

Culture, Entertainment and Destination Events Director

Tourism and Events Queensland

Tourism and Events Queensland (TEQ) is a statutory body of the Queensland Government and the State's lead marketing, tourism experience and destination development and major events agency.

In partnership with government, regional tourism organisations, industry and commercial stakeholders, we aim to build Queensland's tourism and events industry to foster innovation, drive industry growth and boost visitor expenditure.

A core function of TEQ is to identify, attract, develop and promote events that:

1. contribute to the Queensland economy;
2. attract visitors to Queensland;
3. enhance the profile of Queensland; and
4. foster community pride in Queensland.

Purpose of the role

As an integral member of the TEQ Leadership team and reporting to the Group Executive Events and Experiences, this position plays a key role in the attraction, creation, development and leveraging of events across TEQ's Culture and Entertainment and Destination Events portfolios.

The role leads the ongoing development and implementation of the TEQ Event Strategy 2025. The Strategy aims to develop, manage and promote a world-class Events Calendar for Queensland that, as a sustainable high value asset for the State, contributes to the Queensland economy and inspires the world to experience the best events at the best address on Earth.

The role will do this by leading TEQ's event investment activities including the attraction, creation, retention and growth of high value events across two portfolios:

1. Culture and Entertainment Major Events portfolio; and
2. Queensland Destination Events Program portfolio.

While the two portfolios require distinct event investment approaches, the role will ensure integration across both by leading TEQ's event growth pipeline, which identifies events already supported by the Queensland Destination Event Program (including spectator and participatory sport events) with the potential to grow and then leverages major event investment to drive incremental outcomes against TEQ's objectives. The role will also leverage TEQ's experience design and development activity to optimise the experience delivered by TEQ supported events.

In addition, the role provides leadership, strategic direction and influences across five key opportunities areas identified to grow market share for Queensland:

- Nature Based Tourism Offerings
- Aboriginal and Torres Strait Islander Cultures
- Sustainable Tourism Opportunities
- The Great Barrier Reef
- Brisbane 2032 Olympic and Paralympic Games

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What you will bring to the role:

Must have	Great to have
<ul style="list-style-type: none">• Extensive experience at a senior level within the domestic and/or international events industry, with a particular focus on leveraging events to drive incremental tourism outcomes.• Extensive experience working across the lifecycle of events including the creation, feasibility and planning, marketing and communications, commercialisation, delivery, and evaluation of major events, particularly as drivers of tourism outcomes.• Established relationships with a wide range of stakeholders across the Queensland and Australian events and tourism industry.• Demonstrated ability to consult, engage, negotiate, and then contract commercial partnerships with a range of stakeholders• Strong analytical, strategic thinking and planning skills, including the ability to interpret research and strategic data to formulate action plans.• Demonstrated experience leading a high performing team• Highly developed project management skills with the ability to manage multiple and competing priorities.• High level written and verbal communication skills with sensitivity to the context and impact of the message.• Ability and willingness to travel and work outside business hours as required.	<ul style="list-style-type: none">• Tertiary qualifications in Tourism, Event Management, or other tourism related industry training.• Industry experience at a senior level across arts, cultural and entertainment events.• Established relationships across the arts, cultural and entertainment sectors.• Well-developed understanding of legal and contractual requirements and documentation in relation to event delivery and the administration of public investment.• Commercially astute with a well-developed understanding of government – including at state, federal and local levels – in particular in relation to policy in the context of tourism and events in Queensland.• Proven event budgeting, financial, governance and risk management experience.• A level of cultural competency gained from connections and experience working with Aboriginal and Torres Strait Islander peoples

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What you will do:

Accountability	Global Accountabilities
<ul style="list-style-type: none"> Event attraction, development and optimisation to grow the value of the Queensland Events Calendar 	<ul style="list-style-type: none"> Lead the development and implementation of initiatives that deliver upon the Events Strategy 2025 across the Culture and Entertainment and Destination Events portfolios and the value of the Queensland Events Calendar. Lead experience design and development initiatives across the portfolio to optimise the experience delivered by TEQ supported events. Oversee the optimisation of event marketing plans through the leveraging of TEQ's (and of other stakeholder's) marketing campaigns (e.g. It's Live in Queensland), channels and assets to maximise the value of TEQ supported events. Lead the delivery of TEQ's event growth pipeline across TEQ's events portfolios by growing the value of targeted events through Calendar Engineering, the Queensland Destination Events Program and major events investment. <p>As it relates to the Culture and Entertainment portfolio:</p> <ul style="list-style-type: none"> Lead the identification, assessment, attraction, development and activation of events across Queensland to deliver value against TEQ's objectives commensurate with TEQ investment. Lead the identification, assessment, development, stakeholder engagement and delivery of initiatives that will optimise the value of existing TEQ-supported events. Oversee the coordination and/or conduct of specialist feasibility studies, economic benefit assessments, due diligence, budget evaluations and consumer research to determine the viability and likely value a prospective TEQ supported event would deliver against TEQ's objectives. Identify and develop high value opportunities to attract exclusive footloose events and create new anchor events that can deliver immediate and/or long-term value against TEQ objectives. Lead the engagement and negotiation of TEQ investment agreements with proponents to maximise value and manage risk appropriately. <p>As it relates to Destination Events:</p> <ul style="list-style-type: none"> Oversee all aspects of the delivery of the Queensland Destination Events Program. Lead the the identification and approval of Calendar Engineering opportunities. Lead the identification and development of Destination Events (including sport; lifestyle and culture and entertainment events) with the potential for growth via Major Event investment to deliver significant out-of-state visitation.

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	<ul style="list-style-type: none"> • Oversee the conduct of post-event evaluations to measure, quantify and articulate event benefits and to inform planning for future events • Manage a portfolio of Destination Events.
<p>Build and maintain strong collaborative stakeholder relationships and the provision of advice to inform plans</p>	<ul style="list-style-type: none"> • Create, grow and maintain respectful and trusting relationships with tourism and events industry stakeholders within and related to Culture and Entertainment and Destination Events across Queensland, nationally and internationally. Stakeholders include but are not limited to event proponents; arts, cultural and entertainment peak bodies; event promoters; sponsors and advocates; QLD and Federal Government agencies; Regional Tourism Organisations; Local Governments; media and marketing agencies; third party event companies and suppliers; and venue owners and managers. • Develop and lead the provision of specialist event related marketing, content and stakeholder intelligence and advice related to the role's respective portfolios both internally and externally. • Provide specialist advice as it relates to the Culture and Entertainment and Destination Events portfolios to the TEQ Board, the TEQ CEO and the TEQ Executive Team. • Provide written and verbal reports to the TEQ Board and TEQ Executive Team on plans, status and outcomes of current projects. • Develop and leverage strategic relationships with key stakeholders to advocate the value of events. • Represent TEQ as required on internal and external committees, working groups, forums, conferences etc.
<p>Project manage priority projects and initiatives</p>	<ul style="list-style-type: none"> • Project manage and contribute to projects including but not limited to events, experience design and development and marketing using recognised project management disciplines. • Where appropriate, manage external contractors and provide clear briefings to ensure desired result is achieved • Participate in cross-unit-collaboration and strategic and/or operational project groups where appropriate • Lead and/or contribute to the development and review of policy, guidelines, submissions and standards as they relate to events and tourism projects.
<p>Leadership & Teamwork</p>	<ul style="list-style-type: none"> • Lead, coach and mentor direct report team members, as well as indirect reports. • Model and promote a work environment that is inclusive and profiles the contributions of all employees. • Provide strategic leadership to ensure optimum allocation of team resources to deliver activity according to expected outcomes. • Ensure a healthy culture exists inside the Events and Experiences Group and TEQ. • Work as an effective member of the TEQ leadership team sharing knowledge and experiences with colleagues and lead relationship building, engagement and collaboration with all teams across TEQ.

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	<ul style="list-style-type: none"> Recruit, train, develop, monitor and review staff to ensure team goal achievement, staff satisfaction and skill development.
Operational Management	<ul style="list-style-type: none"> Prepare advice, information, regular and ad hoc reports for government, TEQ Board and the executive to provide analysis of issues and information to support effective decision making. Develop and deliver succinct, timely, informative and accurate briefings, papers, correspondence and reports. Oversee and continue to refine where appropriate governance and reporting processes relating to the Major Events and Destination Events programs to ensure they are aligned with Events and Experiences Group and TEQ policies and procedures Manage the operations and activities of the Culture and Entertainment and Destination Events portfolios in accordance with TEQ's event investment pipeline and lifecycle procedures. Ensure total compliance with processes and procedures through the accurate and timely reporting and recording of contract and materially significant information for the purposes of audit and reporting. Lead the preparation and presentation of Business Cases, briefing papers and other reports as needed for Events Committee Meetings and TEQ Board Meetings. Have oversight of budgeting and financial management of activities under the Culture and Entertainment and Destination Events portfolios, in conjunction with the Events and Experiences Operations Leader.
Other Duties	<ul style="list-style-type: none"> Provide support, advice and information to the Group Executive, Events and Experiences; Ensure tasks undertaken adhere to all Tourism and Event Queensland's Policies, Guidelines and Procedures. Other duties as directed.

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How you will do it

Capability	How you will display it
<u>Brave</u> Confidence to lead and challenge colleagues, team members and the broader TEQ environment	<ul style="list-style-type: none"> Challenges why, how and what we do Accepts risks and has a go Speaks up about performance
<u>Strategic</u> Makes decisions that progress TEQ interests	<ul style="list-style-type: none"> Outcome driven, agile approach Finds perspective beyond own Purposefully collaborative through vision and targets
<u>Influential</u> Influential, negotiates, persuades and communicates towards achievement	<ul style="list-style-type: none"> Connects the "why" with actions and big picture value Embraces discomfort to discover new territory Leads beyond own team
<u>Results Oriented</u> Solutions focused outcomes for self, team, TEQ and industry success	<ul style="list-style-type: none"> Manages budget to enable the right people to do the right work with sufficient time Effectively delegates to team members Responds to situations in which team performance reflects need for change
<u>Creative</u> Creating value through encouraging and inspiring ideas	<ul style="list-style-type: none"> Shares examples internal and external to TEQ to help build an understanding of value creation Creates experiences that inspire individuals and teams to seek new and better approaches Embed a creative culture/environment

About the role

Position title:	Culture, Entertainment and Destination Events Director
Level:	Director
Group:	Events and Experiences
Location:	Brisbane (Fortitude Valley)
Reports to:	Events and Experiences Group Executive
Direct reports:	2
Key Stakeholders:	Internal – All Groups within TEQ External – Tourism industry stakeholders including experience operators and event organisers; Regional Tourism Organisations; Local Councils; State and Federal government departments and agencies including the Department of Tourism, Innovation and Sport and Tourism Australia; Queensland Tourism Industry Council; media organisations; peak governing bodies and commercial entities.