



shire of Ashburton
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Manager Tourism and Economic Development Onslow

Application Package
January 2022

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ABOUT THE ROLE

Manager Tourism and Economic Development

Residential – Onslow | Maximum Term Contract

Competitive remuneration: \$109,452.45 Cash + Housing + Annual Allowances + 6 Weeks Leave + Super Matching Scheme + Relocation + Vehicle

About the Position

We are seeking an innovative and self-motivated professional to join the Shire of Ashburton in the position of Manager Tourism & Economic Development.

In this key position within the organisation, you will use your initiative and creativity to develop and deliver strategies to support economic and tourism growth. Your innovative strategies will support commercial development, investment attraction and tourism growth.

This role will provide opportunity to build engagement and collaboration across diverse industries including mining and agriculture.

Our ideal candidate will have the energy and tenacity to tackle big issues and challenges and have exceptional advocacy, consultation and negotiation skills. Demonstrated experience in a similar role developing and maintaining partnerships is essential. While Local Government experience is highly regarded, we value ideas and experience from other sectors.

If you have a can-do approach to work, a passion for developing innovative ideas and strategies and are able to make things happen, then we would love to hear from you!

For information regarding this exciting opportunity, please contact Megan Walsh, Chief Operating Officer – Airport & Tourism on 0448 774 789.

Applications must be submitted online via the Shire of Ashburton website: www.ashburton.wa.gov.au by **9:00 AM Wednesday 19 January 2022**.

Please note: Shortlisting may commence immediately.

Position Description

Manager - Tourism and Economic Development	
Position Number	JA.183
Directorate	Office of the CEO
Department	Tourism and Economic Development
Job Family	Manager
Reports To	Chief Operating Officer - Airport and Tourism
Direct Reports	Tom Price Visitor Centre Coordinator
Location	Onslow (with intra Shire Travel)
Industrial Instrument	Shire of Ashburton Enterprise Agreement 2017
Classification	Level 7

Vision

To contribute to the social, economic, and environmental prosperity of the Shire of Ashburton by providing in alliance with others, strong community leadership, advocacy, and cost-effective facilities and services.

Values

Respect Openness Teamwork Leadership Excellence Health and Wellbeing

About the Role

Role Objective / Purpose

To develop, implement, manage, and maintain a strategy to increase tourism and economic development in the Shire of Ashburton region, and oversee the tourism and visitor Centre operations.

Key Role Outcomes

Manage the provision of high quality, effective, timely, cost effective and compliant tourism and economic development services for the Shire, which includes, among other things:

- Develop and implement a strategy to increase awareness of the Shire of Ashburton's tourism brand;
 - Work with small businesses in the Shire area to develop and maintain support networks and relationships;
 - Attract investment in the region through the creation of new tourism products, events, and infrastructure;
 - Work with key industry stakeholders to ensure the Shire is aligned with regional, state, and national tourism strategies and messaging;
 - Manage the Tom Price visitor centre, including developing strategies and reviewing processes to boost the centre's effectiveness as a tourism hub for the Shire;
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- Assist the Chief Operating Officer - Airport and Tourism on any major economic development projects; and ensure that tourism and economic development strategies are aligned with key council documents, and develop and review those strategies to ensure they are the best practice for the Shire.

Manage, and oversee the visitor centre staff to ensure the effective and safe provision of departmental services and operations, including, but not limited to responsibility for recruitment and selection, induction, training, performance monitoring, delegation and project oversight, team effectiveness and organisational cultural alignment.

Work Duties

The position description does not act to limit or set specific duties required to fulfil this role, this document serves to describe the role and outline the required outcomes and to set expectations. All employees are required to have a flexible approach to their work, including undertaking work duties which may fall outside those required of this role. All employees must comply with reasonable and lawful directions.

Core Competencies

The following competencies are required of **all roles** within the Shire and are ranked to reflect differing levels of responsibility. These competencies reflect the Shire's Values of Respect, Openness, Teamwork, Leadership, Excellence, Health and Wellbeing which always apply, to all staff, in all roles.

Competency	Required Level
Health and Safety	Proficient: Reviews, audits and trains others in safety procedures primarily on the job. Instrumental in leading work teams on safety compliance and ensuring a culture of safety first within the work team. At all times acts in accordance with the principles identified in the Local Government Act and State and Federal legislation.
Accountability	Highly Proficient: Management and leadership accountability. Will have scope to reset priorities or resources within overall program objectives or between positions or sections for which the position has management responsibility. Has a high level of independence in setting and achieving outcomes.
Judgement and Decision Making	Establishes and oversees the framework (strategy, work plans, organisational priorities) for decision making and problem solving. Decisions made impact multiple areas within the business and external stakeholders. Judgement is guided by objectives and applied at strategic or Departmental level.
Time Management	Highly Proficient: Develop and implement short, mid and long term outcomes for the work area(s).
Customer Service	Highly Proficient: Able to reconcile different points of view and resolve more complex customer queries which may require investigation and analysis. The employee will reflect and always demonstrate the code of conduct of the organisation, its values and work with the highest level of integrity.

Financial Management	Highly Proficient: Manage budget for the department, including formulating budget and monitoring expenditure. Will have scope to reset priorities or resources of functional areas to achieve budget requirements.
Leadership	Proficient: Leadership and influence to assist attainment of operational and strategic objectives across major projects or a large division or department.
Role Specific Competencies These are the specific competencies required of the role.	
Competency	Required Level
Problem Solving	Highly Proficient: Solve problems at a strategic or department level. Solutions developed may have wide ranging effects. Solve problems in accordance with managerial directives, policies of Council and legislative requirements.
Policy or Legislative Interpretation	Proficient: Provide advice on policy matters and comprehensive instruction in a specialised area of professional, policy or technical complexity.
Supervision Skills	Proficient: Line management responsibility for staff delivering a range of administrative, technical or professional services.
Conflict Resolution	Highly Proficient: Able to identify potential conflict ahead of time and put strategies in place to prevent conflict occurring between stakeholders, or to resolve conflict where there is seemingly little common ground.
Communications Skills	Highly Proficient: Communication skills are attuned to the underlying messages, political nuances and minor subtleties of complex communications. Presentations may be made to large public forums. Highly developed interpersonal skills, including leading and motivating.
Equipment Operation	Fundamental: Uses hand held, non powered equipment.
Report Writing	Highly Proficient: Provide expert advice, decision making and oversight of reports produced in work area.
Administration Skills	Proficient: Able to train others in the work area in the use of processes, software and office equipment to a detailed level. Completes more complex tasks within systems and processes.
Policy and Procedure Development	Proficient: Develop, influence and implement policy matters across a function, department or work area.
Project Management	Highly Proficient: Technical employees manage more complex projects. Often involves oversight and management of

	professional/technical resources and large or complex projects. As required, report monthly to assess achievement of Councils' budgeted objectives.
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Licenses, Registrations, Memberships or Qualifications Required of Role

- Minimum C Class Drivers Licence;
- Current National Police Clearance (dated within 6 months of commencement); and
- Bachelor degree or higher in Commerce or similar (or equivalent work experience)

Experience, Skills, Knowledge Required of Role

- Previous experience in a similar tourism and economic development role, including:
 - Demonstrated knowledge of tourism industry (preferably regional);
 - Experience in implementation of a regional economic development strategy;
 - Experience in marketing, promotions and product development;
- Desirable – previous supervision experience; and
- Proficiency with MS suite of software.

Confirmation

I have received, read, and familiarised myself with this position description:

Name _____

Signed _____

Date _____

Position descriptions may be reviewed on an annual basis, as part of the Shires' annual performance review process.

Employment Conditions & Benefits

PACKAGE CONDITIONS

You will be engaged on an individual employment contract.

Annual salary (cash component)	\$109,452.45
Annual superannuation 10% (SCG)	\$ 10,945.24
Motor vehicle (Zone 2)	\$ 21,991.00
Annual professional memberships	\$ 1,000.00
Annual smart phone private usage max	\$ 1,188.00
Annual Ashburton allowance	\$ 4,266.26
Annual leave travel allowance	\$ 959.91
Housing provision (max value)	\$ 32,200.00
Total annual package	\$182,002.86

Note: there is free Shire housing assigned to this position and the housing value, as indicated above is for package illustration purpose only and therefore does not form part of the actual total remuneration package. There will however be no rental charge for the term of the lease.

In addition to the above, the following also apply –

- Water allowance of up to 1,500kl free per annum;
- Relocation support of up to \$10,000;

In addition, we also offer great learning and development opportunities, have a wellbeing program in place that benefits all our staff.

SUPERANNUATION

Along with 10.0% Superannuation guarantee, we offer a generous Superannuation matching scheme (up to a total of 22% and 25% after 2 years), with salary sacrifice options.

ANNUAL LEAVE

Six (6) weeks annual leave per annum with no additional leave loading applicable.

LONG SERVICE LEAVE

Thirteen (13) weeks after ten (10) years continuous Local Government service which is transferable between Local Governments in Western Australia.

UNIFORM AND PPE

Corporate uniforms are provided as per the *EA*. Uniforms considered PPE will be provided upon commencement and will be replaced as required.

What do you need to do before applying?

COVERING LETTER

The covering letter should be a one page introduction of yourself to the selection panel and should include the title of the position you are applying for, as well as the position number. You should explain why you are applying for the position, the value you will bring to the position, the relevance of your skills and how you prefer to be contacted, should you be progressed to the next stage of the recruitment process.

RESUME

Your resume should be up to date and provide personal details such as your name, address, and telephone number as well as relevant work history, education, training, courses attended, qualifications and professional memberships. Relevant work history should commence with the most recent position you have held as well as the dates/period of employment. In the description of your work history give only a brief summary of the duties and responsibilities for each of the positions.

REFEREES

You should include in the resume the names and contact numbers of at least two (2) referees. Referees may be contacted to verify your claims in relation to the selection criteria.

It is our preference to contact referees from positions you've held which are related to the role you're applying for, if viable. At least one referee should be your current direct manager, alternatively a direct manager from a previous position may be used.

SUBMITTING YOUR APPLICATION

Please apply by clicking 'Apply' on the job ad on our website: www.ashburton.wa.gov.au

NEXT STEPS

Once you have submitted your application you should start thinking about the next steps of the recruitment process and gather documentation to address the mandatory requirements for the role, this will include:

- 100 points of ID;
- National Police Clearance;
- Current Driver's Licence; and
- Required qualifications, tickets, or other licences.

You may also be required to undergo pre-employment checks such as psychometric testing, medical assessments and drug and alcohol screening – ensure you have documentation or evidence of any medical conditions or medication prior to medical testing being conducted.



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ABOUT THE SHIRE OF ASHBURTON

TOM PRICE

Some 747m above sea level, Tom Price is the highest town in Western Australia commonly referred to as the 'Top Town in WA'. It is a modern, fully serviced town, and is an ideal base for exploring the wonders of Karijini National Park which is just an hour away.

The town offers unique opportunities such as mine site tours, canyoning tours to the gorges, and a large variety of natural attractions including Mt Nameless/Jarndunmunha, Aboriginal carvings, local water holes and parks. Millstream Chichester National Park is also just a few hours away from Tom Price – Python Pool is a must!

From Tom Price you can experience everything that's makes the Pilbara so epic, not just the national parks, but WA's tallest mountains which are waiting to be conquered! Be ready to be amazed by vast red landscapes, the greatest sunrises and sunsets you'll ever see, not to mention the clearest skies – perfect for stargazing. Tom Price is home of great events like the Karijini Experience (April) and the Nameless Jarndunmunha Festival (August). It's definitely the best home base for adventure!

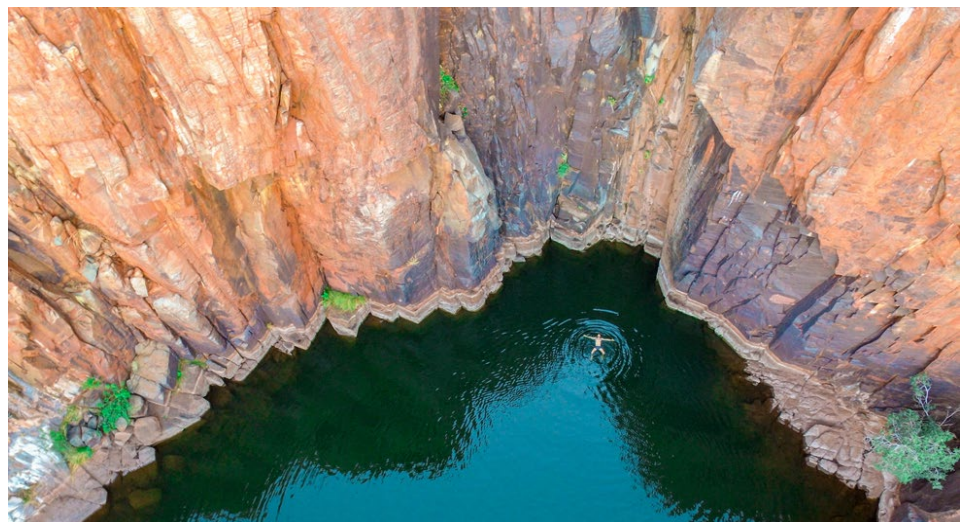


Left:

Canyoning in Karijini National Park

Right:

Python Pool, Millstream Chichester National Park



There is also a great community spirit in Tom Price with over 70 active community groups and sporting clubs. There's everything you may need in town or you can go sightseeing, spider walking through the gorges, swimming at Hamersley Gorge or Fern Pool and generally experience what Karijini and the Pilbara have to offer while you're here – it's worth it! Tom Price is also only half a day's drive to the magnificent Ningaloo Coast. What more can you ask for?



Mount Nameless/Jarndunmunha

Tom Price's most notable land mark is definitely the majestic Mt Nameless/Jarndunmunha. Jarndunmunha is culturally important to Eastern Garuma people, and is associated with a sacred narrative that describes the activities of two girls and their dingo who travelled up the hill. The two girls turned to stone on the mountain. The song for Jarndunmunha is still sung by Eastern Garuma Elders and Traditional owners. Jarndunmunha, the mountain is located approximately 4kms from town and 1128m above sea level.

It is the highest accessible peak by vehicle in Western Australia and offers spectacular panoramic views of the township, Rio Tinto Iron Ore Mine and the surrounding ranges. The drive is approximately 30 minutes and is accessible by 4WD only. A challenging walk from the base of the mountain is approximately a 1 - 3 hour return hike, depending on fitness levels.

Tom Price has a variety of business facilities including a post office, a hospital, chemist, mechanics, hairdressers, supermarket, boarding kennels, home hardware store, home appliance store and a choice of eateries.

ONSLOW



Onslow is the oldest town in the Shire of Ashburton and offers a variety of other scenic and historical attractions in the town and nearby, such as the Heritage Trail, Ian Blair Memorial Walkway, ANZAC Memorial, Four Mile Beach, Termite Mound Viewing Area, Bobby's Tree, Good Shed Museum and Staircase to the Moon. Of course, there are also fishing and crabbing opportunities. Onslow is also the gateway to the magnificent Mackerel Islands, and is within a few hours' drive of Coral Bay, Exmouth and the Ningaloo Reef.

In recent years Onslow has become a hub of major industrial activity focused on natural resource extraction and is home to large scale projects such as Wheatstone LNG, Macedon Gas, Onslow Salt, the Onslow Marine Support Base and the Shire's own Class IV Waste Management Facility which is currently in developmental stages. The town also boasts a modern airport which provides direct flights to and from Perth.

Onslow also hosts a range on new recreational facilities, catering to the sports and social needs of the community:

Onslow Aquatic Centre, consisting of a six lane 25m pool with an additional freeform beach entry area. The centre has a fully retractable shaded pool and lawn area, a kiosk to purchase hot food, snacks and cold drinks, a pro-shop full of swim training equipment. The perfect place to host a birthday party with free pool toys for entertainment and large inflatables for hire.

Multi-Purpose Complex, including a full size sports gymnasium, as well as basketball, indoor soccer, netball, badminton and volleyball courts.

Tennis Courts, managed by the Onslow Sports Club where keys can be obtained. The lights are operated by a coin box. There is one synthetic and one paved court.

Onslow Community Garden, a thriving garden in the centre of town which enables residents and visitors to share the pleasure of outdoor activity, wholesome food and

community spirit. Complete with BBQ facilities and a wood fired pizza oven, the garden hosts regular community events.



The other Shire towns...

PARABURDOO

Paraburdoo is a 40-year-old purpose built mining town that lies on the desert fringe of the Hamersley Ranges.

It is renowned for its beautiful scenery, wildlife diversity and interesting short European history. Palm Springs is a permanent water source with exceptional bird watching. It is a Heritage Site for the Innawonga People, located 50km north along Paraburdoo Tom Price Road. Kelly's Pool is 8kms out of town and the local year round water hole with picnic facilities. Paraburdoo is also where the Pilbara regions beloved 'Red Dog' was born.

PANNAWONICA

Pannawonica is a purpose built mining town, constructed in 1970 and is one of few 'closed mining towns' in WA, a term used by mining companies to describe towns where facilities are limited for visitors and accommodation is reserved for mining staff. The town ultimately provides a home for Rio Tinto employees and their families, working out of the Pannawonica mine site. The smallest town in the Shire of Ashburton, with just under 700 residents, the quaint desert town offers a great home base for adventure!

Millstream Chichester National Park is just 100km down the road from Pannawonica – Python Pool is a must.
