

## POSITION DESCRIPTION

**Title:** Chief Executive Officer

**Location:** Airlie Beach, Whitsundays Qld

**Package:** An attractive remuneration package will be available to candidates that demonstrate exceptional skills and experience. This may include, for the appropriate candidate, relocation and living away from home allowance.

**Reports To:** Chair, Tourism Whitsundays Limited Board

**Subordinate Staff:** 10 staff, 3 direct reports

### The Organisation:

Tourism Whitsundays Limited (TW) is the lead marketing organisation for the Whitsundays Region tasked to market the destination as a whole, support industry with product development and deliver visitor services. TW is a non-profit organisation with support from three main sources:

1. The Whitsunday Regional Council;
2. Tourism and Events Queensland; and
3. Membership (currently 365 members).

The organisations mission is to promote the destination globally to increase visitation, dispersal, expenditure and length of stay; driving the economic benefit and sustainability of the tourism industry through marketing and industry development. Representing the areas of Airlie Beach, Bowen, Collinsville, Islands and Proserpine, the region represents well-known products along with many new product opportunities.

TW is at all times seeking to recruit talented and committed people who:

- recognise the value and respect the privilege of working for the community;
- demonstrate leadership by making a difference and achieving positive outcomes;
- behave in a way that earns trust and mutual respect;
- support each other and respect diversity;
- are aware of future focus and environmental trends;
- strive for solutions-based approaches; and
- behave in an ethical and accountable manner.

**Position Objectives:**

The CEO is responsible for the overall management and operation of the organisation, as well as for supporting and promoting strategic development and growth. A key objective of the CEO role is to drive membership growth and enhance stakeholder engagement. The position works closely with and is accountable to the TW Board, serving as a vital link between the Board, sub-committees, staff, key organisations, and stakeholders in the region.

**Primary Responsibilities:**

The CEO is the principal officer, strategically leading and managing the operations of the organisation to provide services to the key stakeholders in accordance with the organisation's vision and mission, statutory requirements and strategic objectives. Specifically the position is required to:

- Ensure effective partnerships are established and maintained;
- Lead and develop a highly motivated professional team dedicated to excellence and high performance;
- Initiate, develop and implement sound business practices, supported by sustainable financial practices for the long term benefit of the region;
- Proven ability and strength in navigating and securing long and short term funding from local, state and federal government; and
- Provide insights and advice to the board on emerging tourism trends.
- Provide strategic and hands-on operational leadership to optimise productivity and performance, ensuring a strong presence within the Tourism Whitsundays team to create an engaged, cohesive, equitable, and rewarding workplace.

**Key Responsibility Areas:****Strategic Development**

- Provide leadership and strategic direction to the organisation ensuring that high levels of performance are achieved;
- Look for opportunities to increase the organisation budgets via local, state, federal governments as well as ad-hoc grant opportunity;
- Create and provide Business Plans and Marketing Plans for Board approval;
- Work with the Board to develop organisational strategies;
- Identify stakeholders and markets regionally, domestically and internationally; and
- Develop strategy to drive the economic development of the Whitsunday Region.
- Grow the membership base by demonstrating and delivering the tangible value of membership to the community and funding bodies.

## Leadership

- Provide strategic leadership to optimise productivity and performance; and create an engaged, cohesive, equitable and rewarding workplace.
- Champion a collaborative approach within the Whitsundays tourism industry, ensuring shared data insights and sentiments. Advocate for the industry by fostering strong relationships and partnerships, promoting collective growth and sustainability efforts.

## Finance and Governance

- Work with the Board in establishing budgets, financial and non-financial indicators;
- Manage the organisation within the established budgets;
- Source available grant allocations and financial assistance from relevant authorities;
- Develop revenue opportunities and present fully evaluated business cases to the Board;
- Create opportunities for stakeholders to invest in the business;
- Play a critical role in maintaining sustainability of the organisation.

## Destination Partnerships

- Form a collaborative and proactive working relationship with the Tourism Whitsundays Board, in particular the Chairman;
- Grow membership numbers, revenue and partnership satisfaction;
- Manage the implementation of the Whitsunday Regional Council Service Level Agreement;
- Manage the implementation of the Tourism and Events Queensland Tourism Network Funding;
- Forge and facilitate effective partnerships and alliances with all stakeholders who have an interest in the region's sustainable economic development including, but not limited to, the Whitsunday Regional Council, Queensland State Government, Queensland Tourism Industry Council, Bowen Tourism and Business, Tourism & Events Queensland and Tourism Australia;
- Forge relationships with non-traditional partners including, but not limited to, the Queensland Parks and Wildlife Service, Great Barrier Reef Marine Park Authority, Great Barrier Reef Foundation, State Government departments and the Mackay Whitsunday RDA; and
- Advocate for new and increased funding avenues to ensure the organisation maintains a healthy marketing budget into the future.

## Destination Development

- Identify investment in infrastructure and services appropriate to the needs of visitors;
- Assist the delivery of visitor experiences which exceed customer expectations;
- Promote the value and importance of sustainable development practices;
- Undertake appropriate research to monitor destination performance, visitor satisfaction and general tourism trends;
- Work with key stakeholders to implement the Destination Tourism Plan; and
- Develop strategies in partnership with industry to address the workforce challenges facing the Whitsundays tourism industry.

## Destination Marketing

- Raise awareness of The Whitsundays domestically, increasing the understanding of where The Whitsundays is located and how to get to The Whitsundays;
- Strengthen the association between the Whitsundays and the Great Barrier Reef;
- Increase visitation and dispersal to all areas of The Whitsundays including Airlie Beach, Bowen, Collinsville, Islands and Proserpine;
- Ensure strategic market changes to ensure the organisation is on the front foot with re-entry to international markets; and
- Encourage operators to leverage their marketing resources by using the Whitsundays brand propositions globally.

**Position Selection Criteria:**

**Shapes strategic thinking and management**

- ✓ inspires a sense of purpose and direction;
- ✓ encourages innovation and engages with risk;
- ✓ thinks broadly and develops solutions;
- ✓ provides a total organisation perspective with a long term visionary outlook;
- ✓ consistently achieves strategic goals within a complex environment.

**Leads and values people**

- ✓ inspires, motivates and develops people;
- ✓ values diversity and respects individuals;
- ✓ builds a culture of improving practice;
- ✓ communicates with impact;
- ✓ focused on continuous improvement;
- ✓ develops organisational capability to deliver results;
- ✓ makes sound pragmatic evidence-based decisions;
- ✓ displays political acumen.

**Finance and Governance**

- ✓ benefits from experience in financial management;
- ✓ manages resources wisely and with probity;
- ✓ espouses triple bottom line management;
- ✓ understands corporate governance obligations;
- ✓ manages financial information to achieve cost effective outcomes within budgeted financial parameters.

**Fosters collaborative relationships**

- ✓ listens and communicates with influence to a diverse range of stakeholders;
- ✓ engages effectively across all levels of government and industry;
- ✓ builds and maintains key relationships;
- ✓ sustains a positive public and media profile;
- ✓ negotiates strongly, but with sensitivity and diplomacy;
- ✓ looks for innovation in solving problems.



THE HEART OF THE GREAT BARRIER REEF

Performance appraisal will be conducted on an annual basis, following a three month probation period and review of performance.

Please contact Tourism Whitsundays Interim CEO, Aimee Cameron for further information on 0400 740 861.

Applications marked "Private and Confidential" must address the selection criteria and be addressed to:

Mrs Julie Telford

**Chair**

**Tourism Whitsundays Limited**

1/5 Carlo Drive

Cannonvale

QLD 4800

Applications to be sent electronically to [aimee.cameron@tourismwhitsundays.com.au](mailto:aimee.cameron@tourismwhitsundays.com.au) by 31<sup>st</sup> July, 2024.