

## ROLE DESCRIPTION

**ROLE TITLE:** Program Manager, State Attraction

**CLASSIFICATION:** ASO7

**ROLE NUMBER:** TBA

**AGENCY:** [Department of the Premier and Cabinet](#)

**DIVISION:** Chief Operating Officer

**BUSINESS UNIT:** State Promotion

**REPORTS TO:** Director, State Attraction

**ROLES REPORTING TO THIS ROLE:** Nil

**BUDGET:** N/A

### ROLE PURPOSE:

The Program Manager, State Attraction delivers strategic support to the Director, State Attraction, ensuring major events, conferences and associated activities align with South Australia's economic priorities and objectives.

The role applies an evidence-based approach to guide the acquisition, development and performance of major events and conferences, including evaluating business cases, identifying risks and mitigation strategies, administering funding and contractual arrangements, and ensuring decisions are informed by robust economic analysis and policy considerations.

Working collaboratively across government and in partnership with the events sector and other relevant stakeholders, the Program Manager, State Attraction ensures major events and conferences generate measurable economic impact and meaningful social and community outcomes for South Australia.

### KEY OUTCOMES OF ROLE:

1. Support the effective operation of the State Attraction unit as a coordinated, whole-of-government service function contributing to South Australia's economic and tourism objectives.
2. Develop and maintain productive working relationships with stakeholders across government, industry, peak bodies, venues, sporting and cultural organisations, and commercial partners.
3. Provide high level administrative support to funding programs for the attraction, retention and development of major events, conferences and state activations.
4. Support the implementation of appropriate project controls (risk, scheduling, budgetary and reporting) to deliver transparency and improved project performance.
5. Prepare well-considered briefings / minutes and project briefs on complex matters between State Attraction and Premier / Ministerial offices and provide expert advice when responding to routine correspondence.
6. Identify opportunities to improve coordination, resource sharing and efficiencies across government and delivery partners.
7. Effectively monitor and analyse major event industry trends, competitor activity and market intelligence to support informed decision making on event attraction and development opportunities.
8. Proactively identify opportunities for additional promotion and uplift of events or conferences aligned to key government priorities and seek opportunities across government to leverage activities at scale.

### KEY RELATIONSHIPS / INTERACTIONS:

- Director, State Attraction
- Executive Director, State Promotion
- DPC Executives
- Ministerial offices
- CEOs, Executive Directors and Directors across government, major events and festival entities, and arts and culture organisations
- External stakeholders including partnership organisations, industry bodies, event partners and potential investors

### SPECIAL CONDITIONS:

- Out of hours work may be required
- Intrastate and interstate travel may be required
- Eligibility to work in Australia
- Applicants will be required to undergo the appropriate and relevant Employment Screening Assessment(s) required for this role in line with the DPC Employment Screening Policy.
- This role requires (please select those relevant for the role):
  - National Police Check (required for all roles)
  - Working with Children Check
  - Security Clearance (including Baseline, Negative Vetting Level 1, Negative Vetting Level 2, Positive Vetting)
- The Incumbent will be required to participate in the department's Performance Management Program.
- The Incumbent may be assigned to another position at this remuneration level or equivalent.

### KEY SELECTION CRITERIA:

- Demonstrated experience in the planning, acquisition, coordination or management of major events or related projects, including the ability to support and manage commercial arrangements.
- Ability to identify and assess major event opportunities aligned with government's priorities and strategic objectives.
- Well-developed interpersonal, negotiation and influencing skills, with demonstrated success in achieving outcomes through collaboration with a range of stakeholders.
- Proven ability to build and maintain effective working relationships with internal and external stakeholders across varied levels of seniority.
- Knowledge of the tourism, entertainment, sporting, food and wine sectors, and/or understanding of tourism brands, products, events and experiences.
- Demonstrated high level written and verbal communication skills including experience in building relationships, negotiating, and dealing with a varied range of stakeholders.
- Demonstrated experience preparing briefings and advice for senior executives and Ministers.
- Knowledge of government processes, records management, governance and accountability requirements.
- Significant experience managing programs, projects or funding initiatives, including financial oversight, risk management and performance reporting.
- Demonstrated capability to coordinate work, provide guidance and contribute to a positive team culture to achieve shared outcomes.

### AUSTRALIAN PUBLIC SECTOR PURPOSE

- Making a difference so South Australia thrives

### VISION

- The Heart of government

### DPC VALUES

- Curious
- Courageous
- Connected

### SOUTH AUSTRALIAN PUBLIC SECTOR VALUES

- |                   |                                |
|-------------------|--------------------------------|
| ▪ Trust           | ▪ Collaboration and Engagement |
| ▪ Service         | ▪ Honesty and Integrity        |
| ▪ Professionalism | ▪ Courage and Tenacity         |
| ▪ Respect         | ▪ Sustainability               |

## CORPORATE RESPONSIBILITIES

Incumbents are responsible for:

- Keeping accurate and complete records of business activities in accordance with the *State Records Act 1997*.
- Maintaining a commitment to the [Public Sector Act 2009](#), [The Code of Ethics for the South Australian Public Sector](#), and the legislative requirements of the *Public Sector Act 2009* and [Work Health and Safety Act 2012](#).
- Creating and maintaining a diverse, accessible, inclusive and culturally safe workplace to enable us to reflect our community.
- At all times acting in a manner that is non-threatening, courteous, respectful, and consistent with DPC's accreditation as a White Ribbon workplace.
- Demonstrating a genuine commitment to Reconciliation, and the achievement of Reconciliation Action Plan outcomes.

## CORE COMPETENCIES & ASSOCIATED BEHAVIOURS EXPECTED AT THIS CLASSIFICATION

### Develops Strategic Thinking

- Demonstrates big-picture thinking to develop and maintain strategic direction
- Inspires and influences others towards achieving organisational goals and business objectives
- Develops and oversees the implementation of change initiatives in a sometimes-uncertain environment
- Anticipates and identifies problem areas. Rapidly defines, objectively analyses and solves highly complex ambiguous problems
- Understands the organisations objectives and links between the business unit, the organisation, the whole of government policy agenda and public service values

### Achieves Results

- Builds a high performing team that makes effective use of individual/team capabilities & drives effective outcomes
- Looks outside of organisational silos to identify resources and uses evidence, knowledge and experience to deliver the best results
- Adheres to, interprets and explains Public Sector legislation, regulations and policies and manages compliance across all areas of the Business Unit
- Manages own & others project performance & takes action to improve the delivery of quality outcomes
- Values specialist expertise and creates an environment conducive to the sharing and effective utilisation of professional knowledge and skills

### Drives Business Excellence

- Continually searches for and champions new and innovative ways to add value linked to organisational outcomes. Embraces change
- References and utilises market trends, developments and economic/legislative changes to meet current and future organisational needs
- Inspires ongoing learning. Sets clear performance standards and gives timely recognition for good performance. Manages under performance promptly
- Proactively drives outstanding customer service through understanding needs
- Manages expenditure & oversees procurement, ensures security of systems, deploys resources appropriately

### Generates Genuine Partnerships

- Establishes credibility and negotiates persuasively. Offers a convincing rationale which has been carefully positioned against organisational outcomes
- Uses appropriate strategies to prevent, manage and resolve conflicts and disagreements promptly
- Facilitates a collaborative approach and promotes a positive environment to share information, encourage ideas and stimulate open discussion
- Demonstrates and models the values in creating partnerships across the business, and developing effective networking opportunities
- Confidently presents complex information in a clear & articulate manner tailored to meet the needs of the audience

### Role Models Personal Drive and Professionalism

- Maintains the highest level of integrity to embed ethical practice and organisation's values into the culture
- Raises and challenges important issues constructively and stands by own position when challenged. Accepts accountability for mistakes and ensures corrective action is taken
- Persists and focuses on achieving objectives through pressure, responding positively & in a controlled manner
- Demonstrates a high level of self-awareness and can identify areas in which own capabilities complement others. Strives for continual learning
- Promotes & develops an inclusive workplace culture that values & respects diversity and individual differences
- Advocates and drives standards for the safety and wellbeing of self and others