



Winton Shire Council

LEGENDARY SAFE SCENIC

INFORMATION PACKAGE

Tourism & Economic Development Manager

Applications Close 5:00pm 12th March

Contents

SHIRE PROFILE 3

 About Winton Shire Council..... 3

 Towns of the Winton Shire 4

 Winton..... 4

 Opalton 4

 Corfield 4

 Middleton..... 4

THE COUNCIL ORGANISATION 5

MISSION STATEMENT 5

 Vision..... 5

CORPORATE VALUES..... 6

 Accountability..... 6

 Effectiveness..... 6

 Efficiency..... 6

 Sustainability 6

 Meaningful Community Engagement..... 6

 Good Governance 6

 Ethical and Legal Behaviour 6

CORPORATE STRUCTURE..... 7

THE POSITION 8

RECRUITMENT PROCESS 14

 Shortlisting and Interviews..... 14

 How To Apply 14

FURTHER INFORMATION 14

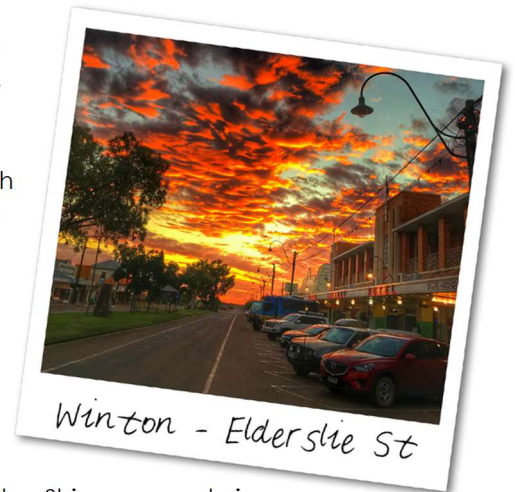


SHIRE PROFILE

About Winton Shire Council

Winton is located in Central Western Queensland on the Landsborough Highway, 180 kilometres northwest of Longreach and 472 kilometres south east of Mount Isa. Winton is approximately 1,500 kilometres from Brisbane, covering 53,935 square kilometres and boasting a population of around 1,600 people. Home to diverse landscapes with rolling Mitchell Grass Downs suddenly interrupted by mesa formations, starkly beautiful red earth and spinifex country, Channel Country and undulating plains as far as the eye can see with a myriad of dry channels, waiting for the wet season.

Winton has a rich history with links to the Great Shearers' Strike, Waltzing Matilda and QANTAS, but today the town is almost as well known for something far more ancient... dinosaurs.



Winton - Elderslie St



Dinosaur Country!

The first official dinosaur discovery in Winton Shire was made in 1962, approximately 110km South-West of Winton – a fossilised footprint with the site later revealing a stampede with over 3,300 footprints. Later discoveries were the then largest dinosaur found in Australia a 20-30 ton Sauropod nicknamed "Elliot" discovered on a property outside Winton in 1999, and his friends, more Sauropods of the group called Titanosaurs (the largest dinosaurs to walk the earth) in varying sizes and types – and "Banjo", Australia's largest known carnivorous dinosaur. Winton is known as the home of Waltzing Matilda, with A B (Banjo) Paterson writing our national song in 1895, whilst visiting Dagworth Station. Legend has it that the first public performance of Waltzing Matilda happened at Winton's North Gregory Hotel on 6th April 1895.

Twenty-five years later, Winton became the birthplace of the Queensland and Northern Territory Aerial Service (QANTAS), registered as a company in Winton on 16th November 1920. This was followed by its first Board Meeting in 1921, held on the 10th February at the Winton Club. Later in 1921, the Winton Shire Council became the first local authority in Australia to support Commercial Aviation after subsidising by half the costs of establishing a landing field in Winton, to the sum of £20. The local expression is that QANTAS was conceived in Cloncurry, born in Winton and grew up in Longreach! When the area was settled in the late 19th century, the region's low annual rainfall made it ideal for sheep, and up to 1.5million sheep have been grazed during a past good season. In recent times, graziers have increasingly shifted from wool production to beef production. The opal mining industry also flourishes in Winton, and has for more than a century. Some of the best boulder opal has been found from claims within the Winton Shire.



Boulder Opal Country



Towns of the Winton Shire

Winton

Winton Township is located on the Matilda Highway, between Longreach and Kynuna and is the gateway to Australia's Dinosaur Trail and the Outback Way. Winton town is the Shire administration centre and is known for friendly hospitality and big smiles. The town boasts a selection of good affordable accommodation, caravan parks, great food outlets, Searles Outback Store, various retail outlets and general stores for all your travelling needs. There is opportunity to get involved in the local atmosphere during one of Winton's many events and festivals, including Waltzing Matilda Day, Diamantina Camp Draft, Turf Club Races, Drag Racing, Camel Races, Film Festival, Opal Festival and the Winton Outback Festival (bi-annually) to name just a few.



Opalton

Is the home of Queensland Boulder Opal and lies 123 kilometres south-west of Winton. Opal was first discovered in Winton by George Cragg in 1888 and the first mine was worked in 1894. By the end of the 19th Century there was a bustling township of 600 and Opalton became known for the enormous quantity and quality of its opal. Notably, in 1899 the largest piece of opal ever recorded was mined from Opalton, a pipe opal that measured more than three metres long.



Corfield

Is a tiny town located 90 kilometres north of Winton on the road to Hughenden. The town can be identified only by the small cluster of buildings on the rolling Mitchell grass downs. Once a busy railway siding, Corfield is now known for the annual "Corfield Cup" race meeting, when the population explodes with people visiting from near and far.



Middleton

Located 164 kilometres along the Winton-Boulia Road, Middleton made history in 1862, when McKinlay and his search party for Burke and Wills, entered the area. In fact, Middleton's name is derived from this search party after a creek named for the man second in charge – Middleton.



THE COUNCIL ORGANISATION

The Winton Shire Council Mayor and five (5) Councillors are the decision-making body and matters for consideration are directed through regular Council meetings. One of these positions is currently vacant. Ordinary meetings of council are held on the third Thursday of the Month. Special Meetings are convened when necessary to consider specific items such as budget, major projects and future directions.



Cr Gavin Baskett
Mayor



Cr Tina Elliott
Deputy Mayor

VACANT



Cr Shane Mann



Cr Anne Seymour




Cr Cathy White


The Winton Shire Council is managed by its Chief Executive Officer and the Managers of:

- Corporate and Regulatory Services
- Community and Economic Development
- Works and Utilities

 **1150+**
Population

 **+122**
Staff

 **\$37M**
Total Budget

 **\$242M**
Community Assets

There are 122 staff providing services and managing assets within an annual operating budget of more than \$ 25.5 million, Capital Budget of \$ 17.5 million and Net Community Assets of \$242 million.

MISSION STATEMENT

Winton Shire Council's Mission Statement: "To lead and work in partnership with the Community, to improve our lifestyle whilst preserving our heritage for future generations.

Vision

Winton, Legendary, Safe, Scenic.



CORPORATE VALUES

Accountability

The ethical concept associated with responsibility, enforcement, blameworthiness, transparent process, liability and other terms associated with being answerable for the trust that is bestowed by those whom we serve.

Effectiveness

The idea of carrying out a program or process that is entirely adequate to accomplish the purpose that has been identified as a goal or aspiration.

Efficiency

The concept that in the process of pursuing or effecting any program, procedures or task where all wastage is minimised.

Sustainability

Is the capacity to maintain a certain process or state indefinitely? When applied in an economic context, a business is sustainable if it has accepted its practices for the use of renewable resources and is accountable for the environmental impact of its activities.

Meaningful Community Engagement

Encompasses the principle of seeking the views and opinions of the Community. This is to be through an effective committee system and public consultation process as part of Council's decision making methodology.

Good Governance

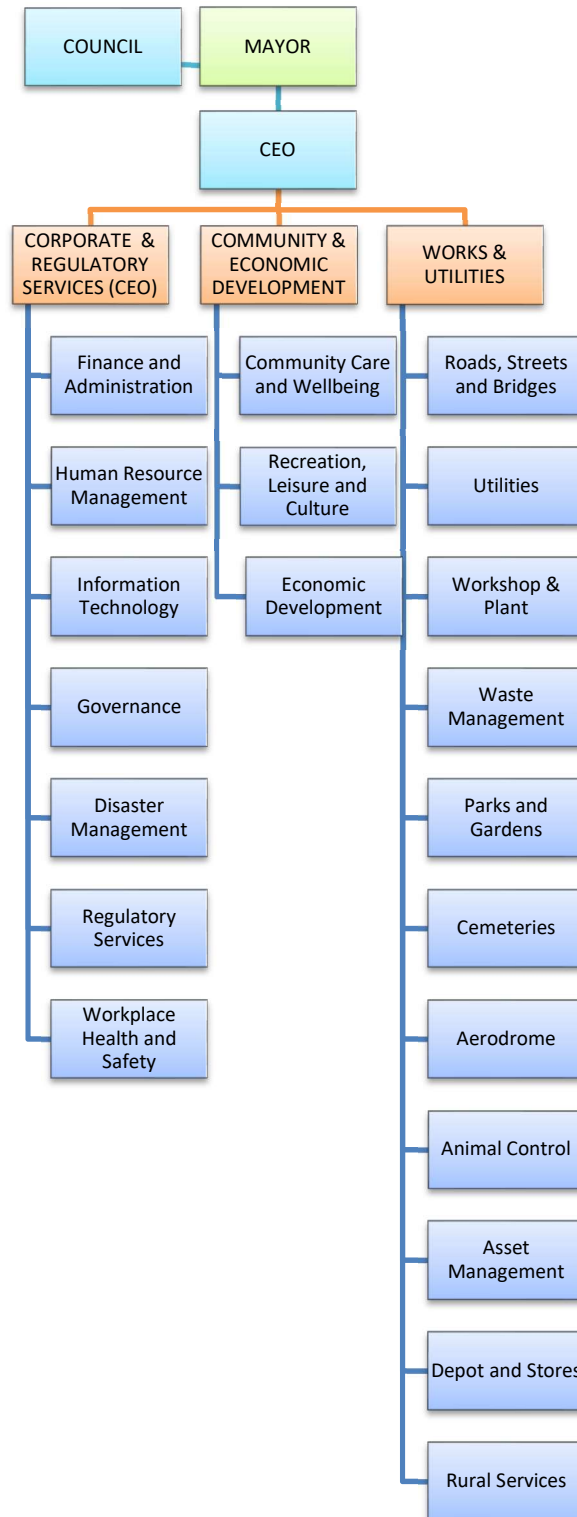
This describes the process of decision-making and the process by which decisions are implemented (or not implemented), hereby, public institutions conduct public affairs, manage public resources and guarantee the realisation of human rights. Good governance accomplishes this in a manner essentially free of abuse and corruption and with due regard for the rule of law.

Ethical and Legal Behaviour

Ethical behaviour is characterised by honesty, fairness, and equity in all interpersonal relationships. Ethical behaviour respects the dignity, diversity and rights of individuals and groups of people. When coupled with legal behaviours there is an expectation that there will be a penalty for conduct that breaches any law statute or regulation.



CORPORATE STRUCTURE



THE POSITION



WINTON SHIRE COUNCIL POSITION DESCRIPTION

1. POSITION DESCRIPTION	
Position Title:	Tourism and Economic Development Manager
Position Number:	CE10309
Portfolio:	Tourism and Economic Development
Department:	Community and Economic Development
Location:	Waltzing Matilda Centre (WMC) Elderslie Street, Winton
Classification Level:	Level 7-8 Qld Local Government Industry (Stream A) Award 2017 Division 2 Section 1 and Winton Shire Council EBA 2019 as varied
Terms of Employment:	Full Time 3 Year Fixed Term Contract
Supporting Documents:	Employee Code of Conduct Workplace Health & Safety Policies and Procedures Staff Induction Booklet WSC Drug and Alcohol Policy
2. ORGANISATIONAL ENVIRONMENT	
<p>Winton Shire Councils Mission Statement is:</p> <p>'To lead and work in partnership with the community to improve our lifestyle whilst preserving our heritage.</p> <p>Winton Shire Councils Vision is:</p> <p>"Winton Legendary Safe Scenic"</p> <p>Winton Shire Council Corporate Values</p> <p>Accountability:</p> <p>The ethical concept associated with responsibility, enforcement, blameworthiness, transparent process, liability and other terms associated with being answerable for the trust that is bestowed by those whom we serve.</p> <p>Effectiveness:</p> <p>The idea of carrying out a program or process that is entirely adequate to accomplish the purpose that has been identified as a goal or aspiration.</p> <p>Efficiency:</p>	



The concept that in the process of pursuing or effecting any program, procedures or task where all wastage is minimised.

Sustainability:

Is the capacity to maintain a certain process or state indefinitely? When applied in an economic context, a business is sustainable if it has accepted its practices for the use of renewable resources and is accountable for the environmental impact of its activities.

Meaningful Community Engagement:

Encompasses the principle of seeking the views and opinions of the Community. This is to be through an effective committee system and public consultation process as part of Council's decision-making methodology.

Good Governance:

This describes the process of decision-making and the process by which decisions are implemented (or not implemented), hereby, public institutions conduct public affairs, manage public resources and guarantee the realisation of human rights. Good governance accomplishes this in a manner essentially free of abuse and corruption and with due regard for the rule of law.

Ethical and Legal Behaviour:

Ethical behaviour is characterised by honesty, fairness, and equity in all interpersonal relationships. Ethical behaviour respects the dignity, diversity and rights of individuals and groups of people. When coupled with legal behaviours there is an expectation that there will be a penalty for conduct that breaches any law statute or regulation.

3. ORGANISATIONAL RELATIONSHIPS

Reports to:	Director for Community & Economic Development
Supervision of:	WMC Coordinator, Exhibition Supervisor, Tourism & Economic Development Officer and the Communications & Events Officer.
Internal Liaisons:	Management, Council Staff and Council Departments as required.
External Liaisons:	Government Officers, customers, business operators, visitors and the Winton Shire Community at large.

4. POSITION OBJECTIVES

The purpose and function of this position is to:

- Develop and oversee all operational and staffing duties at the Waltzing Matilda Centre (WMC).
- Facilitate the implementation of the Winton Shire Council Economic Development Strategy and Action Plan, and provide robust advice on matters relating to economic development, job creation and industry growth within the Winton Shire.
- Work collaboratively with the community to enhance their capacity to identify their aspirations with a focus to advance business and tourism opportunities, create employment opportunities and contribute to economic sustainability for the Shire.
- Oversee the development and implementation of Council's communication strategy, to effectively inform and promote Council's brand, the region, and its product and services, to ensure clear, consistent, accurate and targeted messaging.



- Ensure the effective management Council's major events, support and grow existing events and attract new events and conferences to the region.

5. ORGANISATIONAL COMMITMENT

CORPORATE:

All Local Government employees are required to comply with the relevant Acts and Regulations and Council's policies and procedures as amended from time to time.

CONFIDENTIALITY AND IMPROPER USE OF INFORMATION:

All Council documents and information are treated with complete confidentiality. Information gained during employment with Local Government must not be used to gain advantage, or to cause detriment to the Local Government.

CONTINUOUS QUALITY IMPROVEMENT:

All employees are encouraged to embrace the concept of Continuous Quality Improvement (CQI) within the workplace. This will encourage creativity and innovation and identify and implement improved ways of doing things through this structured process.

WORKPLACE HEALTH AND SAFETY:

All employees have a duty under the *Work Health and Safety Act 2011* Section 28.

While at work all Winton Shire Council workers must:

- Take reasonable care for his or her own health and safety,
- Take reasonable care that his or her acts or omissions do not adversely affect the health and safety of other persons,
- Comply, so far as the worker is reasonably able, with any reasonable instruction that is given by the person conducting the business or undertaking to allow the person to comply with this Act, and
- Co-operate with any reasonable policy or procedure of the person conducting the business or undertaking relating to health or safety at the workplace that has been notified to workers.

6. EXPERIENCE/SKILLS

Experience and skills required for the position include:

- Tertiary qualifications in Commerce, Economics, Business or other relevant discipline and extensive experience in a similar role.
- Project management/planning skills with the ability to work on multiple projects concurrently, demonstrating suitable time management skills and the ability to meet deadlines,
- Demonstrated ability to proactively identify commercial opportunities and connect local businesses with those opportunities,
- Proven ability to think strategically and make informed and considered decisions,
- Detailed knowledge of funding opportunities and proven ability in securing funding,
- Proven ability to work independently and take ownership to resolve factors that may influence the delivery of service to customers in a timely and accurate manner,



- Demonstrated experience and proven ability in facility management and on-going development,
- Experience in design, implementation and evaluation of museum and/or gallery programs,
- Experience in marketing and communication,
- Excellent written and verbal communication skills and demonstrated ability to prepare presentations, Council documents and reports,
- Demonstrated ability to supervise, mentor and motivate staff, and
- Hold and maintain a “C” Class Manual driver’s licence with the ability to drive in rural and remote locations.

7. ADDITIONAL REQUIREMENTS AND WORKING CONDITIONS

The following requirements and working conditions will be necessary in this role:

- Undertake internal/external training, which may at times be outside of normal work hours,
- The Council Employee Code of Conduct applies to this position,
- Travel within the Shire may be required of this position (Council will supply a vehicle for business use only), and
- Work duties outside normal business hours may be required from time-to-time of this position.

8. STATEMENT OF KEY RESPONSIBILITIES AND DUTIES

The following key responsibilities may be modified from time to time to ensure the expected outcomes are coordinated with Council’s operational, corporate plans and strategies.

The key responsibilities of the position include:

- Developing Council’s networks and cooperative working arrangements, with the local business community, Central West Queensland Councils, the State Government and its agencies and activities consistent with Council’s tourism and economic development objectives,
- Take ownership of and be responsible for the development, implementation and/or review of the Winton Shire Council’s *Economic Development Strategy*, *Communications Strategy*, and *Tourism Strategy*.
- Develop, plan and coordinate the WMC exhibitions and public programs including Temporary exhibitions, Outback Art Gallery exhibitions, Sarah Riley Theatre programs, and School Holiday programs.
- Develop and implement a strategic business plan, marketing strategy, policies and procedures for the WMC.
- Understand the Winton Shire Council’s economic development goals and associated actions and investigate ways to build the Shire’s capacity to improve its economic future and quality of life for its residents.



- Demonstrate professional leadership and behavior always, based on transparency, integrity, respect and commitment to the values, operating principles and behaviors of Winton Shire Council.
- Ensure that all policies, procedures and work practices are implemented and adhered to in relation to human resource management, risk management and work health and safety obligations.
- Contribute to the continuous improvement of Council's plans, policies and procedures.
- Any other duties as directed by management, relevant to the position and within the capabilities of the Tourism and Economic Development Manager.

Human Resource Management and Team Leadership:

- Provide effective leadership, supervision, training and development to staff, trainees and volunteers, to implement the operations and activities of the WMC and ensure that all staff are motivated to meet the team goals in line with the organisational plan,
- Manage staff probation and annual reviews, ensuring they are completed in a fair and timely manner,
- Ensure the monitoring of employee timesheets and verification of attendance and time allocations to ensure that expenditure is in accordance with relevant budget allocations,
- Undertake regular team meetings as a means of passing on information, identifying potential problems, safety issues and continuous improvements,
- Manage personnel resources in a timely, sensitive and professional manner and in accordance with the relevant awards and Council's human resource practices, policies and direction,
- Attend relevant functions, meetings, workshops, seminars and training courses as required,
- Review training needs in conjunction with the Director for Community and Economic Development,
- Provide on the job training/coaching as required and where appropriately qualified,
- Report to the Director for Communities and Economic Development on any non-compliance regarding Equal Employment Opportunity, harassment and anti-discrimination amongst workers, and
- Ensure that all new employees are inducted at work in accordance with the Council's induction and, health and safety policies and procedures.

Communication and Stakeholder Engagement:

- Collaborate with the Director for Communities & Economic Development on all tourism and economic development strategies, marketing and public relations tasks
- Manage relationships with, and development opportunities for, regional heritage and tourism organisations, Winton Community groups, networks, individuals and other stakeholders,
- Ensure effective communication of management decisions, policies and directions to all staff,
- Oversee the staff and volunteers to ensure the delivery of all public exhibitions, programs, facility management, customer service and collections at the Museum,
- Be responsible for providing strategic leadership, direction and expertise, and



- Create an environment across the centre precinct whereby all visitors can come together to socialise and enjoy a quality, shared cultural experience.

Funding and budgeting:

- Seek out funding opportunities in relation to economic development opportunities and tourism activities, and work to ensure that the centre is a recipient of choice when it comes to funding from donations and sponsorship,
- Prepare funding submissions and develop operational business plans, and
- Collaborate with Winton Shire Council Director for Communities & Economic Development to prepare budgets and oversee financial management including monthly and annual reporting for the WMC.

Reporting:

- Ensure all organisational reporting, Council and management meeting requirements are completed accurately and on time, and
- Complete grant funding milestone and final reports for funding bodies where applicable.

9. KEY SELECTION CRITERIA

The applicant's suitability for this role will be assessed against the following competencies:

SC1: Tertiary qualifications in Economics, Business or an appropriate field relevant to tourism and economic development.

SC2: A thorough understanding of the challenges and opportunities facing business and industry, and how local government can facilitate economic growth and development.

SC3: A strong understanding of the drivers of commercial, retail and industrial investment and the factors that influence a business location and investment decisions.

SC4: Management and supervisory experience with the ability to lead, mentor, inspire and motivate a team of professional staff.

SC5: Detailed knowledge of funding opportunities and proven ability in securing funding from corporate and public organisations including ability to undertake a marketing plan for implementation into the system.

SC6: Ability to manage multiple tasks effectively with a high degree of flexibility and confidentiality within a changing workplace environment.

SC7: Well-developed personal attributes and interpersonal skills, including communication, presentation, problem solving, negotiation and conflict resolution.

SC8: Excellent written and verbal communication skills and demonstrated ability to prepare documents, reports and briefing papers.

10. OTHER RELEVANT INFORMATION

- The selected applicant may be required to undertake a pre-employment medical assessment to prove that they are medically fit to carry out the duties and responsibilities of the position.
- The selected applicant may be subject to a criminal background check by Council.



- This position will be subject to a minimum probationary period of three (3) months. The applicant's employment will undergo a review at the end of the probationary period and a recommendation will be made to the Chief Executive Officer regarding permanent employment in the position.
- The position provides a house in Winton at subsidised rental and a Vehicle for business use.
- The selected applicant may be required to provide Winton Shire Council with a recent photograph, at the time of the person's induction, for the purpose of creating a Winton Shire Council Employee Identity Card. Under [s 138A] of the Queensland Local Government Act 2009 the employee has a legal obligation to hand any such identity card/s back to the employer within twenty-one days of termination of employment, unless the employee has a reasonable excuse.
- This is a description of the job as it is at present constituted. It is the practice of Winton Shire Council, periodically to examine employees' job descriptions and to update them to ensure that they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This procedure is jointly conducted by each Director in consultation with those reporting directly to him or her. You will, therefore, be expected to participate fully in such discussions. It is Winton Shire Council's aim to reach agreement to reasonable changes where identified.
- In the event of organisational change or restructure, Council may require employees to undertake other roles for which they are qualified and capable of performing.

RECRUITMENT PROCESS

Candidates should lodge their applications in accordance with the directions outlined in "How to Apply for the Position" below.

Shortlisting and Interviews

The Shortlisting of all applicants will be undertaken by the Selection Panel shortly after the closing date. Late applications may be accepted at the discretion of the Selection panel. Interviews may be conducted face to face, or via video-conferencing or tele-conferencing, depending on the location of candidates and the technology available at the time.

How To Apply

We invite you to lodge a formal application including:

- a CV; and
- a cover letter of up to two pages detailing how your skills, qualifications, and experience enable you to meet the requirement of the position.

Please forward your application (Cover Letter and CV) to: jobs@winton.qld.gov.au

The closing date for receipt of applications is **5:00pm 12th March 2021**.

FURTHER INFORMATION

For further information in relation to this position please contact Director of Community and Economic Development, Jessica Greenaway, on 07 4657 2666 in relation to the recruitment process.

