



**Destination
NSW**

Associate Director,
Investment -
Destination Events

Destination NSW

SPORTSPEOPLE
RECRUITMENT



- **Strategic leadership position**
- **Create iconic destination events throughout NSW**
- **Major sport and cultural events in incredible locations**
- **Maximise event benefits to the NSW visitor economy**

About Destination NSW

Destination NSW is the lead agency, champion and voice for the visitor economy within the NSW Government.

Spearheading a whole-of-government approach to visitor economy growth, Destination NSW is responsible for leading the delivery of the NSW Visitor Economy Strategy 2030 in partnership with government and industry. A particular focus is on driving tourism and acquiring and developing major sporting and cultural events for Sydney and regional NSW.

Destination NSW influences and shapes the visitor economy through strategic research, policy and thought leadership, stakeholder engagement and consultation, commercial partnerships and investment in visitor experiences, business support, marketing and events.

In addition, Destination NSW is the major investor in Business Events Sydney with the aim to secure more international and domestic conventions, incentive travel reward programs, corporate events and exhibitions.

The Events business unit is responsible for developing and delivering a distinctive and compelling events calendar that positions NSW and Sydney as the events capital of the Asia-Pacific.

Investing in a world-class events calendar to maximise the economic and social benefits to NSW is a key strategic pillar of the Visitor Economy Strategy 2030.



Associate Director, Investment - Destination Events

Reporting to the Director, Event Acquisition and Development - Sport and Destination Events the Associate Director, Investment - Destination Events will be responsible for leading and managing strategic event investment and development opportunities for destination events across NSW, delivering a sustainable and diverse annual events calendar that drives economic and social benefits to NSW and, positions Sydney and NSW as the events capital of the Asia Pacific. The role leads strategic business development activities aligned with the Major Events Strategy to identify new investment, acquisition and, event development opportunities, and develops regional event funding programs.

Leading an innovative and strategic approach, the role will work to identify and acquire targeted, unique and long-term event opportunities that deliver economic, social and strategic opportunities across NSW. The role will manage a wide variety of stakeholder relationships to leverage the partnership between events and the host destinations to maximise the event benefits to the NSW visitor economy.

To be considered for this role you will have significant experience in the development and/or acquisition of major events that align with strategic objectives, whilst leveraging event assets to maximise marketing, brand and publicity outcomes. You will be “chameleon-like” in your ability to adapt to changes in events, competing demands, timelines and priorities while utilising your superior communication skills to swiftly build relationships and credibility with stakeholders including Local Organising Committees, NSW Government Steering Committees, Local Government Areas and Working Groups. You must be comfortable leading, conversing and diplomatically influencing people at all levels and come to the role with a clear understanding of government investment in major events.

This is an exciting opportunity to develop and deliver an exciting and diverse range of major sporting and cultural events that promote the many incredible destinations throughout NSW.



Key Accountabilities

- Lead, manage and coach a team, embedding and promoting a high performance and collaborative culture to develop and implement a range of event investment strategies, programs and leveraging initiatives that identify new and existing opportunities for events across NSW.
- Proactively undertake and manage strategic business development activities to identify new event investment, acquisition and bidding opportunities and development of the existing events portfolio of destination events ensuring alignment to the Major Events Strategy and develop and manage Regional Event Funding strategies and program initiatives.
- Lead and manage the review and evaluation of event proposals, coordinating and/or conducting specialist feasibility studies to assess the viability of event opportunities, economic impact assessments, budget evaluations and marketing strategies to identify events that provide long-term value, economic and social benefits to NSW consistent with the Major Events Strategy.
- Undertake analysis of events in other jurisdictions and internationally to obtain competitive insights and identify opportunities that establish NSW as an innovative, world-class destination.
- Act as the primary point of contact for internal and external stakeholders throughout the event life cycle, manage the negotiation of contracts, funding and “in kind” contributions across the portfolio, ensuring event investment is maximised, contractual benefits fully leveraged and strategic outcomes are realised.

- Establish and build strategic relationships with a range of industry, government and business stakeholders nationally and internationally to identify upcoming world-class event opportunities for NSW.
- Input to the development and implementation of Divisional Objective and Key Results (OKRs), ensuring OKRs cascade into direct reports and, the annual events’ business plan incorporating performance measures and targets.
- Support the Business Operations team to develop effective and efficient processes and systems including the event pipeline and assessment process, contract management, database and records management, organisational and Government reporting.

Key Challenges

- Driving best practice and innovation in event development ensuring a proactive, research and evidence-based approach to identifying targeted, unique and long-term event opportunities that deliver economic, social and strategic opportunities across NSW.
- Leading a strategic approach to new event acquisition that embeds proactive business development practices to deliver world-class events that positions NSW as the events capital of the Asia Pacific.
- Building and maintaining strategic industry relationships and a detailed knowledge of the event industry and proactively developing strategies for managing impediments to development in industry sectors.



Key Relationships

Internal

- Director, Event Acquisition and Development - Sport & Destination Events
 - Obtain strategic guidance and direction
 - Escalation point for complex or sensitive issues
 - Provide advice, support and regular updates and consult on complex decision making
- Staff
 - Manage work allocation, capability development and performance
 - Provide advice guidance and translate strategic priorities and objectives into implementation activities
 - Provide an escalation point for complex or sensitive issues.
- Stakeholders
 - Build and maintain strong relationships with key internal stakeholders across multiple business units
 - Collaborate to ensure alignment in programs, strategies and activities and collaborate to ensure event investment benefits are fully leveraged and maximised to exceed strategic outcomes

External

- Key external stakeholders including event owners, sports associations, promoters, arts bodies, festivals and entertainment sectors
 - Proactively develop and maintain effective relationships and open channels of communication
 - Support the development and management of strong working relationships with relevant government departments and external stakeholders

Role Dimensions

Decision making

- Plan, lead and organise work to achieve agreed business objectives and performance criteria, within approved work plans. The role operates independently and is fully accountable for the quality and integrity of advice provided.
- The role must consult with the Director, Event Acquisition & Development - Sport & Destination Events on major issues arising during work performed, matters of significant complexity which may impact broader operations of the business or matters requiring a higher level of authority.

Reporting line

- This role reports to the Director, Event Acquisition & Development - Sport & Destination Events.

Direct reports

- 1-4 FTE (currently 2)

Capabilities for the role

The [NSW public sector capability framework](#) describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for roles with managerial responsibilities. These groups, combined with capabilities drawn from occupation-specific capability sets where relevant, work together to provide an understanding of the capabilities needed for the role.

The capabilities are separated into **focus capabilities** and **complementary capabilities** on the following pages.

Selection Criteria

In addition to demonstrating relevant experience across the core functional areas of responsibility identified in this Position Overview, candidates applying for this role will require a range of personal and professional skills, including:

Skills and Experience

- Relevant tertiary qualifications and/or senior management experience within the events industry.
- Extensive business development experience including event acquisition, investment and bidding strategies. Public Sector experience and knowledge of the role of government in events acquisition is highly regarded.
- Demonstrated experience in event development including the ability to assess social, economic and strategic benefits of events; strategic development and implementation of grant and regional event funding programs.
- Demonstrated experience and flair for leveraging event assets to maximise marketing, brand and publicity outcomes.
- Extensive stakeholder relationship building skills including the ability to develop strategic partnerships with industry, government and business stakeholders.
- Proven experience in financial management, business reporting and contract management.
- Superior negotiation and communication skills and ability to prepare and present correspondence, reports and briefs on complex and sensitive issues.
- Well-developed research and analytical skills with the ability to apply ongoing analysis to event investment and development opportunities.

Focus Capabilities

Focus capabilities are the capabilities considered the most important for effective performance of the role. These capabilities will be assessed at recruitment.

The focus capabilities for this role are shown below with a brief explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.

Group, Capability & Level

Behavioural Indicators



Personal Attributes

Act with Integrity

Ethical, professional, and uphold and promote the public sector values

Adept

- Represent the organisation in an honest, ethical and professional way and encourage others to do so
- Act professionally and support a culture of integrity
- Identify and explain ethical issues and set an example for others to follow
- Ensure that others are aware of and understand the legislation and policy framework within which they operate
- Act to prevent and report misconduct and illegal and inappropriate behaviour



Relationships

Communicate Effectively

Communicate clearly, actively listen to others, and respond with understanding and respect

Advanced

- Present with credibility, engage diverse audiences and test levels of understanding
- Translate technical and complex information clearly and concisely for diverse audiences
- Create opportunities for others to contribute to discussion and debate
- Contribute to and promote information sharing across the organisation
- Manage complex communications that involve understanding and responding to multiple and divergent viewpoints
- Explore creative ways to engage diverse audiences and communicate information
- Adjust style and approach to optimise outcomes
- Write fluently and persuasively in plain English and in a range of styles and formats



Relationships

Work Collaboratively

Collaborate with others and value their contribution

Adept

- Encourage a culture that recognises the value of collaboration
- Build cooperation and overcome barriers to information sharing and communication across teams and units
- Share lessons learned across teams and units
- Identify opportunities to leverage the strengths of others to solve issues and develop better processes and approaches to work
- Actively use collaboration tools, including digital technologies, to engage diverse audiences in solving problems and improving services

Group, Capability & Level

Behavioural Indicators



Results

Deliver Results

Achieve results through the efficient use of resources and a commitment to quality outcomes

Adept

- Use own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes
- Make sure staff understand expected goals and acknowledge staff success in achieving these
- Identify resource needs and ensure goals are achieved within set budgets and deadlines
- Use business data to evaluate outcomes and inform continuous improvement
- Identify priorities that need to change and ensure the allocation of resources meets new business needs
- Ensure that the financial implications of changed priorities are explicit and budgeted for



Results

Demonstrate Accountability

Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines

Adept

- Assess work outcomes and identify and share learnings to inform future actions
- Ensure that own actions and those of others are focused on achieving organisational outcomes
- Exercise delegations responsibly
- Understand and apply high standards of financial probity with public monies and other resources
- Identify and implement safe work practices, taking a systematic risk management approach to ensure own and others' health and safety
- Conduct and report on quality control audits
- Identify risks to successfully achieving goals, and take appropriate steps to mitigate those risks



Business Enablers

Procurement and Contract Management

Intermediate

- Understand and apply procurement processes to ensure effective purchasing and contract performance
- Understand and comply with legal, policy and organisational guidelines and procedures relating to purchasing
- Conduct delegated purchasing activities in line with procedures
- Work with providers, suppliers and contractors to ensure that outcomes are delivered in line with time and quality requirements



Business Enablers

Project Management

Understand and apply effective planning, coordination and control methods

Adept

- Understand all components of the project management process, including the need to consider change management to realise business benefits
- Prepare clear project proposals and accurate estimates of required costs and resources
- Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements
- Identify and evaluate risks associated with the project and develop mitigation strategies
- Identify and consult stakeholders to inform the project strategy
- Communicate the project's objectives and its expected benefits
- Monitor the completion of project milestones against goals and take necessary action
- Evaluate progress and identify improvements to inform future projects

Focus Capabilities continued

Group, Capability & Level

Behavioural Indicators



People Management

Optimise Business Outcomes

Manage people and resources effectively to achieve public value

Adept

- Initiate and develop longer-term goals and plans to guide the work of the team in line with organisational objectives
- Allocate resources to ensure the achievement of business outcomes and contribute to wider workforce planning
- When planning resources, implement processes that encourage the attraction and retention of people of diverse cultures, backgrounds and experiences
- Ensure that team members base their decisions on a sound understanding of business and risk management principles, applied in a public sector context
- Monitor performance against standards and take timely corrective actions
- Keep others informed about progress and performance outcomes

Complementary Capabilities

Capability Group	Capability Name	Description	Level
 Personal Attributes	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Adept
	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Adept
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
 Relationships	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Adept
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Adept
 Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Adept
	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Adept
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Adept
	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Adept
 People Management	Manage and Develop People	Engage and motivate staff, and develop capability and potential in others	Adept
	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Adept
	Manage Reform and Change	Support, promote and champion change, and assist others to engage with change	Adept

Hours of Work

This is a permanent full time position. Given the unique nature of the sport and event industry, working outside of office hours including evenings, weekends and public holidays will be required to attend various events, functions and meetings (internal and external).

Location

This role will be based at the Destination New South Wales offices at The Rocks in Sydney. Travel throughout NSW will be required from time to time to attend various meetings and support event activities.

Remuneration Guide

The remuneration available for this role is within the Clerk Grade Band 11/12: from \$131,094 to \$151,609 per annum base plus statutory superannuation, negotiable depending upon skill level and experiences.

At the time of applying, candidates are invited to indicate their current salary and salary expectations.

Residency & Immigration

Candidates must be an Australian Citizen / Permanent Resident or have unlimited working rights within Australia to be considered for this position.

Timelines

Final interviews and the appointment of the Associate Director, Investment - Destination Events are scheduled for July, 2022.

The successful candidate would be expected to commence duties as soon as possible, mindful of notice periods and general availability.

Website & Social Media

For more information and news items on all facets of activities, services and programs, visit:

Destination NSW website: destinationnsw.com.au

Facebook: facebook.com/destinationnsw

Twitter: twitter.com/destinationnsw

LinkedIn: linkedin.com/company/destination-nsw

Instagram: instagram.com/destination_nsw



Please apply now to avoid missing out!

Please note Sportspeople Recruitment will commence screening and interviewing for this role immediately.

If you are intending to apply, please do so now.

Applications close: 5pm Tuesday 5 July, 2022
We reserve the right to close the role early if sufficient merit applications are received.

***note:** this position was previously advertised directly by Destination NSW. Previous applicants need not reapply.

Candidates must complete and submit the **COMPULSORY Sportspeople Recruitment Application Form** at the time of applying. The form is available as a download at the Sportspeople Recruitment website listing for this role and contains questions against which we require your specific response prior to considering your application.

Sportspeople Recruitment prefers a 1-2 page letter of introduction and an accompanying CV of no more than 6 pages, merged into the Application Form as one MS Word file.

Apply to

Your application should be sent electronically via the "apply now" link at the advertisement via sportspeoplerecruitment.com/jobs

Enquiries

In the first instance general enquiries should be directed to **Scott Oakhill on 0408 258 337** or **FREECALL AU 1800 634 388** or **+61 2 9555 5000** or via jobs@peoplerecruitmentgroup.com.

About Sportspeople Recruitment

The Associate Director, Investment - Destination Events search and recruitment process is being managed exclusively by **Sportspeople Recruitment** - a specialist division of People Recruitment Group.

Sportspeople Recruitment is a leading executive search and recruitment firm servicing sport business. Celebrating 26 years in 2022 our curated Talent Network has been developed as a result of successfully filling thousands of roles across the A-Z of sport business employers. We offer the most experienced Consultant team in the market available to assist with executive search, general recruitment, hiring strategy, remuneration planning and executive/Board advice.

We are delighted to have been appointed by Destination NSW as the exclusive search partner for the Associate Director, Investment - Destination Events position.

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