

## Moogie House

Moogie House is located beside Lake Moogerah in the Fassifern Valley, close to the townships of Kalbar and Boonah, in the stunning Scenic Rim region of SE QLD. Approx 1 ¼ hrs from the Brisbane CBD. It is a small short-term accommodation business set on a 19 acres rural property, set above the lake with stunning mountain and lake views in a bush setting amongst koala and other native animal habitat. Moogie House is an established short term rental house that sleeps 6 guests that is currently operating on the Airbnb platform. The business has expanded and is about to launch over the next couple of months 2 additional unique styles of nature-based tourism accommodation. Firstly Moogie Glamp, a magical luxury eco safari tent for couples which is totally off grid and sustainable. Ideal for those romantic retreats somewhere to unwind, disconnect, and relax. The second is Moogie Pod, a contemporary styled converted container pod, with a slide out glass floor to ceiling frontage overlooking the mountain ranges, for those couples wanting escape to the country but still want those modern luxury touches.

**Opportunity:** The business needs your help to develop its marketing strategy to launch these new experiences and grow the demand for the existing holiday house (currently approx. 60 % occupancy). The project will involve a site visit to the property followed by ongoing consultation with the owners to develop this strategy. (Accommodation for intern would be available where required). Key components of the Strategy include; identifying the target markets for each accommodation, conducting research on key competitors, reviewing the existing marketing activities of the business (website, Airbnb listing, social media), developing a unique selling proposition for each accommodation experience and a collective brand for the business, as well as, providing advice on potential distribution channels, and creating an engaging social media marketing plan, working with partners (such as Tourism and Events Queensland), media famils, public relations and social media.

<https://www.facebook.com/moogiehouse>

## **Pineapple Tours**

Pineapple Tours is a tour operator committed to delivering unique experiences that visit regional areas and supports local family owned businesses. As a Traditional Owner, we understand the importance of giving back to the community, and we strive to create positive impact through our operations. Our aim is to inspire people and create meaningful conversations that promote understanding and appreciation of the natural and cultural beauty around us. We are proud to be eco-friendly and have eliminated the use of single-use plastics and paper in our operations. Our focus on sustainability extends to all aspects of our business, including the development of a tourism hub that will connect the Gold Coast to the hinterland in a way that is respectful to the environment and the local communities. Pineapple Tours is the best way to discover a new way to experience travel that is both enriching and fulfilling.

**Opportunity:** Do you like to tell stories, meet new people and take photos and create social media content? Then maybe becoming a tour guide is for you. If you want to know what it's like to be a tour guide then this business has the opportunity to follow a tour guide and learn about this profession while exploring the Gold Coast hinterland.

[www.pineappletours.com.au](http://www.pineappletours.com.au)

<https://www.facebook.com/pineappletoursAU>

<https://www.linkedin.com/in/pineappletours/>

[https://twitter.com/Pineapple\\_Tours](https://twitter.com/Pineapple_Tours)

## Lazy Girl Lingerie

Lazy Girl Lingerie is all about lingerie that inspires effortless confidence. The label began with a mission to change the way women feel about themselves and a commitment to celebrating all that makes us unique. Lazy Girls believe that all bodies are good bodies, no matter our size, shape, colour or age. LGL is an online lingerie label with a unique business model where designs are created to the client's own measurements. Creating ethical bralettes and knickers is at the forefront of my mind, aspiring to make positive change in the fashion industry. I'm a modern gal with old-fashioned values and encourage slow fashion with minimal waste in my business. Lazy Girl Lingerie operates on a made to order basis, ordering new fabrics in small quantities and utilising deadstock fabrics where possible.

**Opportunity:** An opportunity exists for a student with an interest in event management to plan and deliver the launch of an immersive art installation showcasing body diversity using photography and film. You will work with the creator of [Lazy Girl Lingerie](https://lazygirllingerie.com/) which is a micro business located in the Scenic Rim region that focuses on handmade lingerie that promotes body positivity and diversity for women. The goal of the showcase is to have the viewers feel a greater connection to their own body and celebrate it after viewing the artwork. The showcase will be launched in September 2023 at North Shore on Tamborine Mountain. The student will be responsible for working with the business to plan the launch event and build its patronage during a three-week showcase. This will require consideration of the potential audience for this event and the development of a marketing plan to attract people to this showcase. The student will need to meet with the showcase organiser regularly online as well as undertake site visits to Tamborine Mountain for the planning and launch event (own transport is required as public transport to Tamborine Mountain is limited). The opportunity gives you an opportunity to develop and demonstrate your skills and knowledge in event planning and marketing.

<https://lazygirllingerie.com/>

Facebook URL:

<https://www.facebook.com/lazygirllabel/>

LinkedIn URL:

<https://www.instagram.com/lazygirllingerie/>

## Backstrap Organics

Backstrap Organics is committed to sustainable, regenerative and organic farming practices which produce the best possible produce for our eaters, while maintaining and enhancing our natural resources. We share our ethos through engaging with the community and developing curated tourism experiences on our Scenic Rim property.

**Opportunity:** This business is looking for a creative and self-motivated digital marketing project. You will need to be familiar with content creation and digital social platforms. This is a rare opportunity to begin at the ground floor of an intriguing and environmentally aware new business and help develop the brand story. The aims of the internship will be: 1. To establish the brand across digital platforms 2. Build a story around the brand 3. Create content that generates to support the brand 4. Establish a tribe that interacts with the content Your role will be to develop these areas with the business owner(s) over the course of the work experience. Expectations will be that you have or can develop simple film editing skills.

## Bearded Dragon Hotel

Bearded Dragon Hotel at Tamborine in the heart of the Scenic Rim is conveniently located under an hour from Brisbane & GoldCoast. The venue was established in 1997 on 5 acres of farm & bushland to offer visitors a 'True Blue Aussie Experience', which is hard to find nowadays. Get up close and personal with the resident miniature donkeys 'Matilda' and 'Clancy' and the adorable alpacas and mischievous baby goats! Enjoy the All Day Casual Dining Restaurant & Bars serving delicious meals from breakfast to dinner with Chefs Specialties blackboard paddock to plate and our farm-grown herbs and vegetables. Stay & Play in our accommodation with 18 rooms (most suites with spa bath), a perfect base to explore the local area. Our popular Tamborine property was purpose-built as a gambling-free establishment – no poker machines or mainstream gambling. Our focus has been on the support of live music. Catering for unique events of all sizes, regularly hosting weddings, conferences, functions and live music & entertainment events. Bearded Dragon Hotel is ready to take the venue to a new level with a new development to meet the growing requirements of the tourism sector and the local communities and elevate the venues inclusive offerings.

**Opportunity:** We're on the lookout for a talented and creative intern who can bring an Aussie larrikin vibe to the table while designing, developing, and bringing to market kids' animal-themed sustainable and educational packaging and activities for our awesome visitor venue experience. This project revolves around farmyard animals, with a ripper focus on our Miniature donkeys (yes you will work closely with them). All this with an unmistakably Australian twist. Our aim is to create a bona fide experience that gets kids excited about sustainability, farm life, and the unique charm of Australian farmyard animals. The Packaging & associated activity/gift ideas, need to also coincide for maximum impact with a variety of online blogs, videos & socials that record the process to maximum impact and ensure the marketing team open up a 'can of marketing & creative worms', just enough, to ensure for an exciting project! Target Audience: This project is all about young'uns aged 4-12 (and the young at heart) and their families who visit our epic visitor venue. We want to create an immersive and educational experience that grabs the kids' (& big kids) attention, while also promoting environmental awareness and a love for farmyard animals, especially those cheeky miniature donkeys. Project Objectives: Design eye-catching and sustainable packaging for kids' meals that showcases farmyard animals, giving those donkeys a fair dinkum spotlight, all with an Aussie twist. Develop interactive and educational activities that keep the little ones entertained while teaching 'em about sustainability, farm life, and the awesomeness of donkeys. Incorporate hands-on elements within the packaging and activities to get those young & not so young minds engaged and their

<https://www.beardeddragon.com.au/>

<https://www.facebook.com/BeardedDragonHotel>

<https://www.linkedin.com/in/monique-gregory-4041867b/>

<https://twitter.com/BeardedDragon1>

**Scenic Rim Adventure Parks (SRAP)**

SRAP is a 680 acre remnant forest property with 28 kilometres of 4WD tracks ranging from stock standard through to highly modified road-registered 4x4 vehicles. The park offers back to basic bush camping in 14 areas divided up into 56 campsites and Airbnb accommodation, Harris Cottage.

**Opportunity:** Set up a website and develop a marketing strategy for this business.

[www.scenicrimadventurepark.com.au](http://www.scenicrimadventurepark.com.au)

## **Viva La Flow**

Viva La Flow offers environmentally conscious reusable period products and menstrual cycle education and empowerment! Viva LaFlow's founder Shae Raven has amassed over half a billion views worldwide with viral and award-winning content. She brings her experience in online content creation, marketing and entertainment to Viva La Flow - combining music, comedy and education to break through the shame and stigma that often surrounds periods. Our aim is to bring beauty and celebration to "that time of the month" through our products and our content and education!

Opportunity: This business is looking for a student to help manage influencer campaigns on TikTok & Instagram as well as blog posts, PR, social media and email marketing send outs. A student who is tech savvy and interested in social media content creation ie currently make their own content and has an interest in influencer marketing, potentially has simple editing and graphic design skills. 2. I'm launching certain products into the Chinese market onto Red, Billi Billi & Wechat. A student who speaks Mandarin or Cantonese and is familiar with these platforms and would like to assist in managing them with the Chinese agency I have on board.

[www.vivalaflow.com.au](http://www.vivalaflow.com.au)

[https://www.instagram.com/viva\\_la\\_flow/](https://www.instagram.com/viva_la_flow/)