

## TNQ Tourism Small Business Development Program

### Business Health Checklist

In order to obtain the most out of the support offered by our program, a business health checklist needs to be completed. Please email the completed form to [busdev@ttnq.org.au](mailto:busdev@ttnq.org.au). The information provided in this document is held strictly confidential and will be used solely to assist you with your business operation.

Date: \_\_\_\_\_

Name \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ ABN \_\_\_\_\_ No. of Employees \_\_\_\_\_ (must be less than 20 FTE)

Email \_\_\_\_\_

Is your business:

☐ Existing ☐ A new start up

If existing, how long has your business operated for?

☐ 1 year ☐ 2 years ☐ 3-5 years  
☐ More than 5 years

Does your business produce regular financial data for interpretation eg. profit & loss statements

☐ Yes ☐ No

Does your business sell its services/products outside of the Cairns, Port Douglas, Yarrabah and Cassowary Coast region?

☐ Yes ☐ No

If yes, do you sell:

☐ Within Queensland ☐ Within Australia ☐ Internationally

Does your business have a business plan?

☐ Yes ☐ No

If yes, when was it written? \_\_\_\_\_ Is it up to date?

☐ Yes ☐ No

Does your business have a marketing plan?

☐ Yes ☐ No

If yes, when was it written? \_\_\_\_\_ Is it up to date?

☐ Yes ☐ No

Does your business employee staff other than you and/or your partner?

☐ Yes

☐ No

If yes, please rate your:

Employee retention

☐ Short

☐ Average

☐ Long

Employee engagement

☐ Low

☐ Average

☐ High

Does your business have workplace health and safety policies?

☐ Yes

☐ No

Does your business have documented systems and procedures?

☐ Yes

☐ No

What are the two main challenges for your business?

1.

2.

What are the two key things you wish to achieve with your business?

1.

2.

Do you have Key Performance Indicators for your business?

☐ Yes

☐ No

If yes, please list the top 3:

1.

2.

3.

Does your business have a website?

☐ Yes

☐ No

Does your business have a social media presence? (tick all that apply)

☐ Facebook

☐ Instagram

☐ Twitter

☐ YouTube

☐ None

Does your business have a listing on Australian Tourism Data Warehouse?

☐ Yes

☐ No

If yes, do you know how to retrieve reports about your listing?

☐ Yes

☐ No

Do the processes change in your business depending on seasonality eg. Peak versus Off-peak

☐ Yes

☐ No

Can you clearly define your current target market for your business?

☐ Yes

☐ No

1 = Below your expectations

2 = Meets your expectations

3 = Exceeds your expectations

Business Health Factor	What to Consider	Rating		
		Below	Meets	Exceeds
Systems & processes	I use consistent systems and processes in my business	1	2	3
Staff performance	My staff are fulfilling their responsibilities	1	2	3
Financial performance	I consistently fulfill my financial commitments	1	2	3
Billing, invoicing & debtors	My customers are meeting my payment terms	1	2	3
Cash flow	My cash flow is strong and can support the daily operation of the business	1	2	3
Creditor payments	I am meeting financial commitments to suppliers and making statutory payments to parties such as the ATO	1	2	3
Work in progress	I have solid orders on the books for future earnings	1	2	3
Project management	I know where all current projects are up to, in terms of scope, delivery and financial processes	1	2	3
Quality	I actively measure the quality of what I produce/sell/provide before a complaint is received	1	2	3
Client servicing	I meet my clients' expectations by seeking feedback, and I keep track of repeat business and customer retention	1	2	3
Organisation & scheduling	I am in control of the day-to-day activities my business undertakes - tasks are planned, scheduled and prioritized.	1	2	3
Risk management	I can identify and address key risks that may dramatically impact the future of my business	1	2	3
Staff culture	The culture in my business is positive, open and an interactive team environment	1	2	3
Sustainability & reward	My business is growing and I get a decent remuneration as an owner working in the business for my day-to-day work	1	2	3
Business planning	I have a business plan and know where the business needs to be in the next 12 months and how that will be achieved	1	2	3
Growth & balance	I have a good balance of working IN my business as well as ON my business (ie. turning growth opportunities into a reality)	1	2	3
Total Score		.....		

### What your results mean

#### 30 plus

Chances are your business has a sound health for the years ahead. You may want to consider strategic growth opportunities or other refinements to assist with your longer term success.

#### 20 – 30

Chances are you'll be experiencing some aches and pains, either internally (ie. delivery and performance, cash flow or financial) or from external factors. Consider seeking assistance from an advisor to explore some remedies.

#### Below 20

Chances are it's time for some significant 'surgery'. A performance review or other such options, including restructure, turnaround plan or possible sale or divestment, may need to be considered.