

Position Title	General Manager
Industrial Instrument	SCEC Industrial Agreement
Classification	Individual Employment Contract
Department	The Events Centre
Date	September 2022

ORGANISATION ENVIRONMENT

The Events Centre is a multi- purpose facility owned by the Sunshine Coast Regional Council that provides numerous entertainment, cultural and business events, meetings, recreation and broader corporate and commercial activities and opportunities for the local community and visitors to the Sunshine Coast.

The Events Centre is governed by the Board of the Sunshine Coast Events Centre Pty Ltd. The Sunshine Coast Events Centre Pty Ltd is a company incorporated and operating under Corporations Law. As an independent company owned by the Sunshine Coast Council that seeks to maximise utilisation of Centre facilities at competitive commercial rates while recognising specified community obligations and encouraging increased and wider participation in cultural, conferencing and entertainment events.

OBJECTIVES

Reporting to the Chair of The Sunshine Coast Events Centre Pty. Ltd. the General Manager has primary accountability and overall responsibility for:

- The development and achievement of strategic objectives, partnerships and operating policies of The Events Centre including planning and implementation of the Centre Strategic Plan.
- Providing leadership and support to the Executive Leadership Team and staff in the achievement of these objectives and optimise the strengths of all staff.
- Provide leadership and support to Volunteers.
- Develop, define and promote the artistic direction of The Events Centre.
- Drive the successful operation of The Events Centre venues.
- Lead corporate communication, marketing and promotion of The Events Centre.
- The understanding, adoption and promotion of the values of The Events Centre, with a high emphasis on customer service, teamwork, and community relations within a solutions-based culture.
- Appropriate management of risk.
- Understanding and appropriately managing the Governance environment which the company operates in.
- Achieving cost effective and high-quality outcomes for the shareholder.

KEY RESPONSIBILITIES / ACCOUNTABILITIES / BEHAVIOURS

Strategic:

- Providing direction to the Executive Leadership Team, staff and volunteers in achieving strategic goals, and Key Performance Indicators, with particular reference to the Sunshine Coast Council's Arts Plan.
- Developing and communicating business plans, strategy and budgeting, and ensure successful implementation of the Strategic Plan.
- Contributing to the development of artistic and cultural programs in the Sunshine Coast region.
- Taking a strong leadership role in optimising The Events Centre funding and increasing its commercialisation while balancing commercial and community initiatives.

Artistic:

- Guiding the artistic direction of The Events Centre by attracting performances and events of artistic, commercial and educational excellence and diversity.
- Implementing curated programs which are audience focused resulting in repeat business and audience development.
- Implementing programs that support artists of the Sunshine Coast region.
- Promoting The Events Centre, its image and activities by over-seeing the development and management of the marketing, publicity and advertising campaigns to the highest quality.
- Ensuring that The Events Centre is abreast of current marketing and communication trends, and responsive to customer needs by regular market research and analysing feedback from audience and volunteers.
- Liaising with all users of The Events Centre to ensure that it provides the highest quality customer service, timely and efficient contracting, marketing support and technical and front of house expertise. To prioritise local companies and users in this, and to establish partnerships which assist in their development.

Financial:

- Ensuring successful financial and business management of The Events Centre through increasing its commercialisation while balancing commercial and community initiatives.
- Increasing the earned income of The Events Centre through non-theatrical activities, including but not limited to, thriving food and beverage businesses, conference and meetings activities, diversification of The Events Centre ticketing businesses and ancillary room rental.
- Proactively seeking out and coordinating corporate sponsorship of The Events Centre.
- To be registered as and undertake all legal obligations required of a Licensee under the Liquor Control Act.
- Working within allocated resources including the budget.

Employment:

- To be accountable for all employee relations issues, including recruitment, management, training, development and dismissal of staff in consultation with The Events Centre Chair and, where necessary, Stakeholders.
- Ensuring regular liaison with the Sunshine Coast Council and Federal and State departments as necessary and to report on operational details and policy developments as required.
- Representing The Events Centre on committees, forums and other activities in the Sunshine Coast region.
- Ensuring regular contact with funding and grant bodies on a local, State and Federal level.
- Supporting and participating (where necessary) in the enterprise bargaining agreement.
- Performing all the duties required of the secretary to the company as per the Corporations Act and required by the Board members from time to time.

Key performance indicators:

Achievement of all KPI's, as established by the board and reviewed bi-annually; in collaboration with the Chairman and the Governance Committee. It is the responsibility of the GM to make the arrangements for these reviews.

WORKPLACE HEALTH & SAFETY

It is a condition of employment that the incumbent undertakes to observe, understand and perform all duties in accordance with The Events Centre's Safety Management System and relevant workplace health and safety legislation and regulations. This includes undertaking and performing first aid and fire safety training and duties as required.

The General Manager is also responsible for:

- Leading the continued development and improvement of The Events Centre’s Safety Management System in accordance with the Work Health & Safety Act & Regulations. (and in alignment with Sunshine Coast Council’s Work, Health & Safety Plan 2021-2025).
- Ensuring the health & safety of workers, contractors and patrons to The Events Centre through the provision of:
 - Safe systems of work
 - Safe plant & structures
 - Adequate facilities & amenities
 - Relevant information, training & instructions
- Building a safety culture through the provision of consultative and cooperative processes with relevant stakeholders regarding all work, health & safety matters.
- Managing workplace incidents and ensure all reporting obligations are met in accordance with Workplace Health & Safety Qld requirements.

REPORTING ARRANGEMENTS

Reports to:	Chair of The Sunshine Coast Events Centre Pty. Ltd. & Governance Risk and Audit Sub-committee through meetings
Leadership/Supervision:	Direct leadership to Executive Leadership Team and Corporate Services Officer
Internal Liaison:	Line management responsibilities and duty of care for all staff and volunteers
External Liaison:	Sunshine Coast Council, Community Groups, Corporate Hirers, State and Federal government, other performing arts centres, members of the public, business partners Sunshine Coast Council staff and elected Councillors, levels of government and statutory authorities.

DELEGATIONS

As per The Event Centre’s Delegations of Authority relating to Financial; Administrative; Human Resource Management; Work Health & Safety (WH&S) and Environmental Management responsibilities.

SELECTION CRITERIA

Relationship with the Board

- The ability to understand the requirements of and work well with and support a board of management.

Business management

- Extensive experience in staff management, contracting, resource and asset management, financial management.
- The ability to implement change – cultural, structural and governance.
- An understanding of and commitment to;
 - Excellent customer service.
 - Flexibility and adaptability of an arts centre, its operating hours and support requirements.

Strategic management

- Proven ability to implement a strategic plan in a positive timely way with a balanced focus on commercial and community commitments.

- A dynamic and recognised career demonstrating excellence and innovation in leadership and management in the performing arts.
- Proven ability in hospitality and event management.
- Demonstrated success in asset management and maintenance projects.

Leadership

- A demonstrated ability to
 - o work within a regional community successfully and to become involved with local activities
 - o work across all levels of Government and the business and philanthropic sectors
 - o lead a successful team
 - o build positive working relationships with the volunteers and community members

External relationships

- A developed capacity to advocate for the performing arts.
- An ability to liaise with and negotiate successful outcomes with potential corporate sponsors.
- Build and maintain positive working relationships with the shareholder and stakeholders.

Programming and promotion

- An ability to negotiate and collaborate through to implementation of theatre programs in a regional arts centre context.
- Experience in theatre venue management, including catering and liquor operational requirements.
- An understanding of and capacity to work with community-based arts companies.
- Excellent communications skills, and experience in marketing, public relations and market research activities.

Personal competencies

- A demonstrated ability to immediately fulfil the position.
- Personal knowledge and skills.
- An ability to be financially prudent while being flexible and adaptable to provide the best possible outcomes.

QUALIFICATIONS, LICENCES AND CERTIFICATES, ADDITIONAL REQUIREMENTS

1. Tertiary qualification in a relevant discipline or equivalent experience in venue management, business, finance, marketing, leadership or arts development is required.
2. Membership / Registration to any relevant arts organisations or governing bodies (or the ability to obtain)
2. Blue Card (or the ability to obtain)
3. Class C Driver's License (preferred)
4. First Aid Certificate (or the ability to obtain)
5. RMLV (or the ability to obtain)

Note: Copies of the above listed Qualifications/ Licences / Certificates are required as evidence on appointment.

POSITION ENQUIRIES

Enquiries in relation to this position should be directed to:

Frances Johnstone
The Events Centre, Caloundra
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