




CLEAR VISION  
CONSULTING

PLANNING | MARKETING | GROWTH



# Bring your vision to life with strategic advisory, marketing and business growth across Australia.

Clear Vision Consulting (CVC) is a bespoke advisory firm guiding businesses at every stage of development. We specialize in turning opportunities into viable realities, whether you're exploring new markets, planning a new venture, or engaging with funding stakeholders. We work nationally with a focus on regions, tourism, and Indigenous enterprise development.

Our services help clients secure funding through compelling business cases, ensuring sustainable growth and financial independence. We collaborate with industry, not-for-profit, Indigenous and government stakeholders to build business capacity and help regional Australians to bring their vision to life.

## We deliver in the following areas:



**Strategic  
Advisory**



**Business  
Planning**



**Tourism  
Projects**



**Marketing &  
Communications**

# SUSAN LEE

Founder & Principal Consultant

MBA | BA Comms (Prof Writing) | BA VisArts | MAICD

Susan is a leading business growth specialist with extensive experience in commercial, government and not-for-profit sectors. Her skillset combines strategic analysis, market engagement, business modelling and project management.

Established in 2011, CVC Clear Vision Consulting has partnered with Indigenous Business Australia, Tourism Australia, and the Department of Prime Minister and Cabinet to co-deliver national advisory including a \$90m capital program into regional Indigenous businesses.

Susan offers product development, pre-viability and demand forecasting to make business cases for capital. Combined with project management she excels in analysis and identifying market gaps and opportunities to target in go-to-market strategies.

Susan has advised hundreds of businesses in federal programs like Austrade's ASBAS, *The Indigenous Tourism Champions Program* with Tourism Australia and IBA, and industry peak-body programs. Career highlights include leading statewide and export trade marketing campaigns as Regional Tourism Manager for the Flinders Ranges & Outback SA Tourism board, and in 2023 Susan wrote *Booked Out! How to Start and Grow a Successful Regional Tourism Business*, to help farmers, traditional owners, land owners and investors to navigate the dynamic global tourism eco-system.



# SERVICES

## Business Advisory and Planning

- Market and Competitor Analysis
- Revenue Diversification
- Viability and Demand
- Operations and Financial Plans
- Capital Project Plans

## Tourism

- Workshops and Keynote Talks
- Destination Management Plans
- Regional Investment Attraction and Product Development
- Domestic and Export Distribution
- Agritourism and Indigenous Enterprise Development

## Marketing and Communications

- Marketing Plans
- Price, Product, Position and Promotion
- Brand Storytelling and Content Plans
- Stakeholder Engagement
- Professional Writing

**CVC has coached many businesses through the Australian Small Business Advisory Service (Austrade), Indigenous Business Australia (IBA), the NT Business Growth Program, and the Tourism Industry Council of SA (TICSA), among others.**



Image credit: CVC client Juan Walker Walkabout Cultural Adventures QLD

## TOURISM & INDUSTRY

CVC is a business growth specialist helping owners develop market reach, and build viable services and customer experiences. We work in tourism, arts, light agriculture, trades and more.

### Services for Industry and Investors

- **Tourism Business Advisory Program:** Partner with Susan Lee for 12 months to launch or elevate your tourism enterprise.
- **Indigenous Enterprise:** We work with IBA and deliver grant funded projects for Indigenous entrepreneurs.
- **Business Plans:** Comprehensive roadmap including market research, site visits, and growth strategies.
- **Marketing Plans:** Tailored strategies Tailored plans to guide your team, grow brand profile and achieve marketing and sales goals.

### Councils and Regional Tourism Managers

- **Destination Development Plans:** Use our own 5A and 5E model to assess your destination and identify ways to enhance visitor appeal.
- **Destination Management Plans:** Streamlined DMPs to guide multi-stakeholder tourism initiatives.
- **Keynotes and Workshops:** Susan Lee offers keynote speeches and workshops on contemporary industry and regional issues.

# GOVERNMENT & NOT-FOR-PROFIT

CVC works with government and NFPs to get out of the day to day and bring your vision to life. Engage regionally with purpose, build and implement programs with confidence.

## Workshop Facilitation

Set priorities and allocate resources for the year ahead. Using a range of diagnostic tools, Susan facilitates strategic workshops with Boards, Executive Teams and Operational Units on and off-site. Identify red flags, take new directions, and make informed decisions from shared perspectives and market research.

## Professional Advisory

The focus of our advisory is often to help management teams leverage market conditions and adapt to remain relevant and thrive in changing conditions.

We offer:

- Business Planning
- Program Design and Implementation
- Project Management
- Business Cases for Capital Grants
- Regional Market Analysis
- Business Development

Our clients include not-for-profits such as artist collective Watch This Space, Lifeline and disability leader Bedford Group, and government agencies such as HomeStart Finance and Safework SA.

## Marketing Communications

Market conditions change all the time, so it's imperative to identify and connect with your target markets or risk viability. CVC builds on strong marketing foundations of brand, position and product, before we consider social media, to ensure your dollar goes further. We take a strategic approach and can help you implement actions.

- Marketing Strategy and Action Plans
- Communication Plans
- Stakeholder Engagement
- Professional writing and communication services (copywriting, Awards and content strategy)



# CASE STUDIES



## Djilpin Arts, NT

### Project: 3 Year Tourism Business Plan

Susan worked with the arts board to develop cultural tours to expand on visitors staying in architectural Pavilions and visiting the Cultural Museum in Beswick, Arnhemland. The plan attracted a \$100,000 Westpac investment.



## Arabana Aboriginal Corporation

### Project: Cultural Tourism Product Strategy and Workforce Framework

Susan worked with the AAC to determine target market interest and viability for a high yield eco-culture glamping experience on traditional lands at Kati Thanda Lake Eyre National Park.



## Lifeline Broken Hill Country to Coast

### Project: 3 Year Strategic Plan

In both 2018 and 2022 CVC worked with LLBHC2C to set organisational priorities and direction. Implementing the 2018 strategy saw exponential growth in new services with many self-funding revenue streams added to the business. 2022 saw a change in Board and Executive leadership.



## Kangaroo Island Wilderness Trail, SA Dept. for Environment and Water

### Project: Customer Journey Mapping and Product Market Readiness

With Parks staff we facilitated a process to map the customer booking journey and developed a go-to-market schedule of activity to meet the Minister's \$5m Trail Upgrade launch date.



## Minnamurra NP Visitor Centre, NSW National Parks and Wildlife

### Project: Market Feasibility and Product Development

We worked with architects upgrading the Centre to reimagine visitor use, flow and increase length of stay as a regional dispersal strategy for Kiama Council. We did a pre-feasibility for new accommodation adjacent to the National Park, southwest of Sydney.



## SafeWorkSA

### Project: Communications Plan for Business Outreach Team

A new SafeWork business function was legislated and Susan wrote a detailed Plan to guide staff on key messages, EDMs, social posts, public media buy and implement film production.



*“Excellent mentoring, lots of topics covered, ideas and strategies discussed that I had not thought about. Susan gave me an excellent direction to follow and great ideas to work on to improve my business overall. Highly recommend her.”*

**Tamme Golding-Holbrook,**  
Peak Physique Hot Yoga

*“I’m very happy I met Susan. She assisted me to get my head in the game and to start at step 1. Susan has given me other avenues and tools to assist me to take another path. Thanks Susan.”*

**Joanne Leahy,**  
Veg-Jos Plant Based Foods

*“Susan mentored me as a new Aboriginal tourism operator, she helped me think outside the box when it came to engaging different markets. Her guidance and support helped me grow as a business owner and create a brand that is now well known.”*

**Juan Walker,**  
Owner/Operator Walkabout Cultural Adventures



# CLEAR VISION CONSULTING

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