

Candidate Information Pack



Bradfield



NSW
GOVERNMENT



AMRF

Organisation: Bradfield Development Authority - Advanced Manufacturing Readiness Facility

Position: Executive General Manager, AMRF

Consultant: Andrew McEncroe

June 2026

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Role Description

Executive General Manager, AMRF



Role Description Fields	Details
Department/Agency	Department of Planning, Housing and Infrastructure
Division/Branch/Unit	Bradfield Development Authority / Advanced Manufacturing Readiness Facility
Role number	TBA
Classification/Grade/Band	Senior Executive Band 2
Senior executive work level standards	Work Contribution Stream: Service/Operational Delivery
ANZSCO / OSCA Code	111211 / 121231
PCAT Code	1119192
Date of Approval	May 2026
Agency Website	https://www.nsw.gov.au/departments-and-agencies/bradfield-development-authority

Agency overview

The Department of Planning, Housing and Infrastructure (DPHI) improves the liveability and prosperity of NSW. To achieve this, we:

- create vibrant, productive spaces and precincts;
- manage lands, assets and property effectively; and
- deliver affordable and diverse housing.

We strive to be a high performing, world class public service organisation that celebrates and reflects the full diversity of the community we serve and builds the cultural capability of our department to improve outcomes with, and for, Aboriginal people, communities and entities.

The Bradfield Development Authority (BDA) is creating Australia's first new city in 100 years and attracting investment to the Western Sydney Aerotropolis. We work with all levels of government, industry and the community to realise the once-in-a-generation opportunities the new 24/7 Western Sydney International Airport and the surrounding Western Sydney Aerotropolis.

At the heart of the new Bradfield City is the Advanced Manufacturing Readiness Facility (AMRF). The AMRF a nationally significant initiative shaping the future of advanced manufacturing in Australia. Established by the NSW Government, it is a wholly owned subsidiary company of the BDA established to accelerate innovation and productivity across the advanced manufacturing sector. It is modelled on the successful UK Catapult and German Fraunhofer Institutes.

The AMRF operates a shared-services technical facility staffed by industry experts and works with manufacturing businesses to help them innovate, adapt, prototype new products and adopt new technologies.



The first AMRF facility commenced operations in 2025 and construction will shortly begin on a second building housing two new facilities, including an advanced semiconductor packaging facility. A new Board for the AMRF will shortly be announced to steer the AMRF through this important scale-up phase. This role reports to the BDA CEO with important accountabilities to the AMRF Board and (where required) the BDA Board.

As AMRF is a wholly owned subsidiary of BDA, AMRF staff are all employees of the Department of Planning, Housing and Infrastructure.

Primary purpose of the role

The role is responsible for leading the transition of the AMRF from its establishment phase into a growth-oriented, nationally and internationally recognised advanced manufacturing facility. It develops the business and drives the strategic, cultural and commercial leadership of the AMRF to position it as a globally competitive facility that accelerates innovation and enables industry-led growth. This includes building a high-performance, innovation-driven and safety culture; developing and delivering ambitious growth strategies; and embedding a strong market orientation to expand revenue, partnerships and impact.

Key accountabilities

- Lead the strategic growth of the AMRF as an innovation accelerator for the manufacturing sector, transitioning the organisation from establishment to scale and maturity.
- Define and deliver a clear long-term vision and strategy that positions the AMRF as a business that is a nationally and internationally recognised advanced manufacturing facility.
- Drive the AMRF's economic impact and commercial growth by expanding the AMRF's customer base, partnerships, revenue streams and market presence, with a strong focus on industry demand and commercial sustainability and delivering high quality outcomes for customers.
- Secure an international AMRF Semiconductor Partner to operate the advanced semiconductor packaging facility in Second Building, support them to commence and scale up their operations in order to catalyse the growth of priority industry sectors.
- Develop and implement a strategy for the utilisation of facility 3 within Second Building.
- Develop and deliver high-quality strategies, investment proposals and business cases that support growth, service quality, capability uplift, infrastructure expansion and market positioning.
- Lead the development of a vibrant advanced manufacturing ecosystem, including industry, research, technology providers, investors and global partners, to strengthen AMRF and Bradfield City as a destination precinct.
- Ensure the AMRF operates as a financially sustainable and well-governed subsidiary by overseeing operations, optimising facilities and performance, and maintaining strong risk management and regulatory compliance.

Key challenges

- Transitioning the organisation from establishment to a growth-driven, commercially focused and market oriented and self-sustaining business operating model within a public sector governance environment.
- Building and sustaining a high-performance, safety focussed, innovative culture while balancing commercial agility, stakeholder expectations and government accountability.
- Developing compelling, evidence-based strategies to ensure the AMRF can fulfill its mission to support innovation, growth and competitiveness aligned to NSW Government priorities.

Key relationships

Internal

Who	Why
AMRF Board	<ul style="list-style-type: none"> • Provide expert advice, strategic oversight, governance, performance management and direction on growth, investment and risk. • Take direction in relation to AMRF's plans, growth and delivery.
BDA Board	<ul style="list-style-type: none"> • Where required, provide expert advice, strategic oversight, governance, performance management and direction on growth, investment and risk. • As appropriate, take direction in relation to AMRF's plans, growth and delivery.
Chief Executive Officer, BDA	<ul style="list-style-type: none"> • Direct reporting relationship. • Provide strategic advice and information on program / service delivery. • Take direction in relation to AMRF's plans, growth and delivery. • Growing revenue and managing resourcing consistent with strategic plans and priorities. • Communicate information related to outcomes against budgets and performance measures. • Develop and contribute to corporate strategy, provide briefings and advise on issues management.
BDA Executive	<ul style="list-style-type: none"> • Collaborate and work cohesively as part of the executive leadership • Coordinate activities and ensure mutual needs are met
Direct Reports and AMRF Team	<ul style="list-style-type: none"> • Provide leadership, guidance, support, expertise and feedback on risks and impacts. • Set performance requirements and manage team performance and development. • Share information, communicate strategies and encourage contribution of ideas to improve program delivery outcomes.
Government stakeholders	<ul style="list-style-type: none"> • Work collaboratively with relevant NSW Government stakeholders to meet all legislative requirements • Where required provide input into relevant government processes

External

Who	Why
State, Local and Federal government agencies.	<ul style="list-style-type: none"> • Work collaboratively with other government agencies on innovation and productivity initiatives. • Leverage and secure government and non-government grant funding to support the AMRF. • Provide expert advice on manufacturing industry and government priorities. • Maintain stakeholder engagement to promote the delivery of the AMRF and BDA's strategies and priorities.
Industry bodies and peak organisations	<ul style="list-style-type: none"> • Consult and collaborate to gather market intelligence and share sector insights. • Promote the AMRF, support advocacy efforts and enhance industry engagement.
Research organisations, universities and technology partners	<ul style="list-style-type: none"> • Partner to apply research in manufacturing contexts. • Share knowledge and facilities. • Support skills development. • Enable technology transfer and accelerate commercialisation pathways.
Other key stakeholders	<ul style="list-style-type: none"> • Collaborate and engage with to promote AMRF's value proposition.

- Support investment attraction and develop partnerships to strengthen AMRF's profile and market reach.

Role dimensions

Decision making

The role:

- Provides key leadership in the development and delivery of the AMRF, taking operational decisions per relevant delegations.
- Is responsible to the AMRF Board, BDA Board and BDA CEO for strategic AMRF related decisions.
- Is accountable for the operations and planning to achieve overall agreed work program commitments.
- Is fully accountable for the content, accuracy, validity and integrity of the AMRF's work and advice provided.
- Has a large degree of independence to determine day to day work priorities, allocate duties, negotiate matters related to area of responsibility, and make decisions in relation to the quality of work performed and how to achieve business outcomes.
- Is a member of the BDA Executive Leadership Team and provides high level strategic advice on the AMRF and its role in the broader development of Bradfield City to that group and through the CEO, to Secretary, Minister and Government.
- Makes decisions and acts within Government sector core values, strategic plans and priorities, legislative and regulatory frameworks, delegations, and Department policy and procedural frameworks and guidelines.
- Is accountable and responsible for the effective management and use of human, financial and other resources within set budget and resource parameters.

Reporting line

BDA Chief Executive Officer, with key accountabilities to the AMRF Board and (where required) to the BDA Board.

Direct reports

Up to 7 direct reports.

Budget/Expenditure

Approx \$12.5m in operating expenses (inclusive of staff costs) and \$70m in capital equipment between the three facilities (not including the buildings).

Key knowledge and experience

- Significant executive leadership experience within advanced manufacturing, industrial innovation, commercialisation or closely related sectors.
- Demonstrated success in leading organisational growth, developing and delivering commercial strategies, and achieving sustainable revenue and impact.
- Proven ability to lead cultural transformation and build high-performance, innovation-driven teams in complex environments.
- Strong strategic leadership capability, including the development of high-quality strategies, investment proposals and long-term growth plans
- Experience operating within or alongside large-scale innovation precincts, industrial hubs or place-based economic development initiatives.
- Knowledge of commercialisation models, public-private partnerships and industry-led innovation ecosystems.
- Highly developed stakeholder engagement skills, with the ability to influence and partner effectively across industry, government and international markets.

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Essential requirements

- Relevant tertiary qualifications and/or equivalent professional experience.

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**.




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.

Capability group/sets	Capability name	Behavioural indicators	Level
 <p>Personal Attributes</p>	<p>Display Resilience and Courage</p> <p>Be open and honest, prepared to express your views, and willing to accept and commit to change</p>	<ul style="list-style-type: none"> • Respond constructively when in high pressure and unpredictable situations • Give frank, honest advice in response to contrary views • Be open to criticism of your ideas and respond in a thoughtful and considered way • Welcome new challenges and persist in raising and working through novel and difficult issues • Develop effective strategies and be decisive when dealing with emotionally charged situations and difficult issues • Support and lead change and overcome discomfort when things are complicated, uncertain or unclear 	Advanced

Capability group/sets	Capability name	Behavioural indicators	Level
 <p>Personal Attributes</p>	<p>Act with Integrity</p> <p>Be ethical and professional, and uphold and promote the public sector values</p>	<ul style="list-style-type: none"> • Champion and model the highest standards of ethical and professional behaviour • Lead a culture of integrity and professionalism within your organisation and when dealing with other government agencies, jurisdictions and external organisations • Set, communicate, evaluate and reinforce the use of ethical practices, standards and systems • Create and promote an organisational culture in which staff feel able to report apparent breaches of legislation, policies and guidelines and respond promptly to reports • Act promptly and visibly to prevent and respond to unethical behaviour 	Highly Advanced
 <p>Relationships</p>	<p>Communicate Effectively</p> <p>Communicate clearly, pay attention to others and respond with understanding and respect</p>	<ul style="list-style-type: none"> • Articulate complex concepts and put forward compelling arguments and rationales to all levels and types of audiences • Communicate in a highly articulate and influential way • Communicate the facts and explain their implications for your organisation and key stakeholders • Promote your organisation's position with credibility across government, other jurisdictions and external organisations • Anticipate and address key areas of interest for your audience and adapt under pressure 	Highly Advanced
 <p>Relationships</p>	<p>Work Collaboratively</p> <p>Collaborate with others and value their contribution</p>	<ul style="list-style-type: none"> • Create an organisational culture and supporting systems that help communicate and share information and learning across the sector • Publicly celebrate when collaboration leads to successful outcomes • Seek out and facilitate opportunities to collaborate with stakeholders across your organisation, government and other jurisdictions to develop solutions • Identify and address challenges to collaborating with internal and external stakeholders • Champion cultural capability and inclusivity as cornerstones of collaborative working 	Highly Advanced







Capability group/sets	Capability name	Behavioural indicators	Level
 Results	Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions	<ul style="list-style-type: none"> Establish and promote a data-literate culture that focuses on using reliable data to inform decisions, innovate and continuously improve Engage in high-level critical analysis of a wide range of complex information and formulate effective responses to critical policy issues Identify and evaluate organisation-wide implications when considering proposed solutions to issues Think laterally to develop innovative solutions that have a long-lasting, organisation-wide impact Ensure effective governance systems are in place to guarantee quality analysis, research and reform 	Highly Advanced
 Results	Demonstrate Accountability Be proactive and responsible for your actions, and follow legislation, policy and guidelines	<ul style="list-style-type: none"> Design and develop systems to establish and measure accountabilities Ensure accountabilities are exercised in line with government and organisational goals Exercise due diligence to ensure work health and safety risks are addressed Oversee quality assurance practices Model the highest standards of financial probity, demonstrating respect for public money and other resources Monitor and maintain the business unit's knowledge of and compliance with legislative and regulatory frameworks Incorporate sound risk management principles and strategies into business planning Make strategic and sustainable choices that balance meeting short-term goals with long-term success 	Advanced
 Business Enablers	Project Management Understand and use effective ways to plan, coordinate and control projects	<ul style="list-style-type: none"> Prepare and review project scope and business cases for projects with multiple interdependencies Use key subject matter experts' knowledge to inform project plans and directions Design and implement effective stakeholder communication strategies for all project stages Monitor project completion and implement effective and rigorous project evaluation methodologies to inform future planning Develop strategies to correct projects if they vary from their plans Manage transitions between project stages and ensure any changes to projects are consistent with organisational goals Participate in governance processes, such as project steering groups 	Advanced





Capability group/sets	Capability name	Behavioural indicators	Level
 <p>People Management</p>	<p>Manage and Develop People</p> <p>Engage with and motivate staff and develop their capability and potential</p>	<ul style="list-style-type: none"> • Refine roles and responsibilities over time to achieve better business outcomes • Recognise talent, develop team capability and succession plan • Coach and mentor staff and encourage professional development and continuous learning • Prioritise dealing with team and individual performance issues and ensure your organisation uses a consistent approach • Implement performance development frameworks to align workforce capability with your organisation's current and future priorities and objectives • Develop systems to promote cultural capability as a means of ensuring the cultural safety of all colleagues 	Advanced
 <p>People Management</p>	<p>Optimise Business Outcomes</p> <p>Manage people and resources effectively to achieve public value</p>	<ul style="list-style-type: none"> • Develop and implement strategic and operational workforce planning practices and initiatives to achieve current and future business goals • Remove any barriers to recruiting and retaining people with diverse cultures, backgrounds and experiences • Encourage staff to take calculated risks to support innovation, adaptability and continuous improvement • Align systems and processes to encourage improved performance and outcomes • Create a workplace culture that encourages people to learn from their mistakes and set an example by doing this yourself 	Advanced
 <p>People Management</p>	<p>Manage Reform and Change</p> <p>Support and champion change, and help others to engage with change</p>	<ul style="list-style-type: none"> • Define high-level goals to build a culture of continuous improvement and translate these into practical implementation strategies • Build staff support for and commitment to announced change, and plan and prepare for long-term organisational change, with a focus on the wider context • Create an organisational culture that actively seeks opportunities to improve • Anticipate, plan for and address workplace cultural barriers to change at an organisational level • Develop systems and practices that create a culturally safe environment 	Highly Advanced

Complementary capabilities

Complementary capabilities are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identify performance required for the role and development opportunities.

Note: capabilities listed as 'not essential' for this role are not relevant for recruitment purposes, however, may be relevant for future career development.

Capability group/sets	Capability name	Description	Level
 Personal Attributes	Manage Self	Be persistent, self-reflect and commit to learning	Advanced
 Personal Attributes	Value Diversity and Inclusion	Be inclusive and respect diverse backgrounds, experiences and perspectives	Adept
 Relationships	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Advanced
 Relationships	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Advanced
 Results	Deliver Results	Achieve results by using resources efficiently and committing to quality outcomes	Advanced
 Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Advanced

Capability group/sets	Capability name	Description	Level
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Advanced
 Business Enablers	Technology	Understand and use available technology to maximise efficiencies and effectiveness	Advanced
 Business Enablers	Procurement and Contract Management	Understand and use procurement processes to ensure effective purchasing and contract performance	Adept
 People Management	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Advanced

The Application and Selection Process

Applications

Closing date: Sunday, 5 July 2026.

Applications:

All applications are to be received by Derwent. To apply, please go to www.derwentsearch.com.au and “Search Jobs” where you will find links to submit your application. Your application should include a resume and a cover letter highlighting your suitability.

Enquiries:

Please contact Derwent by email publicsector@derwentsearch.com.au and we will reply with appropriate information and/or arrange a convenient time to speak. You may also contact Andrew McEncroe, Managing Partner Derwent on 0416 018 860.

Merit based selection process

The selection panel will assess applicants against the selection criteria to select a short list of applicants to be invited to attend an interview with the selection panel. Candidates may also be invited to attend a pre-screening interview with Derwent to support the panel's decision making.

Candidates may be required to attend additional interviews and or complete additional assessments such as presentation task, or psychometric assessments.

Reference Checks

Candidates at an advanced stage of consideration will be requested to provide at least two referees who may be contacted before an offer is made. Any written references provided will also be checked.

Pre-employment verification and background checks

Before an offer of employment is made the following checks will be undertaken:

- Academic Qualification Check
- Professional Membership Check
- Criminal History Check
- Financial Regulatory Check
- Bankruptcy Check
- Media and public commentary searches.

Candidate Care

We are committed to ensuring that potential applicants and candidates are treated respectfully and fairly. Derwent consultants are available to field inquiries and ensure that applicants are informed about developments as they become available. Candidates who are shortlisted and complete assessments including interviews will be offered a feedback session to discuss their experience and the assessment results.

Candidates with a Disability

Derwent aims to ensure people with disability can access secure and sustainable employment opportunities and are respected for their skills and capabilities. If required, we will provide reasonable adjustments such as access, equipment or other practical support at relevant stages of the recruitment process. You can specify in the application if you have necessary adjustments, or please inform us at any stage, and we can arrange reasonable adjustments on your behalf. If you need to contact us about reasonable adjustments during the recruitment process, please contact publicsector@derwentsearch.com.au

Thank you for your interest in the Bradfield Development Authority.