DAINA WALKER I DIVERSIFIED BUSINESS SKILLS



CAPABILITY STATEMENT | 2026

Aboriginal-owned consultancy | Tourism, business and digital capability

Core capabilities

Capability	Practical support
Tourism and cultural tourism	Tourism business development, visitor experience planning, early-stage product development, market readiness and practical marketing support.
Business coaching and advisory	One-to-one coaching, business planning, commercial capability, customer experience and support for entrepreneurs and small businesses.
Digital marketing and websites	Social media strategy, content planning, online visibility, website development and practical digital tools.
Training and facilitation	Tailored workshops, digital literacy, sales and marketing, business skills and culturally responsive training for groups and individuals.

How we work

We take a practical, collaborative approach tailored to each client's goals, experience and context. Our delivery can include individual coaching, group workshops, online sessions and face-to-face support, with cultural authority and appropriate permissions respected in cultural tourism work.

Delivery experience and achievements

Achievement	Detail
16 business workshops delivered in 2026	Practical training across business and digital skills, including social media, digital tools and workplace applications.
Two Good Things Foundation grants	Digital capability programs supporting 30 learners.
Australian Indigenous Tourism Conference, 2026	Speaker at WAITOC's conference in Boorloo/Perth, presenting "Story to Strategy: Digital Marketing for Cultural Tourism Success".
Business Lismore Awards, 2026	Finalist: Excellence in Business and Professional Services; Excellence in Diversity and Inclusion.
TAFE NSW	Tourism and related vocational assessment experience as a qualified trainer and assessor.

Selected clients and projects

- Wollumbin Dreaming — website, grant development and planning support for an emerging On Country cultural tourism experience.
- My Dream Adventures — customised tourism sales training for nine travel consultants.
- Koorda's Crew and Wooramulla Eco Cultural Journeys — social media strategy workshops for First Nations tourism operators referred through WAITOC.
- The Awakening Journey — practical business guidance and social media strategy training.
- Bundjalung Tribal Society — practical digital skills workshops and workplace tools.
- In Travel Group — business capability and professional development support.

Industry experience

Daina's earlier career includes business development and leadership with Flight Centre Travel Group, business improvement with Virgin Australia, sales management at Currumbin Wildlife Sanctuary and product development at Ignite Travel Group. She is also co-founder and former Vice-President of First Nations Women in Tourism Australia.

Leadership and qualifications

Daina Walker | Founder and Director

Daina is a Wirangu woman with more than 25 years of tourism and commercial experience. She combines business expertise, cultural understanding and hands-on delivery to help clients develop practical skills and progress their business goals.

Qualifications

- Bachelor of Business (Tourism)
- Diploma of Social Media Marketing
- Diploma of Digital Marketing
- Certificate IV in Training and Assessment (TAE40116)
- Certificate IV in Small Business Management
- Certificate II in Tour Guiding

Professional recognition and memberships

- NSW Indigenous Chamber of Commerce — Assured Member
- 2026 Business Lismore Awards — finalist in two categories
- Speaker — 2026 Australian Indigenous Tourism Conference (WAITOC)
- Former Vice-President and co-founder — First Nations Women in Tourism Australia

Why work with DBS

DBS offers commercial experience, practical training expertise and an understanding of regional and First Nations business contexts. We work directly with clients to identify priorities, develop usable tools and build the skills needed to move forward with confidence.

Business details

Business	Contact details
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