

Position Description



GREAT OCEAN ROAD
COAST & PARKS AUTHORITY

Position title:	Visitor Services Team Member
Classification:	Level 2
Status:	Casual
Location:	Twelve Apostles Visitor Centre Port Campbell, Victoria
Approved:	Director Commercial & Visitor Economy

Purpose of the position

The Visitor Services Team Member supports the delivery of exceptional guest experiences at the Twelve Apostles Visitor Centre by providing friendly, informed and efficient frontline service. The role is responsible for assisting visitors with enquiries, ticketing, wayfinding, and general information, ensuring every guest feels welcomed, safe and supported during their visit. To support day-to-day operational requirements, employees may be required to undertake duties across multiple business streams within GORCAPA. This may extend to deployment at other GORCAPA sites or functions, such as caravan parks or Cape Otway Lightstation.

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 stunning 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 protect the unique environmental, cultural, heritage and community values of the region. GORCAPA partners deeply with Traditional Owners, local communities and stakeholders to integrate cultural knowledge, ensure environmental stewardship, support sustainable visitation and build lasting benefits for regional economies and generations to come.

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.

Primary responsibilities

Frontline Service & Visitor Support

- Deliver high-quality customer service at the Visitor Centre service desk.
- Assist with ticketing, bookings, enquiries and visitor orientation.
- Provide accurate information on precinct attractions, safety messaging, accessibility and local points of interest.
- Support the smooth flow of visitors during peak periods through clear communication and proactive assistance.

Guest Experience & Presentation

- Maintain welcoming, clean and orderly visitor service areas.
- Support presentation standards by monitoring signage, brochures and information displays.
- Promote precinct values including care for Country, cultural respect and sustainability.

Feedback & Continuous Improvement

- Capture visitor feedback, concerns and compliments through established processes.
- Assist in reporting issues, trends or service opportunities to the Supervisor or Manager.
- Support service recovery by providing calm, solution-focused assistance when issues arise.

Safety & Compliance

- Follow all safety, emergency and operational procedures.
- Report any hazards, risks or maintenance needs promptly.
- Participate in emergency response drills and staff training.

Teamwork & Support

- Work collaboratively with Visitor Experience, Events and Traffic Services teams.
- Support colleagues during peak times by assisting with queue management or visitor dispersal.
- Assist with onboarding and mentoring new team members where needed.

Key selection criteria

Qualifications and experience:

- Able to demonstrate the ability to deliver friendly, efficient, solution-focused service in busy or complex frontline environments
- Clear, confident verbal communication and active listening skills with diverse audiences and cultures.
- Willingness to follow protocols and work alongside Traditional Owner guidance.
- A collaborative approach, supporting colleagues across Visitor Services, Events/Experience and Traffic teams.
- Strong attendance, punctuality and flexibility to work shifts, weekends, public holidays and school holidays.
- Confidence supporting visitors with mobility, sensory or other access needs.

Knowledge and skills

- Service Excellence: Greeting, triage, queue management, issue resolution, and calm de-escalation.

- **Emergency Support:** Familiarity with evacuation procedures, crowd guidance, and role clarity during incidents.
- **Respectful Engagement:** Skills in culturally safe interactions with First Peoples, multicultural visitors and community groups.
- **Resilience & Composure:** Performs well under pressure and changing conditions (weather, surges).
- **Attention to Detail:** Accurate transactions, tidy work areas, and precise safety messaging.
- **Proactive & Curious:** Anticipates visitor needs; keeps learning about the precinct and region.
- **Team-First Mindset:** Supports peers, shares information, and communicates early about risks/issues.
- **Ability to stand for extended periods, move around the precinct, assist with light equipment/signage, and work safely in outdoor conditions (wind, rain, heat, uneven surfaces) with appropriate PPE.**

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: Visitor Experience Manager

Direct reports: N/A

Internal liaisons: All Great Ocean Road Coast and Parks Authority departments

External liaisons: Community, agencies and government stakeholders.