



Position Description



GREAT OCEAN ROAD
COAST & PARKS AUTHORITY

Position title:	Twelve Apostles Visitor Experience Manager
Classification:	Level 7
Status:	Full-Time, Ongoing
Location:	Twelve Apostles Visitor Centre, Port Campbell, Victoria
Approved:	Director Community, Public Affairs and Visitor Economy

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 **Twelve Apostles Visitor Experiences Manager** is responsible for the day-to-day leadership and delivery of exceptional, safe and engaging visitor experiences across the Twelve Apostles Visitor Centre (VC) and broader precinct.

The role leads frontline visitor services, ticketing, tours, experiences and events, ensuring the precinct operates seamlessly during both peak and off-peak periods. Working closely with the General Manager, the Visitor Experiences Manager contributes to strategic planning, precinct activation, visitor dispersal initiatives and continuous improvement of the visitor experience.

This role plays a critical leadership function, balancing operational excellence, commercial performance, staff development and stakeholder engagement within one of Australia's most iconic natural destinations.

Primary Responsibilities

Visitor Experience Operations & Service Delivery

- Lead and manage day-to-day visitor experience operations including VC services desk, ticketing, parking, tours, events and overall facility presentation.
- Oversee daily operations to ensure high service standards, effective issue resolution and a safe, welcoming environment for visitors, staff and stakeholders.
- Maintain a strong on-site presence, supporting teams and assisting operationally as required during peak periods (including visitor service delivery and staff breaks).
- Ensure all visitor experiences align with precinct values, including care for Country, sustainability, accessibility and cultural respect.
- Manage bookings, access arrangements and stakeholder relationships with licensed tour operators, ensuring coordinated operations and high-quality visitor experiences across the precinct

Leadership, People & Capability Development

- Lead, coach and develop dedicated SMEs in visitor experience and facilities
- Build a high-performing, visitor-focused culture across all visitor experience teams.
- Oversee team coordination, workforce planning and rostering to meet operational demands and seasonal fluctuations.
- Develop, implement and maintain Twelve Apostles visitor experience training modules, onboarding programs and refresher training.
- Lead staff performance management, capability development and succession planning.
- Provide leave coverage for other leadership positions as required.

Commercial Performance & Product Development

- Develop and manage visitor experience products including tours, paid experiences and activations.
- Support P&L management, driving budget efficiencies, department revenue & operations forecasting and performance monitoring for experience-related products.
- Establish and track KPIs across visitation, revenue, conversion, dwell time, visitor satisfaction and operational efficiency.
- Drive continuous improvement of visitor products through data, feedback and market insights.
- Support pricing, promotions and product strategies aligned to visitation patterns and broader precinct objectives.

Visitor Dispersal, Activation & Events

- Lead delivery of visitor dispersal strategies including promotions, events, pricing initiatives and product development.
- Work closely with the Events lead to plan and manage on-site events such as markets, festivals, community activations and functions.
- Support activation of the precinct to encourage longer dwell time and off-peak visitation.
- Ensure events and activations are operationally safe, compliant and aligned with environmental and cultural considerations.

Stakeholder Engagement & Cultural Partnerships

- Build and maintain strong working relationships with key stakeholders including EMAC, Visit Victoria, Tourism Australia, VTIC, local Shires & community groups, GORRT, regional tourism bodies and industry partners.
- Coordinate with internal teams and external stakeholders to manage peak attendance planning and major visitation periods.
- Develop and foster strategic partnerships with local businesses, tourism operators, and organisations such as Nyaal Banyl Geelong Convention and Event Centre.
- Represent GORCAPA professionally in stakeholder forums, meetings and industry engagements.

Visitor Feedback, Quality & Continuous Improvement

- Accountable for visitor feedback and sentiment across online reviews, surveys and on-site feedback mechanisms.
- Analyse visitor data and insights to identify trends, opportunities and areas for improvement.
- Implement service recovery processes and continuous improvement initiatives to enhance visitor satisfaction and reputation.
- Ensure consistent service standards across all touchpoints within the precinct.

Facilities, Safety & Compliance

- Accountable for overall site presentation, working with internal teams and contractors to schedule and plan maintenance and presentation works.
- Ensure all operations and experiences are delivered safely and in compliance with legislative, regulatory and organisational requirements.
- Lead emergency management drills, training and preparedness in collaboration with Health & Safety

teams.

- Ensure compliance with occupational health and safety, risk management, cultural heritage and environmental obligations.

Strategic Support & Governance

- Support the General Manager in strategic planning, precinct development and future experience initiatives.
- Contribute operational insights to business planning, activation strategies and visitor economy initiatives.
- Support reporting requirements, operational reviews and governance processes as required.

Key Selection Criteria

Qualifications and Experience

- Tertiary qualifications in tourism management, hospitality management, business, events, operations or have similar working experience.
- Significant experience (minimum 5–7 years) in developing and implementing visitor experience, tourism operations, hospitality or attraction management within a complex, high-volume environment.
- Demonstrated experience managing teams across frontline services, facilities and commercial operations.
- Proven experience working with budgets, P&Ls, KPIs and commercial performance.
- Experience working within nature-based, cultural or destination-scale attractions is highly desirable.
- Experience liaising with external stakeholders such as government, tourism bodies or community stakeholders.

Knowledge and Skills

- Strong leadership capability with a collaborative, people-first approach.
- Excellent customer service and visitor experience expertise, with a passion for delivering high-quality visitor outcomes.
- Highly developed operational management and problem-solving skills.
- Strong commercial acumen with the ability to analyse data, manage budgets and drive revenue performance.
- Excellent written and verbal communication skills, including stakeholder engagement and report writing.
- Ability to manage competing priorities and perform effectively in a fast-paced, seasonal operating environment.
- Sound understanding of WHS, emergency management, risk management and compliance in visitor-facing operations.
- A proactive, adaptable and 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:

Twelve Apostles Precinct General Manager

Direct reports:

Experience & Services Supervisor

Facilities Supervisor

Internal liaisons:

All Great Ocean Road Coast and Parks Authority departments

External liaisons:

Tourism bodies, government agencies, community stakeholders, industry partners, contractors.