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April 2025

Candidate briefing

**VICTORIA TOURISM INDUSTRY  
COUNCIL (VTIC)**

Chief Executive Officer

# Chief Executive Officer, VTIC

- Drive the next phase of growth and evolution
- Highly visible and impactful leadership role
- Represent a vibrant tourism industry, with over 1000 members

## About the organisation

The Victoria Tourism Industry Council (VTIC) is the independent, member-based peak body for Victoria's tourism and events industry. VTIC provides leadership for the sector through unified advocacy, industry development programs, business and professional development services and networking opportunities. With over 1,000 members across the state, VTIC plays a critical role in shaping the future of Victoria's visitor economy.

## About the role

Working closely with an experienced Chair and Board, you will help to shape the future strategy of the organisation to grow and evolve the business model, to capitalise on the existing strong foundations. Empowering and engaging the workforce will be critical to underpin the future vision and direction of VTIC. One of the primary objectives will be to engage key stakeholders and partners within the sector and within government to build trust, credibility, and support to continue to position and highlight the value of the tourism industry, to maximise opportunities and outcomes for the sector.

## About you

You are a dynamic leader who thrives on connecting with people and achieving shared success. Commercially savvy and resourceful, you think entrepreneurially, and have a proven track record of navigating change while growing businesses. You are known for your warm nature, ability to quickly establish connections and unrivalled reputation for sustaining relationships and adding value. With a deep understanding of government paired with knowledge of the tourism sector, and a well-established network, you are compelled to make a lasting impact as CEO and help position the tourism industry as a key part of Victoria's economic success.

To apply, click '**Apply for this job**', submitting your resume in **Microsoft Word format**. For more information, see the Candidate Brief, call **Cameron Norton** at **SHK** on 0474 574 565 or email [cameron.norton@shk.com.au](mailto:cameron.norton@shk.com.au). Direct and third-party applications will be forwarded to SHK.



**SHK.COM.AU**

# Role

Title	Chief Executive Officer
Organisation	Victoria Tourism Industry Council (VTIC)
Reports to	VTIC Chair
Direct reports	3 direct reports
Indirect reports	15 people

## The organisation

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For more information, visit <https://www.vtic.com.au>

## Role overview

The CEO will drive VTIC’s strategic direction in organisational growth, strengthening stakeholder relationships, and championing Victoria’s tourism industry.

As the voice of Victoria’s tourism sector, VTIC plays a pivotal role in policy advocacy, industry support, and business development. The ideal candidate will be a passionate and influential leader with a proven track record in strategic management, government relations, and stakeholder engagement.

The current CEO, Felicia Mariani has led the organisation for over 7 years and has decided to step down from her role and this has created the opportunity for a new CEO to lead the next stage of evolution for the organisation.



## Position Description

<b>Title</b>	Chief Executive Officer (CEO)
<b>Organisation</b>	Victoria Tourism Industry Council (VTIC)
<b>Reports to</b>	VTIC Chair
<b>Direct reports</b>	3 direct reports
<b>Indirect reports</b>	15 people

### About VTIC

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### Position Summary

The CEO of VTIC is responsible for providing visionary leadership, strategic direction, and operational oversight to drive the growth, sustainability, and impact of Victoria's tourism and events industry. This role represents the interests of members through strong advocacy, stakeholder engagement, and industry development initiatives. The CEO will lead a high-performing team, foster innovation, and ensure VTIC remains a dynamic, influential organisation supporting a diverse and evolving sector.

Key Responsibilities
<b>1. Industry Leadership &amp; Advocacy</b> <ul style="list-style-type: none"> <li>Act as the voice of Victoria's tourism and events sector, advocating for policies and initiatives that drive industry growth and sustainability.</li> <li>Engage with local, state, and federal governments to influence decision-making and secure positive outcomes for VTIC members.</li> <li>Represent VTIC in media, public forums, and industry events, effectively communicating key messages and industry priorities.</li> <li>Develop and champion strategic policy positions in collaboration with members and industry stakeholders.</li> </ul>
<b>2. Organisational Strategy &amp; Growth</b> <ul style="list-style-type: none"> <li>Lead the development and execution of VTIC's strategic plan, ensuring alignment with industry needs and trends.</li> <li>Oversee business operations, ensuring financial sustainability and revenue diversification through membership, partnerships, and commercial opportunities.</li> <li>Drive innovation in VTIC's offerings, ensuring relevance and value for members.</li> <li>In collaboration with the Board, ensure a long-term vision for the organisation.</li> </ul>
<b>3. Membership Events, Engagement &amp; Development</b> <ul style="list-style-type: none"> <li>Expand and retain a diverse and representative membership base, ensuring VTIC remains the leading voice for tourism and events in Victoria.</li> <li>Oversee the delivery of high-value programs, services, and networking opportunities for members.</li> <li>Oversee key tourism initiatives, including Business Events Victoria, Summits, Top Towns and the Victorian Tourism Awards.</li> <li>Optimise membership engagement and growth strategies.</li> </ul>
<b>4. Stakeholder &amp; Partnership Management</b> <ul style="list-style-type: none"> <li>Strengthen relationships with government agencies, industry associations, corporate partners, and regional tourism organisations.</li> <li>Develop strategic partnerships that enhance VTIC's impact and financial sustainability.</li> </ul>
<b>5. Diversity, Equity, and Inclusion (DEI) Commitment</b> <ul style="list-style-type: none"> <li>Champion a culture of inclusivity, ensuring VTIC reflects the diversity of the tourism industry and the communities it serves.</li> <li>Advocate for equitable opportunities within the industry, supporting initiatives that drive workforce diversity and accessibility.</li> <li>Embed DEI principles in VTIC's programs, partnerships, and internal practices.</li> </ul>
<b>6. Team Leadership &amp; Organisational Culture</b> <ul style="list-style-type: none"> <li>Lead, mentor, and develop a high-performing team, fostering a collaborative and purpose-driven workplace.</li> <li>Promote a culture of accountability, innovation, and continuous improvement.</li> <li>Ensure a safe, inclusive, and supportive working environment in line with best-practice HR policies.</li> </ul>

#### Leadership Attributes

- Proven experience (and inherent personal ethics and values) that has modelled appropriate organisational values, representative of your employer's brand, values and culture.
- Leadership traits that should include collaborative nature, solutions focused and resourceful, confident, and enthusiastic as well as being an energetic, resilient leader with high levels of commercial and business acumen.
- Ability to work in a team environment and develop effective working relationships with internal and external executive stakeholders and Board members.
- Previous experience serving on a not-for-profit or for purpose board
- Ability to collaborate with the executive team and the Board to foster a productive and inclusive working environment

#### Personal Attributes

Action oriented and a 'can do' outlook.

##### **Integrity:**

Demonstrates unwavering commitment to honesty, accountability, and ethical decision-making.

A proven ethical approach in dealing with contentious work issues

##### **Collaborative Mindset:**

Demonstrates a growth mindset

Thrives in a team environment, values diverse perspectives, and works constructively with others to achieve common goals.

Outstanding communication, engagement, negotiation, collaboration and influencing skills with a range of internal and external stakeholders.

##### **Strategic Thinking:**

Possesses a forward-looking perspective and an ability to balance long-term objectives with immediate needs.

Ability to think strategically and analytically with a customer centric focus.

Strong commercial and business acumen

Strong stakeholder management skills; both internally and externally

##### **Empathy and Respect:**

Approaches interactions with empathy, understanding, and respect for others' contributions and viewpoints.

High emotional intelligence and low ego.

##### **Adaptability:**

Comfortable navigating evolving industry trends and adapting to the dynamic needs of a not-for-profit organization.

#### Other information

- A satisfactory police record check is a pre-condition of employment.
- A current and valid driver's licence is a mandatory requirement for this position.

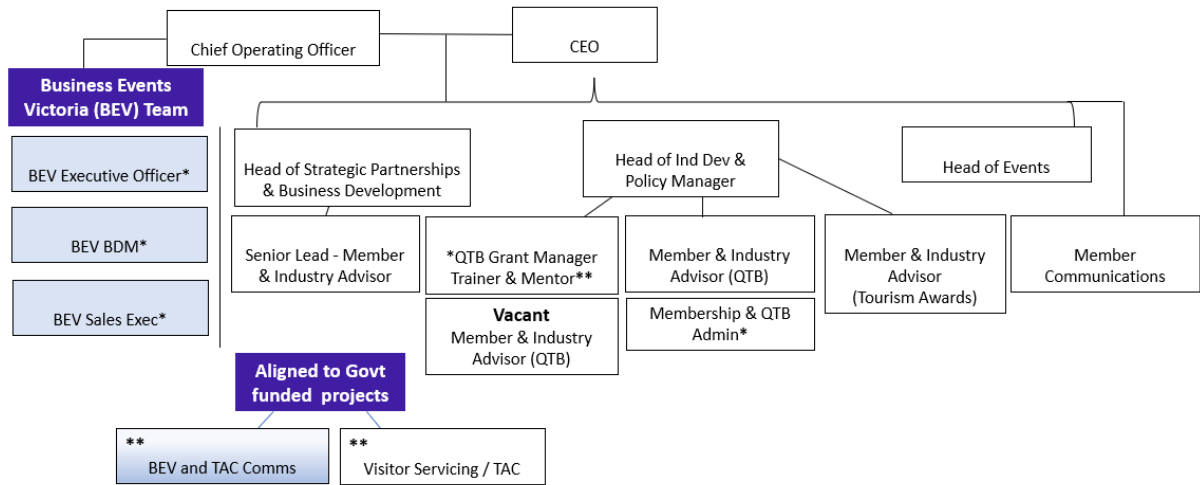
VTIC is an equal opportunity employer. Candidates that identify as from minority communities are encouraged to apply. Flexible working conditions are available with some portion of work from home practical.

#### Key Selection Criteria

- Proven executive leadership experience in the tourism, events, or related industry.
- Strong advocacy and stakeholder engagement skills, with a track record of influencing government and industry policy.
- Experienced change agent with evidence of successfully implementing initiatives that drive positive change within teams and sectors.
- Experience in managing a membership-based organisation and driving member value.
- Commercial and financial acumen, with experience in revenue generation and strategic growth.
- Passion for tourism, events, and the visitor economy, with a future-focused mindset.
- Commitment to diversity, equity, and inclusion, with experience in fostering inclusive workplaces and industry initiatives.

Remuneration Guide	The position has a remuneration target as circa \$240,000 - \$250,000 including 12% Superannuation guarantee as at 1 July 2025.
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VTIC ORGANISATION CHART  
JAN 2025



\*Contracted Position

\*\*Function funded through external sources



# Process

To ensure a broad field of candidates, the Victorian Tourism Industry Council (VTIC) has partnered with SHK Asia Pacific on this assignment. A concurrent search is in progress.

You must apply online through [shk.com.au/jobs](http://shk.com.au/jobs) (scroll to this role). The application button is on the right hand side of the advertisement text.

Your CV achievements will be reviewed for alignment with the Key Selection Criteria.

You are asked to submit a recent CV/ Résumé (4-5 pages preferred), in Word format and a brief letter or cover email note highlighting your capabilities against the role. One page is preferred. **You are not required to separately address key selection criteria at this time.**

All documents are to be attached in Microsoft Word format.

You may be contacted by SHK for further conversation or interview with the consultant, and potentially, to Panel interviews or other informal meetings as part of the process, as required. Contact may be via email or phone, including voicemail.

Selection processes will take some time and may include multiple panel interviews and selection stages. These may be conducted over the next months, into May 2025. There may be delays in communications on this process, due to decision making at each step and requirements for executive appointments. Candidates will be notified of their status at the appropriate stage.

Additional information and referee details will be requested from you only as required, later in the process, and will need to include specific details that allow verification of the referees.

A range of full probity checks will be required for the final candidates in consideration, prior to a formal offer via a letter and contract.

A standard executive contract of up to five years will be offered to the successful candidate.

For a further confidential discussion after reviewing this brief, and preferably after lodging your, please contact Cameron Norton, Partner, by email (preferred) on [cameron.norton@shk.com.au](mailto:cameron.norton@shk.com.au) or text or call on 0474 574 565 noting a call back may take a few days and be out of hours, in the evening depending on timing.

Please note, the information in this brief while accurate, is an indicative summation only. Formal requirements may vary and will be set at the time.