



The
Whitsundays

THE HEART OF THE GREAT BARRIER REEF

POSITION DESCRIPTION

Tourism
Whitsundays

Destination Marketing | Industry Development | Visitor Services

Product Development Manager

The Whitsunday Tourism Association was originally established in 1982 as the peak industry association responsible for destination promotion and development for the region.

The Tourism Whitsundays (TW) Board consists of a maximum of 11 directors - 7 elected directors and up to 4 invited directors, representing Island Resorts, Accommodation, Marine, Youth and Tourism Transport sectors, Tourism & Events Queensland, Whitsunday Regional Council Mayor, Bowen Tourism & Business Chair, and selected invitees.

Tourism Whitsundays is an industry-driven, membership-based organisation. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination.

TW is at all times seeking to recruit talented and committed people who:

- recognise the value and respect the privilege of working for the community;
- demonstrate leadership by making a difference and achieving positive outcomes;
- behave in a way that earns trust and mutual respect;
- support each other and respect diversity;
- understand the importance of relationships;
- strive for solutions-based approaches; and
- behave in an ethical and accountable manner.

Position Description

Position title:	Product Development Manager
Location:	Tourism Whitsundays Head Office, 1/5 Carlo Drive, Cannonvale QLD 4802
Reports to:	CEO
Direct reports:	Nil

Basis of Employment: Full-time contract for one year term with potential to extend.

Purpose of the role

This position aims to foster collaboration and innovation across the Greater Whitsundays region's tourism sector. The primary focus is developing diverse tourism products, from grassroots concepts to trade-ready offerings. This position will support existing products, enabling them to evolve and create unique experiences. Special attention will be given to sectors like Agri-Tourism, Indigenous Experiences, Luxury, Adventure, and Land-based products, recognising their potential to diversify the tourism landscape.

This role will actively seek funding opportunities from local, state, and federal governments to support the growth of the Whitsundays' tourism industry. By building strong relationships with funding bodies, the role will secure the necessary resources to fuel innovation and development.

Metrics will be integrated into the role to ensure a sustainable model. This will include measuring the impact of new product development, job creation, visitor expenditure growth, and overall industry expansion. With a strategic plan in place, the aim is to extend the role into a 3 to 5-year position, ensuring continuity and long-term success in driving tourism growth in the Whitsundays.

You will bring to the role

Must have	Great to have
<ul style="list-style-type: none">• Proficiency in using Microsoft Office products, particularly SharePoint, Teams, Word, Excel, PowerPoint and Outlook, and other software systems with accurate word processing and data entry skills.• Previous experience in industry development, tourism or trade activities, including project and campaign management, industry communication, event coordination, etc.• Experience in analysing business plans and identifying gaps, and experience in creating and writing a business plan from conception.• Effective verbal communication and interpersonal skills, with the ability to liaise with people at all levels in an informative, accurate and positive manner• Ability to prioritise, organise and complete work within established deadlines and to maintain a consistent level of professionalism• An ability to work effectively within a busy team environment and also to work unsupervised at times• Strong stakeholder and customer focus and genuine desire to assist team members• A proactive approach to resolving queries and problems• A can-do attitude, flexible and mature approach to work tasks, and a willingness to learn.• Working knowledge of domestic and international travel trends.	<ul style="list-style-type: none">• A can-do attitude and the willingness to go beyond the call of duty when needed.• Experience in identifying and developing new products and supporting or winning previous tourism businesses.• Grant writing experience.• Sound knowledge of The Whitsundays.• <u>Relationships with local Whitsundays operators</u>

How will you do it?

Capability	How you will display it
<ul style="list-style-type: none"> • <u>Agile</u> Being adaptable and flexible through changing mindset and behaviour in response to new information when faced with challenges. 	<ul style="list-style-type: none"> • Seeks higher responsibility when initiatives are likely to impact • Team Solutions focused when managing obstacles to change • Considers and assures relationship owners, for stakeholders who may be affected by a workplace or industry change
<ul style="list-style-type: none"> • <u>Influential</u> Encouraging people to understand and accept new or alternative options to guide behaviours and decisions. 	<ul style="list-style-type: none"> • Assures correct decision-makers involved and prepares information to help "set the scene" • Shares interests and considerations from various perspectives when exploring options • Maintains composure and constructive communication when interactions become challenging or confrontational
<ul style="list-style-type: none"> • <u>Collaborative</u> Working with others as a team player and sharing resources and information that may improve individual, team, TW and/or stakeholders effectiveness. 	<ul style="list-style-type: none"> • Seeks expert input (internal/external) at various stages of work delivery (e.g., strategising, planning, implementing, or reviewing) • Recognises efforts and inputs from others • Makes time to check-in with team members and broader
<ul style="list-style-type: none"> • <u>Focused on Greater Good</u> Approaching work and stakeholders with a genuine focus on the greater good to achieve TW's outcomes and strengthen partnerships 	<ul style="list-style-type: none"> • Uses "how and why" questions to understand the value of work activities rather than comply • Language, decisions, and actions align with TW's direction and role of TW's partners. • Attends events and reviews information to keep updated on TW and its value-add

What will you do?

Accountability	Major Activities
Product Development	<ul style="list-style-type: none"> Identify key investment opportunities for the Greater Whitsunday region. Utilise your business acumen to mentor emerging operators from conception to trade-ready. Utilise your business acumen to mentor existing operators to develop new experiences from conception to trade-ready. Support the development of business plans to grow emerging experiences. Identify new tourism experience opportunities, land-based opportunities and those focused on food/agritourism. Coordinate and implement tourism product, experience and destination development activities in The Whitsundays to support growth, sustainability and competitiveness of The Whitsundays tourism in key markets. Work with the local tourism sector to establish at least ten new Whitsunday tourism experiences, ranging from food/agri-tourism to adventure and luxury niche markets. To promote cross-operator opportunities, including but not limited to packaging programs, contact introductions, and itinerary development targeting longer visitor stays in the region.
Trade	<ul style="list-style-type: none"> Liaise with Tourism Whitsundays Trade Manager to support travel trade operators, wholesalers, travel agents, trade and consumer media, and industry partners on various cooperative programs, including itineraries that include Mackay and the Whitsundays. Develop and deliver a targeted plan to bring Greater Whitsundays products to trade ready. Increase Whitsundays products contracted with trade and develop new opportunities.
Engagement and Communication	<ul style="list-style-type: none"> Establish a calendar of regular meetings with key stakeholders and tourism Inform stakeholders, tourism operators and Tourism Whitsundays of funding applications and liaise where necessary Gather intelligence, promote programs, enhance cross-sector collaboration and sell messages Engage with operators and key stakeholders in the region. Keep the local tourism sector informed and facilitate increased involvement in beneficial opportunities available to tourism operators, including the Queensland Government's Tourism Industry Business Capability Program and Tourism and Events Queensland's Best of Queensland Experiences Program. Assist the local tourism sector to leverage local, state and federal grant opportunities. Assist the local tourism sector in improving and tailoring their customer service delivery to domestic audiences.

	<ul style="list-style-type: none"> • Educate the local accommodation sector on STR and increase the number of Whitsundays-based accommodation providers leveraging this opportunity. • Provide ongoing mentoring support for local tourism operators.
Teamwork and Collaboration	<ul style="list-style-type: none"> • Work with the team to establish and maintain a teamwork, achievement, accountability, and outcome focus culture. • Foster, a collaborative team spirit, focused on service delivery to both internal and external stakeholders. • Proactively keep up to date with issues that may impact Tourism Whitsundays corporate goals and strategic objectives. • Actively participate as a team member across Tourism Whitsundays, contributing to and undertaking special projects and activities, as required. • Promote teamwork and achievement of common purpose by encouraging all Tourism Whitsundays team members to share information and ideas. • Undertake other duties as directed by the Marketing Manager.
Key Performance Indicators	<ul style="list-style-type: none"> • Support sustainable funding model to continue Product development role in the Greater Whitsundays region • Develop new experiences for the Greater Whitsundays region • Develop five itineraries that collaborate on produce between Mackay and The Whitsundays'.