



Government of South Australia
Department for Environment
and Water

GENERAL MANAGER, CLELAND WILDLIFE PARK

ROLE DESCRIPTION

JUNE 2022

Role Description

(Manager)



Role Title: General Manager, Cleland Wildlife Park

Division: National Parks and Wildlife Service

Classification Level: MAS3

Branch/Unit: Tourism and Economic Development

CHRIS Position Number:

Reports to (Title): Director, Tourism and Economic Development

Our Organisation

The Department for Environment and Water (DEW) is committed to providing a highly supportive work environment that values the participation and contribution of every employee in shaping the future of the department. DEW is a high performing organisation that encourages excellence, improvement and growth at both an organisational and individual level. DEW has a flexible approach to doing business and is committed to ensuring our people have flexibility around the number of hours worked, scheduling of hours and location of work. Everything we do is underpinned by our core values and consequently we value and respect our people; we encourage active participation and leadership; we continuously seek to be better and we achieve results.

Purpose

The National Parks and Wildlife Service is a Division of DEW that conserves nature, parks and places that enrich our identity and benefit our community. With over 350 reserves covering 20% of South Australia, the work of the Division supports broad goals associated with conservation and scientific endeavour, nature-based tourism and visitor services, community health and wellbeing, and reconciliation.

The Division's business is delivered through seven regions, where park staff work with the community and key partners to manage the protected area estate and Crown land, which includes diverse terrestrial, marine and riverine environments. Regions maintain a focus on the delivery of park management programs, which span the fields of conservation and wildlife management, fire and flood, visitor services, planning, project and asset management, and the co-management of reserves with Aboriginal community partners. The central branches of the Division provide strategic leadership and program direction to support regional business delivery, the day to day management of the public land estate and commercial interests and operations.

Specifically, the work of the National Parks and Wildlife Service includes:

- designing and implementing on-ground conservation and threat abatement measures that deliver on the State's national and international obligations;
- managing wildlife based on sound ecological, environmental, social and economic factors;
- showcasing key attractions and providing exceptional visitor experiences and services at commercial sites and parks;
- delivering DEW's fire management program and flood hazard leader responsibilities;
- managing visitor infrastructure, services, public access to and the commercial use of national park, reserves and Crown land;
- leading DEW's engagement with Aboriginal communities, including co-management of parks and reserves, and supporting DEW's reconciliation agenda;
- leading DEW's compliance and enforcement responsibilities;
- providing policy leadership and legislative expertise in conservation, Aboriginal engagement, protected areas and wildlife management; and
- engagement and participation of E-NGOs and volunteer groups.

About the Branch/Business Unit

The Tourism and Economic Development Branch drives economic growth, regional development and employment opportunities by providing leadership and policy directions for the management of South Australia's parks and special places. The branch is responsible for implementing the 'Nature Like Nowhere Else' tourism strategy; working with DEW staff across the state to manage great South Australian tourism experiences in National Parks and has direct management responsibility for the management of some key tourism destinations including Cleland Wildlife Park. The branch also partners with the business community to maximise the broader possibilities and impacts of land use planning, infrastructure and tourism project development including the management of licences for commercial tourism experiences in National Parks and leasing of public lands.

About the Role

The General Manager, Cleland Wildlife Park provides leadership that enhances the Department's reputation for delivering sustainable nature based tourism in South Australia, and where conservation values are upheld and showcased to the local community and internationally. This is an operational role managing a complex business that maintains the highest standards in animal care and public and employee safety at all times. The role has a focus on directing key programs and effectively leading, coaching and inspiring staff to deliver high quality outcomes with a focus on providing outstanding guest experiences and financial success.

The General Manager provides strong leadership that implements strategies under the site's Strategic Plan that effectively markets Cleland Wildlife Park, including the wider Adelaide Hills tourism precinct, and increases revenue and visitor numbers whilst delivering a program of modernisation and improvement across all aspects of the Park's operations. The role fosters collaborative partnerships with community, industry, government agencies and other external stakeholders to advance and implement strategies.

Key Role Outcomes

- The complex and significant operations of Cleland Wildlife Park are planned and managed, ensuring the Park continues as one of South Australia's iconic tourism destinations, providing excellence in guest experiences.
- Significant human resources are prioritised and managed, including strong leadership in performance management, coaching and guidance to ensure staff continue to grow in personal and professional development; and a modern and effective workplace culture is developed which aligns the site to achieve high standards of customer service.
- Funding plans and budgets meet the site's Strategic Plan and objectives, and KPI's relating to site visitation, income and expenses are met.
- Best practice in engagement and strong integrated life sciences education programs are delivered.
- Cleland Wildlife Park is recognised as a valued partner through fostered engagement and strong relationships with key stakeholders, including those in the broad Mt Lofty precinct.

Key Relationships

- Key executive leadership team including the Director, Tourism and Economic Development and the Chief Executive, Department for Environment and Water
- The Minister for Environment and Water
- A broad range of employees and volunteers across sites
- Key industry and community stakeholders including other state/commonwealth/local government departments, commercial tour operations and organisations such as hotels and airlines, Adelaide Hills community, industry peak bodies, international visitors, investors and educational institutions.

Special Conditions

- Will be required to participate in fire management or associated duties.
 - Out of hours work will be required.
 - May be required to undertake intra or interstate travel and work outside of the normal hours of work.
 - This role has been designated as a Position of Trust pursuant to the standards required in the Australian Government Protective Security Policy Framework. By applying for this role you consent to being screened under the process of obtaining a National Police Clearance (NPC), and to the Department requiring you to obtain an NPC.
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Core Competencies	Elements	Behavioural Indicators
Shapes Strategic Thinking and changes	<ul style="list-style-type: none"> • Creating Vision and Direction • Thinking and Acting Strategically • Motivating Others 	<ul style="list-style-type: none"> • Regularly and consistently communicates a direction that enables staff to understand the links to the Agency's and State's strategic directions. • Ensures linkage of operational activities to the Agency's objectives and program strategies. • Ensures business planning is aligned with the intent of the Agency's strategic directions. • Uses different leadership styles effectively to enable others to achieve objectives.
Achieves Results	<ul style="list-style-type: none"> • Delivering Effective Outcomes • Making Decisions 	<ul style="list-style-type: none"> • Demonstrates a purpose and persistence in driving for outcomes in programs and projects. • Uses performance data – reports and measures - to monitor, encourage and develop team to deliver outcomes. • Makes informed and timely decisions even in difficult and highly complex situations.
Drives Business Excellence	<ul style="list-style-type: none"> • Optimising Performance • Facilitating Quality and Continuous Improvement • Promoting Customer Service 	<ul style="list-style-type: none"> • Ensures ongoing performance management to provide clarity of role, staff responsibilities and expected standards. • Proactive in building the capability of people by actively supporting learning opportunities and providing regular feedback on performance. • Proactive in identifying opportunities for and introducing future improvements. • Actively builds capacity and capability within their area to deliver services effectively and efficiently to a diverse range of stakeholders.
Forges Relationships and Engages Others	<ul style="list-style-type: none"> • Using Political Savvy • Establishing and Maintaining Networks 	<ul style="list-style-type: none"> • Pays attention to working collaboratively with a diverse range of internal and external stakeholders for the benefit of the Agency. • Is confident, adept and flexible in dealing with a range of diverse internal and external stakeholders.
Exemplifies Personal Drive and Professionalism	<ul style="list-style-type: none"> • Displaying Flexibility and Resilience • Demonstrating Commitment to Learning and Development 	<ul style="list-style-type: none"> • Adapts quickly and responds positively to the unexpected. • Keeps up to date with relevant trends/developments and keeps well-informed on a wide range of issues appropriate to the Agency.

Technical, Professional/Knowledge and Experience (including qualifications)

Essential:

- Demonstrated experience in managing a commercial/tourism venture including implementing strategy and meeting set probability targets.
- Proven experience in leading teams, including volunteers, driving a culture of customer service, teamwork and excellence.
- Proven experience in engaging and influencing a diverse range of stakeholders to develop effective collaborative working relationships.
- Demonstrated experience in delivering operational outcomes in a highly sensitive and complex environment.
- Proven experience in overseeing complex project delivery and ensuring that project outcomes are achieved through collaboration.
- Proven experience in developing and maintaining a visitor focus within an organisation.
- Experience in engaging Indigenous communities and sharing their culture with visitors.
- Proven ability to communicate effectively with a wide range of individuals and organisations, and to be a persuasive advocate for Cleland Wildlife Park's conservation programs.

Highly Desirable:

- Knowledge or understanding of conservation management principles.
- Demonstrated experience in the successful leadership and management of a zoo, sanctuary or conservation organisation is desirable.
- A tertiary qualification in Zoology, Veterinary Science, Environment, Conservation or other relevant qualification is desirable.
- Knowledge of political imperatives when working within a public sector context, including policies, processes and initiatives within South Australia that relate to nature based tourism.

Work Health and Safety

- Lead workplace safety procedures and programs
- Proactively ensures all direct reports understand workplace health and safety requirements and responsibilities.
- Leads and participates in health and safety discussions in the workplace.
- Identifies hazards, assesses risks and implements procedures for controlling risks.
- Implements procedures for dealing with incidents and emergency events.
- Maintains appropriate workplace safety records.
- Implements procedures for managing injured workers.

Corporate Responsibilities

- Demonstrate appropriate and professional workplace behaviours that are in line with the Code of Ethics for the South Australian Public Sector.
- Maintain a commitment to EEO, Diversity, Ethical Conduct, and record keeping within legislative requirements, according to the principles of the Public Sector Act 2009.
- Actively participate in the Department's Performance Development and Review Program.
- Demonstrate appropriate and professional workplace behaviours that align closely with the White Ribbon message.

DEW Branch:	Tourism and Economic Development	Date classified:	24/3/2020
DEW Division:	National Parks and Wildlife Service	Classified:	Yes



HOW TO APPLY

Applications should be addressed to Justin Hinora. Please visit henderconsulting.com.au to apply.

For a confidential discussion, please call Justin on (08) 8100 8849.

Please Note

Your application will be automatically acknowledged by a return email.