

Position Description



GREAT OCEAN ROAD
COAST & PARKS AUTHORITY

Position title:	Twelve Apostles Operations Manager
Classification:	Level 8
Status:	Full time
Location:	Port Campbell, Victoria
Approved:	May 2026

About the Great Ocean Road Coast and 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 coastline. This includes high-profile sites such as the Twelve Apostles Visitor Experience 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 protecting environmental, cultural, heritage and community values, working in partnership with Traditional Owners, local communities and stakeholders to deliver sustainable visitation and long-term regional benefits.

About the Twelve Apostles Precinct 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.

The team plays a critical role in activating the precinct, managing high volumes of visitation, delivering experiences that protect the iconic landscape along the Great Ocean Road whilst enhancing visitor satisfaction.

Position Purpose

The Operations Manager is responsible for the safe, efficient and high-quality day-to-day operation of the Twelve Apostles Precinct, including the newly developed \$120 million Twelve Apostles Visitor Experience Centre and its surrounding public infrastructure within the Port Campbell National Park and Twelve Apostles landscape.

The role provides strong on-the-ground leadership and operational accountability across a complex, high-profile tourism precinct comprising public facilities, visitor amenities, restaurant and kiosk operations, interpretive and gallery spaces, access infrastructure, car parking, landscaping and public realm areas. With a primary focus on public safety, facilities and building management, asset presentation and maintenance, traffic and parking coordination, access control systems, contractor performance and operational readiness, the role ensures the precinct operates safely, efficiently and to a world-class standard, particularly during peak visitation periods.

Working in close partnership with the General Manager and Visitor Centre leadership team, the Operations Manager is responsible for translating strategic priorities into effective operational delivery, driving continuous improvement and ensuring risks, incidents, compliance obligations and maintenance requirements are proactively identified, managed and resolved. The role oversees the administration and performance management of key operational and maintenance service contracts, including cleaning, security, traffic management, facility maintenance and compliance obligations under the Safe Drinking Water Act 2003 and associated regulations.

The position exercises sound judgement in decision-making, manages competing operational priorities and contributes to the overall performance, safety, presentation and sustainability of one of Australia's most significant tourism destinations. The role is expected to act as the key operational support to the General Manager and operate as second-in-charge across the precinct as required.

Primary Responsibilities

Operational Leadership & Delivery

- Lead and manage the day-to-day operations of the precinct, ensuring a safe, compliant, functional and consistently visitor-ready environment
- Provide visible, on-site leadership, particularly during peak visitation periods and major events, ensuring effective coordination of operational activities and resources
- Manage operational functions including facilities, traffic and parking, maintenance and contracted services to deliver integrated outcomes
- Primary escalation point for operational issues, incidents and service disruptions, exercising sound judgement to resolve matters in a timely manner
- Monitor operational performance and implement improvements to optimise efficiency, service delivery and visitor experience

Facilities, Assets & Site Presentation

- Ensure precinct facilities, assets and infrastructure are maintained to a high standard of safety, functionality and presentation
- Lead the planning and delivery of planned, reactive and preventative maintenance programs, ensuring minimal disruption to operations and visitors
- Accountable for the effective management of visitor infrastructure including signage, pathways, car parks and public amenities
- Develop, implement and oversee a service level agreement with the Coastal Operations team to ensure coordinated delivery of parks, gardens and public realm maintenance services across the precinct.

- Provide operational oversight and coordination of on-site ranger and maintenance staff to ensure high standards of presentation, public safety, environmental management and asset maintenance are maintained across the precinct and adjoining parkland areas.
- Coordinate with internal teams (including asset management, capital works and coastal operations) to support the delivery of works and upgrades within an operational environment
- Identify and manage asset risks, maintenance issues and improvement opportunities

Contractor & Service Provider Management

- Manage and coordinate onsite contractors and service providers (cleaning, waste, pest control, maintenance) ensuring services are delivered in line with contractual obligations and operational requirements.
- Monitor contractor performance against agreed service levels, addressing underperformance and escalating where required
- Act as the primary onsite contact for contractors and service partners, fostering effective working relationships and ensuring alignment with precinct standards
- Contribute to continuous improvement of service delivery through feedback and performance insights

Traffic, Parking & Crowd Management

- Lead the planning, coordination and delivery of traffic and parking operations across the precinct, including seasonal strategies, daily deployment requirements, peak visitation management and event-based operations.
- Manage and coordinate the Traffic Services team, including external traffic management contractors, ensuring resources are effectively deployed to maintain safe, efficient and compliant operations.
- Actively monitor and manage traffic conditions during peak demand periods to ensure visitor safety, maintain site accessibility and minimise impacts on surrounding road networks and local traffic conditions.
- Ensure visitor access systems, booking systems and associated operational infrastructure are functioning effectively and support efficient visitor movement into and through the precinct.
- Oversee crowd management approaches to ensure safe visitor movement, effective site circulation and positive visitor outcomes across the precinct.
- Monitor and respond to changing operational conditions, incidents and capacity pressures, implementing timely adjustments to maintain safe and efficient operations.

Safety, Compliance & Risk Management

- Lead operational readiness planning for peak seasons, events and periods of high visitation, ensuring appropriate resourcing, infrastructure and contractor support
- Ensure site preparedness through proactive planning, coordination and risk management
- Support emergency management planning, including readiness activities, drills and response coordination at a site level
- Work closely with the General Manager and Visitor Experience teams to integrate operational requirements into broader visitor experience initiatives
- Manage implementation of Risk Management Plans, ensuring compliance with Safe Drinking Water Act 2003

Collaboration & Reporting

- Work collaboratively with the General Manager, Visitor Experience Manager, Retail Manager and corporate support teams
- Provide regular reporting on operational performance, issues, incidents and improvement opportunities
- Support budgeting and cost control through efficient scheduling, contractor oversight and resource use

Qualifications, Skills & Experience

- Qualifications in operations management, facilities management, public safety, tourism management or a related field
- Demonstrated experience in an operations management or senior operational role within a complex visitor, tourism, parks, facilities or public-facing environment
- Strong understanding of operational risk management, OHS and emergency response in high-visitation settings
- Experience managing contractors, service providers and operational teams
- Proven ability to delivery operational readiness across peak periods and events
- Strong organisational and problem-solving skills with a practical, solutions-focused mindset

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 Check
- Provide evidence of Australian Work Rights
- Hold a current Australian Driver's Licence

Organisational Relationships

Reports to:

General Manager, Twelve Apostles Visitor Precinct

Direct reports:

Traffic Management Team,

Internal liaisons:

All Great Ocean Road Coast and Parks Authority departments

External liaisons:

Suppliers, contractors, F&B and EMAC tenants, tourism and industry partners