

## **CANDIDATE BRIEFING PACK.**

Executive Search to appoint  
the **General Manager Twelve Apostles Visitor Precinct**  
on behalf of Great Ocean Road Coast & Parks Authority



**GREAT OCEAN ROAD**  
COAST & PARKS AUTHORITY



# TABLE OF CONTENTS.

Introducing Great Ocean Road Coast & Parks Authority.....	3
Chief Executive Officer .....	6
Position Description.....	7
How to Apply .....	11

# Introducing Great Ocean Road Coast & Parks Authority



## **GREAT OCEAN ROAD** COAST & PARKS AUTHORITY

The Great Ocean Road Coast and Parks Authority (GORCAPA) is the dedicated Victorian Government entity entrusted with the care, protection and sustainable management of one of Australia's most breathtaking and culturally significant coastal regions. Established under the Great Ocean Road and Environs Protection Act 2020, GORCAPA was created to address the complex and fragmented management of the coastline and ensure the long-term conservation of this iconic landscape.

GORCAPA is responsible for managing more than 170,000 hectares of coastal reserves, National Parks, Marine Sanctuaries and foreshores stretching along 355 kilometres of stunning coastline. This includes high-profile sites such as the Twelve Apostles Precinct and Cape Otway Lightstation, as well as local ports, community reserves and critical marine environments.

At the heart of its work is a commitment to protect the unique environmental, cultural, heritage and community values of the region. GORCAPA acknowledges the intrinsic connection of the Eastern Maar and Wadawurrung Peoples to Country and actively involves them in its land management and decision making. GORCAPA engages with local communities and other responsible entities to integrate cultural knowledge, ensure environmental stewardship, support sustainable visitation and build lasting benefits for regional economies and generations to come.



## **GORCAPA Principles**

### **1: General and Economic Benefit**

The Great Ocean Road coast and parks, including its natural features, character and appearance, should be protected and enhanced through the effective integration of environmental, cultural, social and economic considerations.

### **2: Aboriginal Inclusion**

Aboriginal cultural values, practices, heritage, knowledge and the Traditional Owners' intrinsic connection to Country should be acknowledged, respected, protected and promoted through partnership and involvement in policy development, planning, and decision-making.

### **3: Social Consideration and Engagement**

Recognition of the heritage of the Great Ocean Road and post-European settlement communities, and community consultation

should play an essential and effective role in the protection, improvement and promotion of the Great Ocean Road coast and parks.

### **4: Environmental Advocacy**

Natural, cultural and ecological values should be protected, and cumulative impacts on the environment should be considered in decision-making to ensure a net gain for the environment arising out of land use.

### **5: Intergenerational Equity**

Equitable access for all people, now and for generations to come.

### **6: Connectedness**

Kayap-Ngeerrang. A Gunditjmara phrase which means one mother, the principle of connectedness through Mother Earth, or in Aboriginal terms, Country or Place.





## **Chief Executive Officer**

### **Christine Ferguson**

Christine Ferguson was appointed Chief Executive Officer of the Great Ocean Road Coast and Parks Authority (GORCAPA) in September 2025, following her tenure as interim CEO since April of the same year.

An accomplished executive and non-executive director, Christine brings more than a decade of senior leadership experience across the Victorian public sector, particularly in environment, land, and emergency management. Her career has been defined by a strong commitment to public service, environmental stewardship, and effective governance.

Before joining GORCAPA, Christine held senior executive positions within the Department of Energy, Environment and Climate Action and has served in several high-profile governance and advisory roles. She is currently a Board Director and Deputy Chair of Triple Zero Victoria, a Committee Member for Regional Development Australia, and has previously been appointed as a Municipal Monitor by Local Government Victoria.

Christine's exceptional leadership and service to the Victorian community have been recognised through the awarding of the Public Service Medal for outstanding service.

As CEO of GORCAPA, Christine leads the organisation's mission to protect, conserve and enhance the iconic Great Ocean Road coast and parks. She is passionate about delivering the Victorian Government's vision for holistic and sustainable management of this unique and treasured part of the state.

# Position Description

## General Manager Twelve Apostles Visitor Precinct



GREAT OCEAN ROAD  
COAST & PARKS AUTHORITY

### Position Details

Position title:	General Manager - Twelve Apostles Visitor Precinct
Classification:	Estimate salary \$200,000 - \$230,000 TRP
Employment term and type:	Permanent, Full Time
Work location:	Twelve Apostles visitor centre, Port Campbell
Reports to:	Director Commercial & Visitor Experience
Team:	3 Direct Reports (Team FTE circa: 40)

### About the Twelve Apostles Visitor Experience Team

The Twelve Apostles Precinct team is responsible for the day-to-day delivery of safe, high quality and engaging visitor experiences across the Twelve Apostles Visitor Experience Centre and the broader precinct.

The team oversees frontline visitor services, ticketing, parking, engaging tours and excellent site presentation, ensuring the Precinct operates seamlessly.

Working collaboratively with the Precinct General Manager and internal teams within GORCAPA, the team balances operational excellence, strong commercial performance and staff development, whilst upholding cultural, environmental and safety obligations.

### Purpose of the position

The **General Manager - Twelve Apostles Precinct** provides comprehensive leadership and strategic oversight of the Visitor Experience Centre (VEC) and its surrounding precinct, from its critical pre-opening development phase through to ongoing operational excellence and sustainable growth.

This role holds full accountability for the visitor experience across the precinct, including the VEC's operational excellence, financial performance, and strategic growth, all whilst ensuring an exceptional and sustainable visitor experience at an iconic Australian landmark, aligning operational objectives with the strategic vision of GORCAPA and broader regional tourism goals.

## Primary Responsibilities

The **General Manager** will be responsible for a broad range of functions, encompassing strategic leadership, operational oversight, financial management, and stakeholder engagement.

Given the Visitor Precinct is currently under construction, this role will initially have a significant focus on project leadership and pre-opening activities, including:

### Pre-opening & Project Delivery

- Lead VEC pre-opening activities ensuring day-one operational readiness.
- Represent GORCAPA within project governance groups.
- Develop operational policies and procedures, as required.
- Oversee team recruitment, training and system implementation.
- Coordinate and provide input to final fit-out, merchandising and launch strategy.
- Secure all required licenses, permits and regulatory approvals.

### Financial & Strategic Management

- Assume full profit and loss responsibility for the VEC and visitor experience across the precinct.
- Drive revenue generation, budgeting, KPI monitoring and forecasting.
- Contribute to strategic planning and identify future investment opportunities.

### Operations Management

- Deliver world-class visitor experience through day-to-day oversight.
- Manage all site contracts, partnerships and vendor relationships.
- Ensure OHS compliance and emergency preparedness.
- Serve as Duty Manager during peak periods and critical incidents.
- Liaison for capital works and maintenance programs.

### Visitor Experience & Product Development

- Develop new products and services to enhance visitor experience across the precinct.
- Implement visitor dispersal strategies using events, promotions, and pricing strategies.

### Stakeholder Relationships & Representation

- Build relationships with sub-tenants, government, tourism partners, licence tour operators and community stakeholders.
- Represent GORCAPA at industry events and contribute to regional tourism planning.

### Risk Management

- Identify, report and mitigate operational and strategic risks.

## Key Selection Criteria

### Qualifications & Experience:

- Tertiary qualification in Business, Tourism, Hospitality or Project Management (or related field) or equivalent experience.
- Senior leadership in large-scale visitor attractions, tourism destinations, sporting facilities, mixed use hospitality or complex public venues.
- Pre-opening, commissioning, or major project delivery experience (desirable)
- Demonstrated success in managing significant budgets, driving revenue growth, and achieving financial targets in a commercial environment.
- Demonstrated success in leading, motivating, and developing diverse teams within a dynamic operational environment, fostering a high-performance and safety-conscious culture.
- Proven experience in managing commercial contracts and strategic partnerships.
- Extensive experience in cultivating and managing relationships with diverse stakeholders, within government, tourism, community, and executive.
- Overseeing crisis management and emergency response plans in a public-facing setting.

### Knowledge and skills:

- Understanding of current tourism industry trends, regional destination planning, visitor dispersal strategies, and market dynamics, particularly within the Victorian context and the Great Ocean Road region.
- Comprehensive knowledge of best practices in visitor attraction operations, including ticketing systems, retail management, food & beverage operations, visitor services & facilities management.
- Strong understanding of financial management principles, budgeting, forecasting, revenue generation, and commercial drivers.
- Understanding of relevant OHS legislation, environmental regulations, emergency management frameworks, and licensing requirements applicable to public venues in Victoria.
- Knowledge of sustainable tourism practices and environmental management principles relevant to operating within a sensitive natural heritage site.
- Capacity to develop and articulate a clear strategic vision, translate it into actionable plans, and anticipate future challenges and opportunities.
- Highly proficient in financial analysis, budget management, forecasting, and using data to drive informed decision-making and achieve commercial objectives.
- Superior ability to identify complex issues, conduct thorough analysis, develop creative and practical solutions, and make sound decisions under pressure.
- Excellent written and verbal communication skills, with the ability to articulate complex information clearly and concisely to diverse audiences, including developing high-quality reports and presentations.
- High degree of adaptability to a dynamic and evolving environment, demonstrating resilience and composure when faced with challenges.

## Terms and Conditions of Employment

Appointment to this position is subject to the successful applicant being able to:

- Provide a National Police Check Certificate
- Obtain a Working with Children Certificate
- Provide evidence of Australian Work Rights
- Hold a current Australian Driver's Licence.

## Organisational Relationships

Reports to:	Director Commercial & Visitor Experience
Direct reports:	Twelve Apostles Visitor Experience Manager Twelve Apostles Visitor Experience Coordinator Twelve Apostles Retail Manager
Internal liaisons:	All Great Ocean Road Coast and Parks Authority departments
External liaisons:	Community, agencies, traditional owners, government stakeholders



# How to Apply

Candidates are strongly encouraged to review the 'Candidate Briefing Pack' prior to enquires or lodging an application.

## Application Instructions

To apply for the General Manager Twelve Apostles Visitor Precinct position, please submit the following documents:

- **A current Resume**
- **A one-page Cover Letter** outlining your suitability for the role and commitment to working full-time from Twelve Apostles visitor centre (Port Campbell region).
- All application documents must be submitted in MS Word or PDF format and emailed to: [applications@peterwilliampartners.com](mailto:applications@peterwilliampartners.com)

Responses to key selection criteria are not required but may be requested at a later stage of the assessment process.

*\*Please note that applications sent to individual email addresses (including Dean Unkles), will not be acknowledged.*

## For Confidential Enquiries

Please contact Dean Unkles, Managing Director, Peter William Partners  
via email [dean.unkles@peterwilliampartners.com](mailto:dean.unkles@peterwilliampartners.com)

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**Queries close:** 5.00 pm AEDT Tuesday 10<sup>th</sup> March 2026

**Applications close:** 5.00 pm AEDT Thursday 12<sup>th</sup> March 2026

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We encourage candidates to submit applications in advance of the close date.

Applicants must be either an Australian Citizen, Permanent Resident or hold a valid working visa.

Incomplete applications will NOT be acknowledged.

*Peter William Partners have been exclusively retained by GORCAPA to deliver this executive search. Any unsolicited applications will be redirected to Peter William Partners and managed via the campaign. If you experience any difficulty in lodging your application online, please contact [info@peterwilliampartners.com](mailto:info@peterwilliampartners.com)*