

TOURISM FACILITIES MANAGER
POSITION DESCRIPTION - General

Location:	Waltzing Matilda Centre. 50 Elderslie St Winton
Terms of Employment:	Full Time – Salary and Contract Basis
Days and Hours:	Monday to Sunday - ten day fortnight rotational basis. Hours as required to undertake duties.
Remuneration:	Base Salary \$65000 to \$80000 Superannuation at statutory rates Residence – unfurnished Private use of vehicle – Conditions apply Relocation Expenses – Conditions Apply Bona fide business expenses subject to approval.
Reporting Responsibility:	Waltzing Matilda Centre Board Chairperson Deputy CEO of the WSC
Committee Relationships:	Lark Quarry Management Advisory Committee Waltzing Matilda Centre Board Tourism Strategy Committee Winton Business and Tourism Association Outback Queensland Tourism Authority
Supporting Document:	- Statement of Responsibilities & Duties- Sch A - Background Briefing - Employee General Information

WINTON SHIRE COUNCIL - MISSION

To lead and work in partnership with the community to improve our lifestyle whilst preserving our heritage.

WINTON SHIRE COUNCIL – VISION

Winton Legendary Safe Scenic

WALTZING MATILDA CENTRE - MISSION

The Waltzing Matilda Centre operates to preserve in perpetuity the spirit of the Australian character as epitomised by the song ‘Waltzing Matilda’ as evidenced in the history of the development of the Australian nation since the songs composition in 1895. We respect and express the cultural diversity of this great nation and we honour the enormous contribution made to the Australian community by men and women of past generations.

WALTZING MATILDA CENTRE - VISION

That the Centre is a cultural and heritage icon fulfilling its unique role in the Australian psyche as the home of Waltzing Matilda, inspiring pride in our community today and in our past achievements, and acknowledged as the national authority on all matters relating to our national song.

LARK QUARRY DINOSAUR TRACKWAYS - PURPOSE

- To act as a significant tourist attraction to generate tourism revenue for the Winton Shire;
- To educate visitors about Australian prehistory; and
- To preserve an important part of Australia’s prehistoric heritage.

Position Objectives

- To satisfy and comply with the Mission, Vision and Purpose statements concerning the WSC, WMC, and L.Q as referenced above;
- To increase visitation numbers to the Waltzing Matilda Centre (WMC) and Lark Quarry Dinosaur Trackways (LQ).
- To effectively and efficiently manage the daily operational aspects of both the Waltzing Matilda Centre and Lark Quarry Dinosaur Trackways.
- Maintain and implement relevant strategic, operational, marketing and business plans.

TOURISM FACILITIES MANAGER
POSITION DESCRIPTION – Key Selection Criteria

Selection Criteria (The requirements deemed necessary to fulfil the position)

- SC1** Demonstrated leadership, management and business skills to successfully operate a cultural/heritage attraction.
- SC2** Demonstrate previous experience and skills in the tourism industry, or the ability to quickly acquire skills in marketing, promotion, public relations, media awareness and communication.
- SC3** Demonstrated financial management skills to monitor and report on financial performance in accordance with established business practices and governance legislation.
- SC4** Demonstrated skills in strategic and business planning in order to provide advice and daily management in the workplace to the WMC Board and WSC Management.
- SC5** Well developed communication and interpersonal skills with demonstrated ability to exercise initiative, judgement, confidentiality, tact and discretion whilst dealing with a broad cross-section of people.
- SC6** Well developed computer skills including formatting and preparation of documents using Microsoft Word, Excel, and Publisher.
- SC7** Tertiary qualifications in marketing, tourism or related discipline.

Schedule A

TOURISM FACILITIES MANAGER

POSITION DESCRIPTION – STATEMENT OF RESPONSIBILITIES AND DUTIES

Management

- Manage the operation of the Waltzing Matilda Centre(WMC) and Lark Quarry Dinosaur Trackways(LQ) in accordance with respective policies, procedures and standard business practices;
- Ensure compliance with statutory obligations;
- Maintain and implement relevant Strategic and Business Plans;
- Provide monthly reports concerning the operation of both business entities;
- Perform duties as rostered Duty Manager at the WMC;
- Manage staff and resources to ensure that the Centre achieves its publicized standard and hours of operations and customer service delivery;
- Responsible for the management of both LQ and the WMC including but not limited to the Museum, Art Gallery, certified Visitor Information Centre, Café, Gift Shop, and In-store Bank; and
- Undertake regular review of procedures to ensure compliance with statutory obligations and operational guidelines.

Financial

- Prepare annual budget for approval;
- Maintain 3-year forward budget estimates;
- Report consolidated financial performance monthly including but not limited to; Profit/Loss, Balance Sheet, Debtors Trial Balance, Cheque Register, individual profit centres, Financial Ratios, Cash Flow forecast;
- Maintain financial records in accordance with statutory requirements and for annual audit;
- Reconcile bank accounts monthly;
- Manage investment strategies as approved; and
- Perform 'treasurer' duties on behalf of the Art Gallery committee.

Staff

- Supervise contractor performance in relation to the LQ business;
- Human resource management including appointments, rostering and terminations in accordance with statutory obligations;
- Provide opportunities for traineeships;
- Supervise staff performance and training; and
- Maintain a workplace with good working relationships that ensures staff and volunteers are able to perform to their maximum potential and support the objectives.

Workplace Health and Safety

- Ensure compliance with statutory obligations
- Maintain comprehensive insurance cover to meet any compensation claims
- Provide training, risk assessment and supervision to minimize risk of injury to staff and volunteers

Schedule A

TOURISM FACILITIES MANAGER

POSITION DESCRIPTION – STATEMENT OF RESPONSIBILITIES AND DUTIES continued

Public Relations

- Manage public relations to ensure that both businesses maintain a positive profile in the local community and with past and prospective visitors;
- Conduct media liaison as required in accordance with policy and procedures;
- Provide staff training in public relations and customer service skills;
- Attend Outback Regional Gallery and Winton District Historical Society & Museum meetings and action appropriate issues accordingly.

Facilities

- Manage maintenance of the facility asset to ensure safe and efficient operation of all equipment and displays;
- Monitor all public areas to ensure hazard risk is reduced to an acceptable/sensible minimum;
- Maintain displays and general areas to a high standard of presentation; and
- Responsible for the management of site security.

Marketing

- Prepare and implement annual marketing plans;
- Monitor marketing activity implementation;
- Liaise with external agencies to maximize cooperative marketing opportunities;
- Marketing activities also includes liaison with Council and other community organizations on the broader marketing strategy for the Winton region.

WMC Exhibitions

- Undertake activities as necessary to develop and maintain the Centre's national profile as the 'custodian/caretaker' of the history of Waltzing Matilda
- Develop and maintain a collection of recordings, documents and memorabilia related to Waltzing Matilda
- Provide support for the Outback Regional Gallery volunteer committee in their presentation, curating and development of art exhibitions
- Manage the preservation, storage and display of the Winton Shire Council art collection
- Liaise with the Winton District Historical Society on the management of the Qantilda Museum collection, its displays, collection management, preservation and exhibition development.
- Plan and develop exhibition upgrades at the Centre as a member of the Display Upgrade Committee

Name: _____

Salary, Responsibilities & Duties Accepted: _____

Dated: ____/____/____

TOURISM FACILITIES MANAGER

BACKGROUND BRIEFING

TOURISM IN WINTON

The busy tourist season in Outback Queensland occurs from June to August. During the period September to March visitor numbers are relatively low and consist of intra-state travelers and a limited number of international visitors. A priority development issue within the region is to extend the shoulder period activity.

The town has many significant features that are, or potentially provide, points of interest to visitors. The Waltzing Matilda Centre is the epicenter of tourism in Winton celebrating Australia's unofficial National Anthem – Waltzing Matilda. The recent discovery of significant dinosaur fossils in the Shire provides a valuable addition to the existing dinosaur stampede site at Lark Quarry Dinosaur Trackways. Lark Quarry is a major attraction and an important part of the 'Winton Experience'. The heritage listed Corfield & Fitzmaurice building in Winton provides a display area for the fossil exhibition of Australian Age of Dinosaurs in addition to their unique facility on the Jump Up approximately 20km east of Winton.

Bladensburg National Park and the opal fields at Opalton service the needs of a niche market tourism activity. QANTAS commenced operations in Winton and the town and museum have some memorabilia associated with that event.

LARK QUARRY DINOSAUR TRACKWAYS

Lark Quarry Dinosaur Trackways is located on the Lark Quarry Conservation Park, 110km southwest of Winton. The Park is jointly managed by Queensland Parks and Wildlife and Winton Shire Council, under a Management Agreement which will be renegotiated in 2012. The current agreement requires Winton Shire Council to be fully responsible for the commercial enterprise of the Trackways.

A Business Plan has been prepared within the three-fold purpose of Lark Quarry Dinosaur Trackways, whilst attempting to improve the financial viability of the enterprise. The three-fold purposes of the Trackways are:

- To preserve an important part of Australia's prehistoric heritage;
- To educate visitors about Australian prehistory; and
- To act as a significant tourist attraction to generate tourism revenue for Winton Shire.

Preserving Australia's prehistoric heritage is the operational imperative of the Dinosaur Trackways Building and should the commercial enterprise cease, the building would still remain to protect the Trackways. However, without the support of a commercial revenue stream, the ongoing maintenance costs would remain the responsibility of the Winton Shire Council for the term of the current Management Agreement.

At present, tours are operated daily except for Christmas Day and Boxing Day. The majority of people visit from April to September. Despite the seasonal visitation, an on-site guide/caretaker is utilised year-round, under the current Management Agreement.

WALTZING MATILDA CENTRE

The Waltzing Matilda Centre is operated by Waltzing Matilda Centre Limited, a Company limited by guarantee, with the Winton Shire Council as the sole shareholder. The Centre operates as a cultural and heritage museum in the tourism industry and it features a dedicated exhibition of the story of Waltzing Matilda, the Qantilda Museum, and the Outback Regional Gallery. A certified Visitor Information Centre is operated on behalf of the Winton Shire Council. The Company is contracted to Westpac to operate an in-store bank service. Retail and beverage services are owned and operated by the Company in the Centre's precinct.

The Centre and the Outback Regional Gallery are independently registered under the Cultural Gifts Program and the Centre is a Deductible Gift Recipient. The Company is responsible for the operation of the Waltzing Matilda Centre Trust.

In 1998 the Centre was officially opened as a permanent monument to Waltzing Matilda following on from the highly successful celebrations of the centenary of Waltzing Matilda in 1995. The Centre was constructed on the site of the Qantilda Museum that had been operated by a volunteer committee since 1970. The combined facility including the art gallery, museum and Waltzing Matilda exhibition is widely acclaimed as one of the finest museums in Australia.

Qantilda Museum

Established in 1970, the Qantilda Museum is operated by the Winton District Historical Society. A memorandum of agreement documents the relationship between the Company and the Society. The museum has assembled a collection of approximately 10,000 items representing the history and development of the Winton region. A new display pavilion was constructed for the museum in 2004. This exhibition gallery will provide the museum with a venue to present both in-house and traveling museum exhibitions.

Outback Regional Gallery

The Gallery was constructed as part of the new Centre and it opened in 1998. The Gallery facilities meet national standards for temperature and humidity control and security. It has hosted 48 exhibitions and has achieved national recognition for its operations. A volunteer committee manages all aspects of the Gallery operation with the Centre providing administrative and financial support.

The Winton Shire Council provides the annual funding of the Gallery operation. The Gallery is the custodian of the Winton Shire art collection. The volunteer committee coordinates the annual exhibition program that includes a mix of traveling exhibitions, art competitions and the curating of in-house exhibitions.

Winton Visitor Information Centre

The Centre operates the VIC on behalf of the Council with funding assistance from the Council. The VIC has been certified and meets standards established by Tourism Queensland.

Westpac In-store bank

Westpac closed its branch in Winton in August 2000 and the Centre entered into contract with Westpac to provide banking services. The Centre receives a commission calculated from the level of transactions that includes a quarterly management fee providing the in-store staff meets assessable standards established by Westpac.

The in-store bank has provided an excellent opportunity to up-skill staff at the Centre. The Centre Manager acts as the 'proprietor' of the in-store. Financial Services regulations require minimum standards of training.