job Advertisement Start Date




Job Advertisement End Date



Save as Draft

Publish

https://www.visitphillipisland.com/



ADD/EDIT A SPECIAL OFFER

DASHBOARD COURSE SETUP JOBS **OFFERS** USERS BUSINESS PROFILE LOGOUT

Offer Title

Description

Offer available to

- Anyone in the Program
- Only Ambassadors
- General Knowledge Certified
- Customer Service Certified
- Attraction Locations Certified

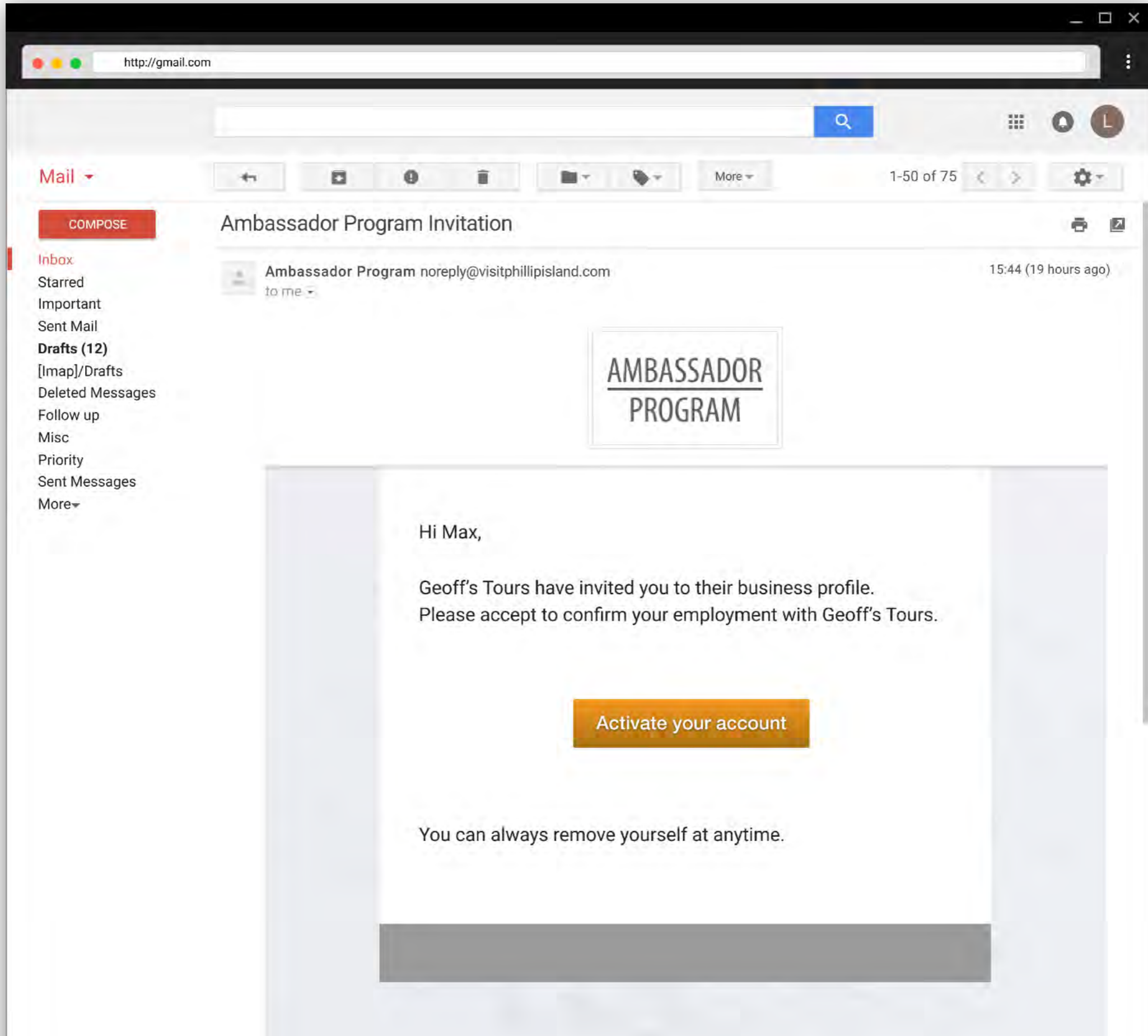
Applicant Instructions

Advertisement Start Date

Advertisement End Date

[Save as Draft](#) [Publish](#)

12:32 PM



The screenshot shows a Gmail interface in a browser window. The address bar displays 'http://gmail.com'. The email header shows the subject 'Ambassador Program Invitation' and the sender 'Ambassador Program noreply@visitphillipisland.com' with a timestamp of '15:44 (19 hours ago)'. The email body features a centered box with the text 'AMBASSADOR PROGRAM' and a large orange button labeled 'Activate your account'. Below the button, it says 'You can always remove yourself at anytime.' The left sidebar shows the 'Mail' menu with options like 'Compose', 'Inbox', 'Starred', 'Important', 'Sent Mail', 'Drafts (12)', and 'Deleted Messages'.

Mail ▾

COMPOSE

Ambassador Program Invitation

Ambassador Program noreply@visitphillipisland.com 15:44 (19 hours ago)
to me ▾

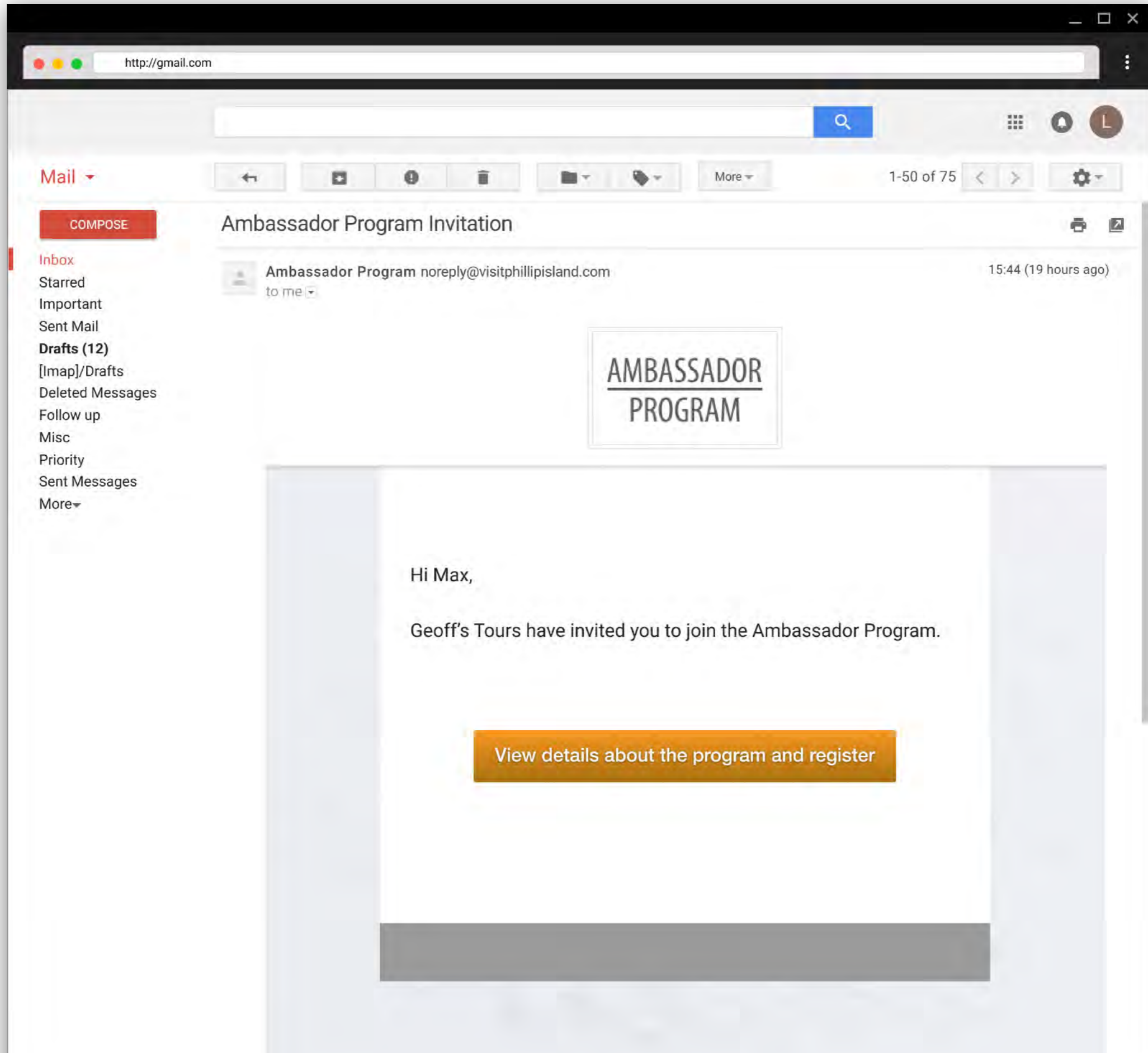
**AMBASSADOR
PROGRAM**

Hi Max,

Geoff's Tours have invited you to their business profile.
Please accept to confirm your employment with Geoff's Tours.

Activate your account

You can always remove yourself at anytime.



The screenshot shows a Gmail interface in a browser window. The address bar shows 'http://gmail.com'. The left sidebar contains a 'Mail' dropdown and a 'COMPOSE' button. Below 'COMPOSE' is a list of folders: 'Inbox', 'Starred', 'Important', 'Sent Mail', 'Drafts (12)', '[Imap]/Drafts', 'Deleted Messages', 'Follow up', 'Misc', 'Priority', 'Sent Messages', and 'More'. The main content area shows an email titled 'Ambassador Program Invitation' from 'Ambassador Program noreply@visitphillipisland.com' received '15:44 (19 hours ago)'. The email body features a centered box with the text 'AMBASSADOR PROGRAM' and a large orange button that says 'View details about the program and register'.

Mail ▾

COMPOSE

Inbox

Starred

Important

Sent Mail

Drafts (12)

[Imap]/Drafts

Deleted Messages

Follow up

Misc

Priority

Sent Messages

More ▾

Ambassador Program Invitation

Ambassador Program noreply@visitphillipisland.com
to me ▾

15:44 (19 hours ago)

**AMBASSADOR
PROGRAM**

Hi Max,

Geoff's Tours have invited you to join the Ambassador Program.

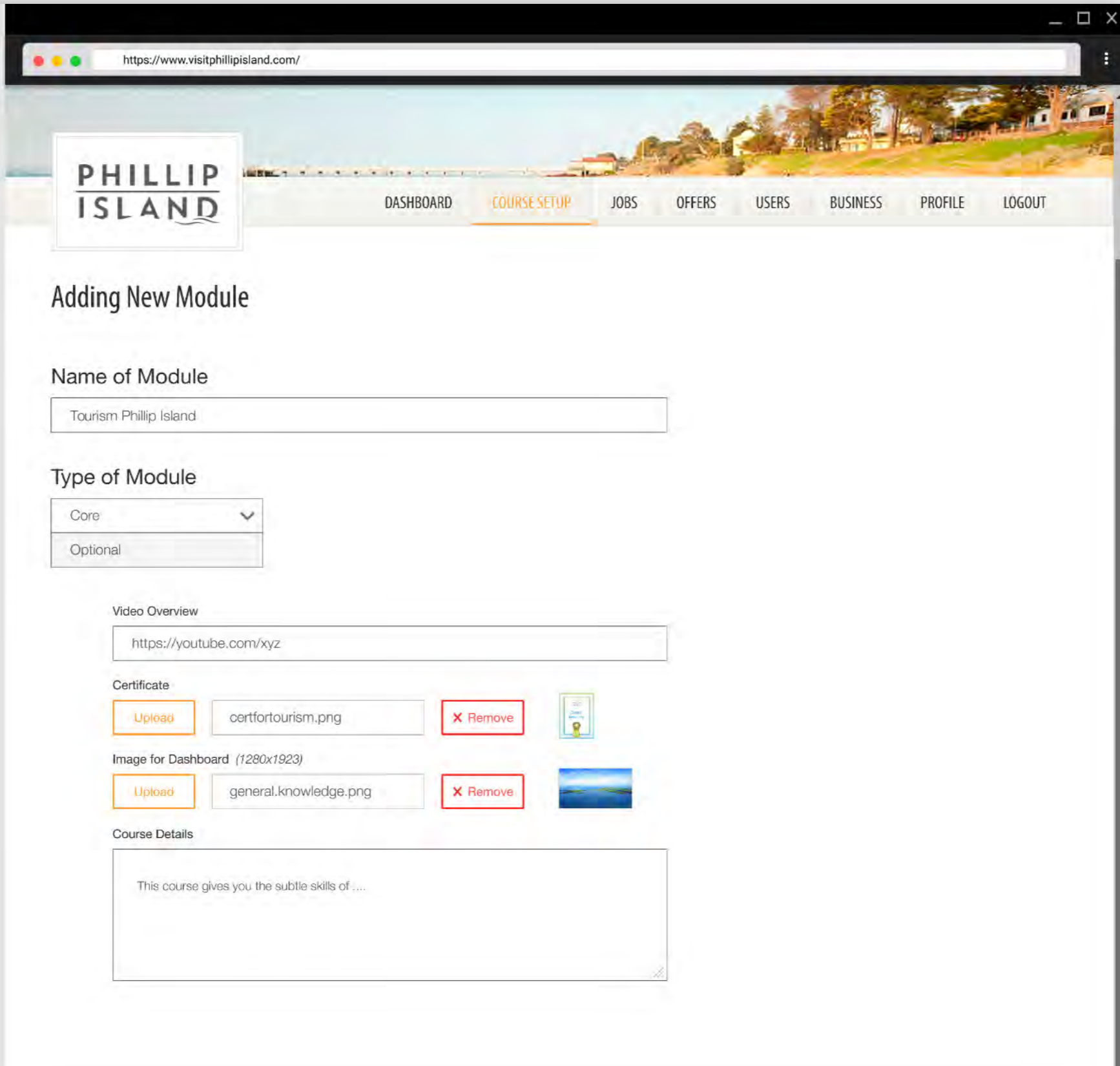
[View details about the program and register](#)



Modules

[+ Add new Module](#)

Name of Module	Requirement	Status	Actions
General knowledge	Core	Active	Edit
Promoting the Island	Core	Active	Edit
Front House Skills	Core	Active	Edit
Customer Service	Optional	Active	Edit
The Art of Upselling	Core	Inactive	Edit
Ambassadorship	Optional	Inactive	Edit
Promoting the Island	Optional	Inactive	Edit
Front House Skills	Core	Active	Edit
Customer Service	Core	Active	Edit
Attraction Location	Optional	Inactive	Edit



https://www.visitphillipisland.com/

PHILLIP ISLAND

DASHBOARD **COURSE SETUP** JOBS OFFERS USERS BUSINESS PROFILE LOGOUT

Adding New Module

Name of Module

Tourism Phillip Island

Type of Module

Core

Optional

Video Overview

https://youtube.com/xyz

Certificate

Upload certfortourism.png Remove

Image for Dashboard (1280x1923)

Upload general.knowledge.png Remove

Course Details

This course gives you the subtle skills of ...

Unit 1 Content

Video (YouTube Link)

https://youtube.com/xyz

Image Upload

Select

Text Content

Unit 1 - Questions

Question 1

How long does it takes to get from Cowes to San Remo?

Note:
Also single response,
text/image

Answer Multi choice

	Correct Answer
5 minutes by car	<input type="checkbox"/>
15 minutes by bus	<input checked="" type="checkbox"/>
1 hour by car	<input type="checkbox"/>
1 hour walk	<input type="checkbox"/>

[+ Add Another Answer](#)

Upload Image Answer

	<input type="text"/>	<input type="button" value="Upload"/>
	<input type="text"/>	<input type="button" value="Upload"/>
	<input type="text"/>	<input type="button" value="Upload"/>
	<input type="text"/>	<input type="button" value="Upload"/>

Note:
Also single response,
text/image

Answer Multi choice

	Correct Answer
5 minutes by car	<input type="checkbox"/>
15 minutes by bus	<input checked="" type="checkbox"/>
1 hour by car	<input type="checkbox"/>
1 hour walk	<input type="checkbox"/>

[+ Add Another Answer](#)

Upload Image Answer

	<input type="text"/>	<input type="button" value="Upload"/>
	<input type="text"/>	<input type="button" value="Upload"/>
	<input type="text"/>	<input type="button" value="Upload"/>
	<input type="text"/>	<input type="button" value="Upload"/>

Question 2

How many koalas are at the Koala Sanctuary?

Answer Multi choice


	Correct Answer
200	<input checked="" type="checkbox"/>
100	<input type="checkbox"/>
50	<input type="checkbox"/>
10	<input type="checkbox"/>

[+ Add Another Answer](#)

Upload Image Answer

	<input type="text"/>	<input type="button" value="Upload"/>
	<input type="text"/>	<input type="button" value="Upload"/>
	<input type="text"/>	<input type="button" value="Upload"/>
	<input type="text"/>	<input type="button" value="Upload"/>

https://www.visitphillipisland.com/



DASHBOARD
COURSE SETUP
JOBS
OFFERS
USERS
BUSINESS
PROFILE
LOGOUT

Reporting

Type of User

Student
▼

Show

Student
▼

- Expired Ambassadors
- Ambassador (Current & Expired)
- Contact Details

Certificates

General Knowledge
▼

Export .csv

Name	Email	Amb. Status	Expiry	Certificates
Godfrey Loch	godfreylo@yahoo.com.au	Incomplete	06.09.2018	General knowledge
Erland Dingess	erl-dingess@gmail.com.au	Certified	24.10.2018	General knowledge, Promoting the Island
Eirwen Echavarria	ei.echava@gmail.com.au	Certified	30.11.2018	Front House Skills, Customer Service
Aissa Velasquez	ais-velasq@gmail.com.au	Incomplete	03.04.2018	Front House Skills, Customer Service
Liv McGovern	llv.mcgoover@egl-inc.com.au	Incomplete	28.06.2018	The Art of Upselling
Meryn Sturges	meryn.sturges@yahoo.com.au	Certified	27.04.2018	Ambassadorship
Zazu Velasquez	zaz_velasque@gmail.com.au	Certified	09.12.2018	Promoting the Island, Customer Service
Anselma Wray	ans.wr@yahoo.com.au	Certified	17.07.2018	Front House Skills
Norm Paramore	norm.param@yahoo.com.au	Certified	28.06.2018	Customer Service
Zola Knecht	zoknech@gmail.com.au	Certified	30.11.2018	Attraction Location, Promoting the Island

Go to: 1 Show rows: 10 | 20 of 63 ◀ ▶

https://www.visitphillipisland.com/

PHILLIP ISLAND

DASHBOARD COURSE SETUP JOBS OFFERS **USERS** BUSINESS PROFILE LOGOUT

Users

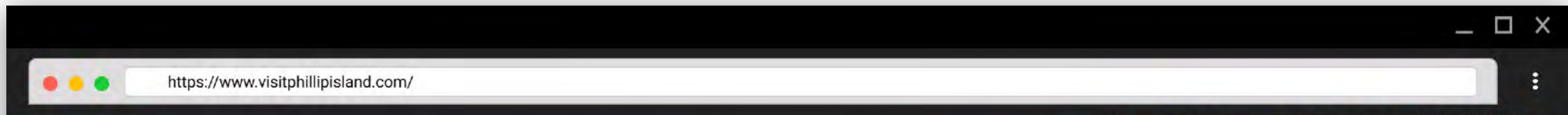
Role

All

+ Add New User Export .csv

Name	Email	Role	Status	Action
Godfrey Loch	godfreylo@yahoo.com.au	Student	Active	Edit
Erland Dingess	erl-dingess@gmail.com.au	Business	Inactive	Edit
Eirwen Echavarria	ei.echava@gmail.com.au	Business	Active	Edit
Aissa Velasquez	ais-velasq@gmail.com.au	Student	Active	Edit
Liv MCGovern	liv.mcgover@egl-inc.com.au	Student	Inactive	Edit
Meryn Sturges	meryn.sturges@yahoo.com.au	Business	Active	Edit
Zazu Velasquez	zaz_velasque@gmail.com.au	Business	Active	Edit
Anselma Wray	ans.wr@yahoo.com.au	Student	Active	Edit
Norm Paramore	norm.param@yahoo.com.au	Student	Active	Edit
Zola Knecht	zoknech@gmail.com.au	Student	Active	Edit

Go to: 1 Show rows: 10 1 - 20 of 63



ADD/EDIT NEW USER

[DASHBOARD](#)[COURSE SETUP](#)[JOBS](#)[OFFERS](#)[USERS](#)[BUSINESS](#)[PROFILE](#)[LOGOUT](#)

User Name

User Email

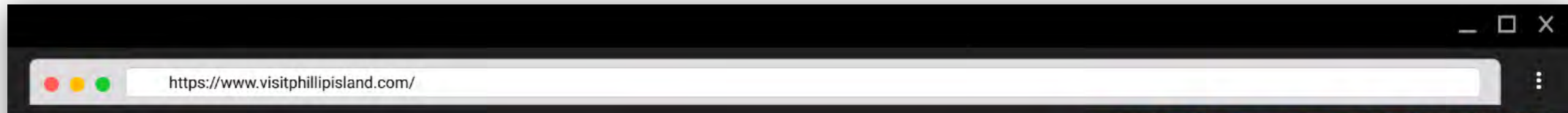
User Password (Reset)

User Type

Status

Active

[X Deactivate](#)





Business Management

[+ Add New Business](#)

Business Name	Status	Expiry	Owner Account	Action
Ramada Resort Phillip Island	Active	06.09.2018	ramadarpi@ramadaresort.com.au	Edit
Phillip Island Apartments	Active	24.10.2018	pia@phillipisland.com.au	Edit
Silverwater Resort	Active	30.11.2018	swater@silverwater.com.au	Edit
The Island Accommodation	Active	03.04.2018	theisland@theisland.com.au	Edit
Phillip Island RSL	Disabled	28.06.2018	rsl@phillipislandrsl.com.au	Edit
The Cape Kitchen	Inactive	27.04.2018	theck@thecapekitchen.com.au	Edit
The Shearing Shed	Inactive	09.12.2018	thesshed@theshearingshed.com.au	Edit
Rusty Water Brewery Restaurant & Bar	Disabled	17.07.2018	rwb@rustywaterbrewery.com.au	Edit
Phillip Island Nature Park	Active	28.06.2018	pinp@phillipislandnaturepark.com.au	Edit
Wildlife Coast Cruises	Inactive	30.11.2018	wcc@wildlifecoastcruises.com.au	Edit

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ADD/EDIT A BUSINESS


DASHBOARD | COURSE SETUP | JOBS | OFFERS | USERS | **BUSINESS** | PROFILE | LOGOUT

Business Name

Business Owner

Account Email

Account Paid Until

 20.03.2019



NEXT STEP: REVIEW & SIGN-OFF

