

## **POSITION DESCRIPTION (July 2025)**

### **Destination Central West, Industry Development Manager**

Location: Various within Central NSW

Kind of Employment: Contract 22.5 hrs/week

Date of Approval: 01/08/2025

#### **1. OVERVIEW**

Destination Central West NSW (DNCW) 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 fully operational in July 2017 and, following a further review, Destination Central West was formed in July 2022.

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. DNCW has a close working relationship with Destination NSW, primarily via its Policy, Product and Engagement Division.

DNCW's role is 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 Destination Central West Destination Management Plan, 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, DNCW also acts as a conduit for all other NSW Government agencies and commercial partners to engage with the regional tourism industry and vice versa.

#### **VISION**

Inspire and facilitate collaboration to grow a sustainable visitor economy for Central West NSW and contribute to the NSW regional overnight visitor expenditure target of \$25 billion by 2030.

#### **MISSION**

Facilitate the development, enhancement and promotion of signature visitor experiences and events that create meaningful connections between the region, its cultural experiences, communities, characters, producers, and businesses with visitors.

## 2. PRIMARY PURPOSE OF ROLE

- The Industry Development Manager, Destination Central West (DNCW), is responsible for managing the industry development program that works directly with businesses to design, develop, and bring to market new tourism products and experiences within the region in collaboration with the General Manager.
- Specifically, the role requires:
  - Development and management of the Destination Network's industry development program that includes:
    - A specialised product and experience development program
    - An inbound pathway program
    - An 'always on' industry support program
    - Creation of an ecosystem for business support
  - Engagement with Destination New South Wales via the Product team, to provide feedback and market intelligence relevant to the region to inform aligned industry development 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, Distribution Partners, Inbound Tour Operators 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.

## 3. KEY ACCOUNTABILITIES

- The key accountabilities will form the basis of the employee's work program and KPIs. Primary activities are outlined below

### 3.1. Industry & Business Development (50%)

- 3.1.1. Industry development
- 3.1.2. Grants and funding

### 3.2. Industry Engagement & Relationship Management (30%)

- 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

### 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
- Managing expectations of strategic partners and stakeholders to ensure programs and activities fit within DNCW's 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 DNCW 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.
- Keeping abreast of relevant industry trends, programs, and corporate governance requirements.

## 5. KEY RELATIONSHIPS

- **REPORTS TO**  
General Manager, DNCW
- **DIRECT REPORT/S**  
Nil
- **INTERNAL**  
General Manager  
Industry Engagement Manager  
Project and Business Support Officer
- **EXTERNAL**  
Destination NSW and other NSW Government Agencies  
Councils in the Destination Network  
Joint Organisations  
Local Tourism Organisations and other industry/sector organisations/associations  
Tourism Industry businesses across the Destination Network  
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

### INDIVIDUAL DECISION MAKING

- Determines the priority of tasks and schedules within the general framework and timeframe determined by the General Manager and the DNCW 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, DN and the DN Board.
- Develops and manages a critical path of the DN's involvement in a program/project and is ultimately responsible for initiating appropriate reporting.
- Day-to-day management and decision-making responsibility for tasks and direct reports under his or her control.
- DN representative for matters under his/her control.

### IN CONSULTATION DECISION MAKING

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

## ROLE REQUIREMENTS

### QUALIFICATIONS

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

### PREFERRED EXPERIENCE

- Proven experience in a tourism industry product development role including a working understanding of the tourism product distribution system
- Demonstrated proactive approach to establishing and maintaining positive relationships with internal and external stakeholders
- Demonstrated understanding of small business operations and planning
- 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 global tourism issues
- Demonstrated track record in tourism partnership management, destination development and planning
- Excellent 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 DNCW's stakeholders
- Negotiation and persuasion skills to develop win/win outcomes and to develop a unified approach among a 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 Central West NSW