

POSITION DESCRIPTION (Jan 2025)

Destination Southern NSW, Industry Development Manager



Location: Various within Southern NSW Southern Tablelands Region

Kind of Employment: Contract 22.5 hrs/week

1. OVERVIEW

Destination Southern NSW is one of seven Destination Networks (DNs) established across NSW as a result of a review of Regional Tourism Organisations undertaken in 2015 – 2016 by the NSW Government. Six DNs and their Boards became operational in July 2017. A seventh, Destination Central West, was established in early 2023.

DNs are companies limited by guarantee with the primary responsibility for driving the growth of the visitor economy in each respective region to help achieve the NSW Government's Visitor Economy Strategy 2030. The operations of DNs are funded by Destination NSW (DNSW), the NSW Government's tourism and major events agency, and report against a robust KPI and corporate governance framework. Destination Southern NSW has a close working relationship with Destination NSW, primarily via its Regional Hub team.

The organisation's role is as a destination manager that facilitates visitor economy growth at the local level, through representing and co-ordinating the region's tourism industry. Core responsibilities include industry engagement and development, product development, training and education, assistance to industry with grant opportunities to maximise success, and to work in collaboration with DNSW in the development and implementation of domestic and international regional marketing strategy and campaigns.

These activities are undertaken in alignment with the region's local tourism industry, Local Tourism Organisations, Local Government, Joint Organisation, and other local organisations and stakeholders relevant to the region. Through active communication, Destination Southern NSW also acts as a conduit for all other NSW Government agencies and commercial partners to engage with the regional tourism industry and vice versa. Recognising the importance of Canberra to our region, Destination Southern NSW works collaboratively with VisitCanberra.

VISION

Southern New South Wales stakeholders working collaboratively to showcase and develop their sub-regions as compelling destinations and contribute to the regional NSW \$25 billion visitor expenditure target by 2030.

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MISSION

Destination Southern NSW will support Destination NSW in implementing the Visitor Economy Strategy 2030 (VES2030) in Southern NSW to achieve the visitation and expenditure targets for regional NSW. A VES2030 strategy update will be delivered soon, focussing on experiential tourism, expanding aviation and accommodation capacity, and deploying technology and data to drive innovation.

VALUES

The Southern New South Wales vision is underpinned by the following values:

- Ensuring a welcoming, safe and inclusive region
- Considering responsible tourism – environmental, social, cultural, economic, and ethical
- Retaining our lifestyle, our character, and our sense of place
- Fostering a spirit of collaboration within and beyond our regional boundary
- Offering high quality, seamless experiences, and consistent customer services
- Providing opportunities for our industry to broaden and deepen their skill sets.

2. PRIMARY PURPOSE OF ROLE

The Industry Development Manager, Destination Southern NSW, is responsible for managing the industry engagement, business and product development, grant support, and education and training programs and activities with, and for, key stakeholders and the tourism industry within the region.

Specifically, the role requires:

- Development and management of the Destination Network’s industry engagement, business and product development, and education and training programs and activities.
- Provision of information to the region’s key stakeholders and tourism industry about Destination Southern NSW and Destination NSW’s services, programs, and activities.
- Provision of feedback and market intelligence relevant to the region to the DNSW Regional Hub and Product Teams, to inform aligned planning and enhanced communication between the DN, its stakeholders, and Destination NSW.
- Development and maintenance of relationships with key stakeholders – Destination NSW and other NSW Government Agencies, Joint Organisations, Local Government, Local Tourism Organisations and related associations, and the region’s tourism industry.
- A thorough understanding of the region in areas such as the business and political landscape; visitation and visitor expenditure metrics; key products, experiences, and destinations; stakeholder issues and opportunities.

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3. KEY ACCOUNTABILITES

The key accountabilities will form the basis of the employees work program and KPIs. Primary activities are outlined below

3.1. Industry & Business Development (40%)

- 3.1.1. Industry and product development
- 3.1.2. Regional conferencing
- 3.1.3. Destination management
- 3.1.4. Grants and funding

3.2. Industry Engagement & Relationship Management (40%)

- 3.2.1. Relationship building
- 3.2.2. Relationship management

3.3. Operational and Financial Management (including reporting) (10%)

- 3.3.1. Operational Management
- 3.3.2. Financial Management
- 3.3.3. Reporting, including accurate and timely CRM record keeping and management

3.4. Teamwork and collaboration (10%)

- 3.4.1. Collaborative team player
- 3.4.2. Represent the organisation

4. KEY CHALLENGES

- Developing and maintaining effective relationships with stakeholders and industry in a challenging economic environment.
- Managing expectations of strategic partners and stakeholders to ensure programs and activities fit within Destination Southern NSW and DNSW's organisational objectives.
- Identifying and managing varying interests and agendas of stakeholders and obtaining their co-operation in working together to achieve common goals.
- Being able to analyse complex issues and prioritise and manage multiple tasks/demands set by the Destination Southern NSW Board, DNSW, and other stakeholders.
- Applying a high degree of analytical problem solving and creative reasoning skills to operate effectively in a rapidly changing environment and initiate and develop innovative ideas.
- Balancing a range of competing priorities and multiple projects in a constantly changing environment.
- Taking a positive and strategic approach to challenges that are often of a complex and sensitive nature and developing creative and innovative solutions to resolve them.
- Identifying key issues and resolving potential conflicts at an early stage.

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- Keeping abreast of relevant industry trends, programs, and corporate governance requirements.

5. KEY RELATIONSHIPS

- **REPORTS TO**

General Manager, Destination Southern NSW

- **DIRECT REPORTS**

Nil

- **INTERNAL**

Destination Southern NSW Board

Industry Development Manager – South Coast & Snowies

- **EXTERNAL**

Tourism Industry businesses across the Destination Network

Destination NSW and other NSW Government Agencies

Visit Canberra and other ACT Government Agencies

Councils in the Destination Network

Joint Organisations

RDA Southern NSW & ACT

Local Tourism Organisations and other industry/sector organisations/associations

Other related organisations and interest groups and individuals

6. ROLE DIMENSIONS

DIRECT REPORTS: Nil

BUDGET: TBC

7. DECISION MAKING AUTHORITY

DELEGATIONS – As determined within the delegations register

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INDIVIDUAL DECISION MAKING

- Determines the priority of tasks and schedules within the general framework and timeframe determined by the General Manager and Destination Southern NSW Board.
- Exercises discretion in determining the approach to work and projects undertaken and is responsible for interpretations and recommendations made.
- Works autonomously on a range of projects and initiatives and undertakes research and analyses information independently.
- Provides and seeks advice and information from stakeholders on projects.
- Identifies key issues and resolves potential conflicts at an early stage and sets own priorities for work projects consistent with prescribed deadlines set by the General Manager and Board.
- Develops and manages a critical path for the organisation's involvement in specific programs and projects and is ultimately responsible for initiating appropriate reporting.
- Day-to-day management and decision-making responsibility for tasks and direct reports under their control.

IN CONSULTATION DECISION MAKING

- Contributes towards business plans in line with the strategic objectives of Destination Southern NSW, under the direction of the General Manager
- Works with the General Manager to make judgements and prepare recommendations as to how programs/projects may be best managed
- Consults with the General Manager on complex issues and priorities.
- Prepares detailed reports and briefs.
- Undertakes research and makes decisions, in consultation with the General Manager, relating to client needs, progress of projects, and provision of advice.

ROLE REQUIREMENTS

QUALIFICATIONS

- Tertiary qualifications in tourism and/or business management, and/or significant relevant experience in the tourism industry

PREFERRED EXPERIENCE

- Proven experience in an industry development role
- Demonstrated proactive approach to establishing and maintaining positive relationships with internal and external stakeholders
- Working understanding of local government and commitment to working with local government
- Extensive experience working in the domestic and international tourism industry or business environment
- Strong tourism credentials with a focus on regional tourism and an understanding of related state, national, and global tourism issues
- Demonstrated track record in tourism partnership management, destination development, and planning

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- Strong presentation and facilitation skills and experience in addressing conferences, workshops, committees, and industry groups

SKILLS AND COMPETENCIES

- Excellent interpersonal skills to facilitate productive communication with Destination Southern NSW's stakeholders
- Negotiation and persuasion skills to develop win/win outcomes and to develop a unified approach among diverse range of stakeholders who may have conflicting interests and agendas
- Planning, organisational and analytical skills for business planning and preparing business cases of a commercial calibre
- Excellent written and oral communication skills
- Project management skills and the ability to work across multiple projects
- An ability to use mature judgement and diplomacy in politically sensitive situations
- Demonstrated administrative and budget management expertise

OTHERS

- Current Australian Driver's licence
- Ability and willingness to undertake extensive travel in Southern NSW