

Position Description

Visitor Economy Lead

Position Title	Visitor Economy Lead	Role ID	DCVEL1
Division	Corporate Services		
Unit	Destination, Economy and Communications		
Job Grade	8		35 hours
Reports To	Manager Destination, Economy and Communications		
Revised/Created	June 2026 – Created		

Primary Objectives

- Provide senior leadership for The Tweed's visitor economy as the destination's primary advocate and representative, aligning destination management, industry development, marketing, events and visitor services to deliver sustainable economic, social and environmental outcomes.
- Lead, manage and commercially operate The Tweed Tourism Company as Council's Visitor Economy and Destination Events service, with accountability for day-to-day operations, people, budgets and performance within approved frameworks and delegations.

Values Statement

What We Value

Living and loving the Tweed.

We look after people and places, explore all opportunities and are proud of our passionate approach.

We care about each other, choose to be here, and are in this together.

We have conversations where everyone can contribute, and we are willing to have a go.

We put back in to make a difference, so that our Tweed community is even better tomorrow than it is today.

Organisational Environment

CORPORATE SERVICES

The Corporate Services Division provides a comprehensive range of support services across the organisation in the areas of human resources, risk, work health and safety, corporate compliance, audit, administration, governance, communication, customer service, corporate relations, finance, revenue, information technology, GIS and integrated planning and reporting.

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The Division supports the General Manager and the three operational Divisions in a participative and consultative environment aimed at facilitating organisational performance and competitiveness.

DESTINATION, ECONOMY AND COMMUNICATIONS

The Destination, Economy and Communications unit sits within the Corporate Services Division and plays a central role in enabling the sustainable growth of the Tweed's economy, destination and business precincts while connecting the community to Council information, services and programs. The unit delivers these services:

Corporate Communications and Engagement: To inform, educate and engage the Tweed community and Council staff so they get can access Council services, participate in decision-making, and get the most value from Council programs.

Economy and Business: To strengthen the Tweed economy by supporting business and industry success, enabling right-fit investment, event support and filming, and creating active and vibrant CBD precincts where enterprise and community thrive.

The Tweed Tourism Company (Visitor Economy and Destination Events): To position the Tweed as one of Australia's leading sustainable destinations celebrated for its nature and outdoor recreation, cultural, culinary and creative experiences; and to attract and deliver destination events that showcase the Tweed's unique characteristics and make it a great place to live and visit.

Northern Rivers Rail Trail: To be the 'must do' experience in the Northern Rivers and a world class, safe and accessible shared recreation and nature trail.

The Position

The Visitor Economy Lead – The Tweed Tourism Company is responsible for leading the day-to-day operation, delivery and external representation of The Tweed Tourism Company, translating Council-endorsed priorities, service plans and adopted strategies into integrated destination outcomes.

As senior leader you will lead people management, financial management and external stakeholder relationships and be accountable for the effective performance and stewardship of The Tweed Tourism Company. The position works in close partnership with the Manager, Destination, Economy and Communications to develop, align and embed strategy, ensuring destination activity is integrated with broader Council service planning, governance and organisational priorities.

Providing strategic, commercially focused and place-based leadership, the Visitor Economy Lead oversees the delivery of destination management, industry development, brand and marketing, destination events and visitor services. As the senior destination figurehead, the role represents The Tweed Tourism Company to industry, government and key partners at local, regional, state and national levels, building trust, influence and advocacy for The Tweed as a credible, collaborative and sustainable visitor economy.

Key accountabilities of the position include:

- Provide senior leadership for The Tweed Tourism Company
- Lead the development and implementation of the Destination Management Plan, Events Strategy and related frameworks.
- Lead organisational performance, including people management, financial accountability, delegated decision-making, reporting and continuous improvement.
- Act as the primary ambassador and spokesperson for The Tweed Tourism Company

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with government, industry and strategic partners.

- Drive cross-Council collaboration to integrate destination priorities with economic development, communications, precincts, infrastructure and place-based initiatives.
- Ensure strong governance and compliance across financial management, procurement, risk, records management and Council delegations.

The position is required to undertake other duties as directed, consistent with the scope, responsibilities and authority of the role. The position includes a commuter use lease back vehicle.

The work of the position includes, but is not limited to, the following:

Key Responsibility Areas	Associated Key Duties
1. Service Leadership and Operations	• Provide senior leadership and stewardship for The Tweed Tourism Company (Visitor Economy and Destination Events service) within Council's Destination, Economy and Communications portfolio. • Lead the commercial operation of The Tweed Tourism Company, including revenue generation, sponsorship, partnerships and co-investment models that support sustainable industry growth. • Set service direction and performance expectations by translating Council policy, strategies and community outcomes into integrated service plans and delivery programs. • Oversee and maintain strategic plans, policies and governance frameworks relating to The Tweed Tourism Company, ensuring they remain current, effective and fit for purpose. • Provide high-level strategic advice and recommendations to the Manager, Destination, Economy and Communications on visitor economy performance, risks, opportunities and priorities. • Champion an integrated, place-based approach to sustainable destination leadership that balances economic growth, environment community wellbeing, visitor satisfaction, dispersal and length of stay. • Identify and respond to emerging trends, risks and opportunities impacting the visitor economy, applying sound judgement to support resilient, sustainable decision-making.
2. Destination Management and Development	• Lead the strategic implementation, monitoring and review of the Destination Management Plan, ensuring it delivers sustainable visitor economy outcomes aligned to Council priorities and regional direction. • Provide senior leadership for destination-wide preparedness, crisis response coordination and recovery planning for tourism-related disruptions and natural disasters, ensuring alignment with Council emergency arrangements and continuity of the visitor economy. • Provide strategic oversight of destination management priorities across destination marketing, events, visitor services and industry development to ensure an integrated and coordinated action plan.

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	• Identify, prioritise and advocate for destination-enabling infrastructure using visitor and industry evidence. • Integrate destination considerations into place-based, land-use and infrastructure planning with Council and partners. • Champion destination quality, sustainability accreditation and certification standards to lift best-practice destination management, resilience and capability. • Ensure community values, environmental stewardship, accessibility and inclusion are embedded in destination planning, development decisions and outcomes.
3. Industry, Trade and Market Development	• Provide senior leadership for tourism industry development, ensuring operators are supported through clear capability pathways that lift product quality, resilience, trade readiness and sustainability. • Set strategic direction for trade, distribution and market engagement, aligning destination supply with priority markets, target segments and destination positioning. • Oversee industry participation in trade and market-facing platforms and initiatives, including alignment with Destination NSW, Tourism Australia and relevant regional and national partners. • Champion industry preparedness, continuity and recovery during periods of market disruption or crisis, providing leadership, coordination and advocacy to support business resilience and recovery. • Build and maintain strong relationships with tourism operators and industry leaders, ensuring regular two-way communication, trust and alignment with destination priorities. • Use industry intelligence and market insights to advocate for investment priorities and inform strategic decision-making. • Ensure industry development and trade initiatives are well-governed, outcomes-focused and aligned to the Destination Management Plan and Council objectives.
4. Destination Brand, Marketing and Media	• Provide senior leadership and stewardship of The Tweed destination brand, ensuring a strong, consistent and credible destination narrative aligned to Council priorities and community values. • Set strategic direction and oversee performance of destination marketing, branding, digital and media activity. • Ensure alignment between destination marketing, events, visitor services and industry development, so demand-generation activity reflects product readiness and destination priorities. • Provide senior oversight of travel media and public relations activity, including approval of strategic direction, messaging and representation of the destination. • Act as a senior spokesperson and representative for the destination, supporting media engagement, high-profile announcements and

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	issues management as required and inline with Council's Media Policy. • Protect and enhance the reputation of The Tweed through proactive brand governance, risk management and coordinated responses to reputational issues or misinformation. • Monitor brand, marketing and media performance, using insights to inform strategic decisions, investment priorities and continuous improvement.
5. Destination Events and Attraction	• Lead the strategic implementation, monitoring and review of The Tweed Events Strategy, ensuring it delivers sustainable visitor economy outcomes aligned to Council priorities and regional direction. • Provide senior oversight of the destination events portfolio, including Council's signature events. • Set strategic direction for destination event attraction and investment, including MICE (Meetings, Incentives, Conferences and Exhibitions), cultural, sporting and business events that align with destination positioning and capacity. • Approve and govern destination event sponsorships, grants and co-investment arrangements, ensuring transparency, value for money and alignment with Council policies and priorities. • Lead strategic engagement and negotiations with event partners, promoters and investors, supporting attraction, retention and growth of right-fit destination events. • Ensure event investment decisions are evidence-based, drawing on economic impact, visitation, dispersal, seasonality and community considerations. • Oversee evaluation and performance reporting for destination events, sponsorships and attraction activity to inform future investment and continuous improvement. • Coordinate alignment between events, marketing, industry and visitor services, ensuring events are market-ready, well-positioned and effectively leveraged across the destination.
6. Visitor Services and Experiences	• Provide senior leadership and oversight of visitor services to ensure high-quality, safe, welcoming and on-brand customer experiences across physical, digital and mobile service points. • Set strategic direction, service standards and performance expectations for visitor servicing functions, delegating day-to-day operations to the Visitor Services Supervisor. • Ensure visitor services and experiences are integrated with marketing, events and industry priorities. • Oversee governance, accreditation and compliance requirements for visitor services, including VIC accreditation standards, WHS, cash handling and customer service protocols.

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7. Partnerships, Advocacy and Government Relations	• Act as the primary relationship for The Tweed Tourism Company with industry, government, regional partners and peak bodies. • Build and maintain high-value strategic partnerships that advance destination priorities, co-investment, industry capability and market access. • Represent Council in senior forums, working groups and stakeholder engagements at local, regional, state and national levels. • Advocate for destination priorities and investment needs, influencing policy, funding and program outcomes that benefit the visitor economy. • Ensure consistent, credible and aligned messaging across external engagement and advocacy, in partnership with Council leadership. • Maintain trusted relationships with Tourism Australia, Destination NSW, Destination North Coast and regional bodies, ensuring The Tweed is visible, respected and well-positioned.
8. Financial Management, Performance and Assurance	• Hold delegated accountability for financial management, including budgets, expenditure, forecasting and financial sustainability of The Tweed Tourism Company. • Ensure robust governance, financial management, risk and compliance in line with Council requirements. • Oversee performance frameworks, reporting and assurance, ensuring clear visibility of outcomes, risks and value for money. • Support business cases, funding submissions and investment decisions, ensuring evidence-based analysis and alignment to Council priorities. • Provide clear performance and financial reporting to the Manager, Destination, Economy and Communications and other governance forums as required.
9. People Leadership and Teamwork	• Lead and manage a multidisciplinary team, setting clear expectations, accountabilities and performance standards. • Foster a positive, inclusive and high-performing culture aligned to Council values, safety obligations and professional standards. • Support capability development through coaching, mentoring, performance and succession planning. • Ensure effective workforce planning and wellbeing, balancing resource capacity, delivery priorities and staff resilience. • Model strong leadership behaviours, collaboration and accountability across the visitor economy function.

The position requires attention to detail, flexibility, and the ability to contribute to the provision of client services across the work of the Unit. Also, the capacity to respond to a busy work environment and provide other team members with assistance in times of high demand.

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The position will apply Council's Enterprise Risk Management Policy and Protocol objectives as they relate to the position.

Health Safety and Environmental System (HSES) Responsibilities

In accordance with Council's Work Health and Safety Responsibility, Authority and Accountability Protocol all employees are required to perform their duties in accordance with their job category. WHS Risk Assessments, Safe Work Methods Statements, Standard Operating Procedures and site-specific requirements and instructions.

For details of WHS Responsibilities, Authority and Accountabilities, staff and candidates are to refer to the following Protocol: [WHS Responsibilities, Authority and Accountabilities Protocol](#)

Compliance Training Requirements

In accordance with Council's legislative requirements under the Work, Health and Safety Regulation 2017, new staff will be provided with access to relevant training, information, and instruction to safely perform their duties.

Infection Control and Immunisation Requirements

Council requires all incumbents occupying an identified position to undertake the course of immunisation outlined in the Infection Control Standard Operating Procedure.

For a complete list of identified positions and recommended immunisations, staff are to refer to the following Standard Operating Procedure (SOP): [WHS Infection Control SOP](#)

Location of Position

The position will be required to work out of any of Council's administrative offices, Depots or any other location within the Tweed as directed by the supervisor. Transportation to and from work and to perform the duties of the position is the responsibility of the employee. When a driver's licence is a requirement of a position, the licence class is included in the Selection Criteria.

The position requires regular travel within the Northern Rivers and NSW and includes a leaseback vehicle for commuter use.

Organisational and External Relationships

Organisational Relationships

- Councillors, Executive Leadership Team and Corporate Management Team
- Peers within Destination, Economy and Communications.
- Council owned tourism products including Northern Rivers Rail Trail; Tweed Holiday Park; Tweed Regional Gallery; Tweed Regional Museum; Uki Mountain Bike Park
- Planning and Regulation Division: Development Assessment/Building and Environmental Health
- Sustainable Communities and Environment Division: Sustainability and Environment, Parks and Active Communities, Inclusive and Creative Communities.

External Relationships

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| • General public, residents and ratepayers | • Destination NSW |
| • Visitors (domestic/international) | • Destination North Coast |
| | • NSW National Parks & Wildlife Service |

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- Local and regional Tourism Operators
- Local and regional Event Organisers
- State & Australian Government Agencies
- NSW and Northern Rivers Councils
- Tourism Australia
- Australian Tourism Data Warehouse
- Australian Tourism Export Council
- Australian Tourism Industry Council
- Asia Pacific Incentives & Meetings Event
- Tourism Research Australia
- Australian Centre for Regional Events
- Department of Premier and Cabinet
- NSW Tourism Association
- Cross Border Commissioners QLD/NSW
- Small Business Commissioner
- Ecotourism Australia / EarthCheck
- Business NSW and Local Chambers (Tweed, Kingscliff and Murwillumbah)
- Arts Northern Rivers / NORPA
- Experience Gold Coast
- Gold Coast Airport / Ballina/Byron Airport
- Travel Media and Influencers

Selection Criteria

Knowledge and Competence (to be addressed in full when submitting application) :

1. Demonstrated senior-level experience and commercial acumen leading and integrating visitor economy functions across destination management, industry development, brand and marketing, events and visitor services in complex, multi-stakeholder environments.
2. Demonstrated experience leading the development and delivery of destination management plans, events strategies and associated policy and governance frameworks.
3. Demonstrated senior-level financial leadership, including budget management, performance and reporting, revenue generation, and securing and administering investment, sponsorship and grant funding within public-sector governance frameworks.
4. Demonstrated leadership of destination brands, including setting marketing direction and overseeing campaign performance, media and strategic content partnerships.
5. Demonstrated experience providing senior oversight of visitor services and customer experience, including Visitor Information Centres and frontline service models, to ensure high-quality, safe and on-brand experiences.
6. Demonstrated ability to establish and leverage high-value partnerships with industry, government and community stakeholders at regional, state and national levels to deliver strategic and commercial outcomes.
7. Proven senior leadership experience managing multidisciplinary teams, including performance management, capability development, workforce planning and fostering a high-performance, values-led culture.
8. Highly developed communication, public speaking and influencing skills, with the ability to act as a senior spokesperson and represent the organisation confidently in high-profile and politically sensitive environments.
9. Current NSW Class C Driver Licence and capacity to travel as required.

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Desirable:

10. Tertiary qualifications in tourism, economic development, business, marketing or related field.
11. Experience working within local government or public sector, with an understanding of governance, accountability and political decision-making environments.
12. Strong local or regional knowledge of the Tweed or Northern Rivers visitor economy, including key sectors, infrastructure, operators and challenges.

Personal Attributes:

Personal Attributes and Cultural Fit will be addressed at interview. Council is seeking personal attributes and work values consistent with Council's Corporate Values.

The table below details the minimum behavioural standards expected of incumbents of this position. [View the full Tweed Shire Council Capability Framework](#)

Personal Attributes	Minimum Standard
Manage Self	Highly Adept
Display Resilience and Adaptability	Highly Adept
Act with Integrity	Highly Adept
Demonstrate Accountability	Highly Adept
Relationships	
Work Collaboratively	Highly Adept
Communicate with a Customer and Community Focus	Highly Adept
Influence and Negotiate	Highly Adept
Results	
Plan and Prioritise	Highly Adept
Think and Solve Problems	Highly Adept
Deliver Results	Highly Adept
Workforce Leadership (supervisory roles only)	
Manage and Develop People	Highly Adept