

EVENT PLANNING AND DEVELOPMENT MANAGER

(POSITION #02201)

VENUES WEST

AWARD CLASSIFICATION	VWGA, Level 10	ANZSCO	149311
DIRECTORATE	Operations	BRANCH	Perth Park
LINE MANAGER	General Manager Perth Park	DIRECT REPORTS	Event Coordinator
SPECIAL CONDITIONS	Ability to work weekends and out of hours to meet event needs		

ABOUT THE VENUESWEST WAY

It is our system of defining and measuring our culture and sets the expectation on how we engage, improve, support and challenge one another to be the safest and best we can be – as individuals and a collective. Our signature behaviours are:



We champion dreams



We deliver safely



Together we win



We act like owners



We celebrate success

ABOUT THE DIRECTORATE

The Operations Directorate is responsible for the safe, vibrant and commercially successful activation of VenuesWest's self-managed facilities through the provision of support for high performance sport and delivery of community and commercial opportunities for sport, recreation and entertainment.

ABOUT THE ROLE

The Event Manager is responsible for establishing and delivering all front-of-house (FOH) event management, patron experience and event planning functions for Perth Park, ensuring the safe, compliant and commercially successful delivery of events across a complex multi-use precinct.

This role has a critical responsibility in establishing operational readiness and contributing to the successful transition of Perth Park from construction to full operation.

The role leads the development and implementation of event frameworks, systems and operational plans that support a diverse event calendar including major events, community activation, and cultural programming.

ROLE RESPONSIBILITIES

VenuesWest is committed to Equal Employment Opportunity (EEO) and diversity in the workplace and providing a safe and inclusive environment for workers and patrons. We will perform all duties and responsibilities in a manner and behaviour consistent with EEO and Work Health & Safety legislation, VenuesWest's Code of Conduct, the VenuesWest Way and other relevant Policies/Procedures and legislation.

PRE-OPERATIONAL PHASE

- Leads the development and implementation of the Perth Park Event Delivery Model, including:

- Front-of-house operating framework
- Event planning lifecycle and documentation standards
- Service delivery model for event delivery across different operational modes
- Establishes and implements the FOH workforce model, including:
 - Staffing structures and role definitions
 - Recruitment and onboarding strategies
 - Training and induction programs for event day staff
- Leads the coordination, planning and delivery of:
 - Operational readiness exercises
 - Test events and scenario-based event simulations
 - Event readiness validation processes
- Works collaboratively with the Manager Venue Delivery & Operations to:
 - Integrate FOH and BOH operational planning
 - Support development of emergency management and response planning
 - Contribute to event overlay planning and precinct operations
- In conjunction with the commercial team develops and implements ticketing strategies with ticketing service providers, including:
 - Ticket builds and event configurations
 - Entry configurations and patron movement
 - Integration with venue infrastructure and event requirements
- Establishes and manages relationships with key stakeholders including:
 - Hirers, promoters and event producers
 - Ticketing and service providers
 - Emergency services and regulatory bodies

MANAGEMENT AND SUPERVISION

- Manages and maintains the induction, rostering, training and performance of direct reports.
- Implements policy, standards and event procedures to manage the delivery of Front of House event services.
- Prepares event budgets, authorises expenditure within approved budgets, monitors and reports financial performance.
- Identifies opportunities to improve commercial outcomes, operational efficiencies and customer experience.
- Contributes to Perth Park Budgets and Business Plans in line with corporate direction, policies and strategies.
- Manages and monitors the recruitment, induction, training and performance of staff within the team.
- Assists with the implementation of change management strategies required to achieve corporate objectives.

EVENT MANAGEMENT

- Develops and manages an excellent customer service culture for all Front of House services. Develop and maintain a strong customer experience framework, ensuring:
 - Patron safety and satisfaction;
 - Accessibility and inclusivity
 - Consistent Service standards across the park.
- Manages Front of House event service delivery for all events, including event staff, first aid, fire and emergency services, event security, ambulance, catering, ticketing and public transport.
- Liaises with Licensees and key stakeholders to determine front of house requirements to ensure delivery of safe and successful events.
- Informs and manages security service providers to formulate security plans for each event to ensure a safe and secure environment.
- Develops front of house plans for inclusion in Venue Event Plans that meets all key stakeholder requirements including event pre-assessments and provides Licensee front of house event cost estimates.

- Communicates with and manages all Front of House event staff and event service contractors to comply with their requirements under the Venue Event Plans including conducting event briefings and debriefings and acting as the liaising person on event days.
- Manages event based key front of house contracts including catering, security, pourage and ticketing in accordance with service agreements.
- Ensures that front of house service providers adhere to stadium operating policies.
- Contributes to Event Settlements in accordance with Venue Event Plans including noting any variations.
- Engages with the Commercial team, Licensees and Ticketing Contractor for the creation, implementation and delivery of comprehensive ticketing strategies for each ticketed event.
- Ensures all on sale dates and times comply with the directions of Licensees.
- Assists Licensees to create and implement merchandising strategies to maximise sales.
- Manages and assists community sports and cultural organisations and their events.
- Conducts event services comparisons with similar venues in Australia to ensure Perth Park reflects current Front of House service trends.
- Prepares for and participates in Perth Park Planning, Event and Management Team meetings.

CLIENT AND STAKEHOLDER MANAGEMENT

- Liaises with key stakeholders including community and cultural groups, promoters, sporting bodies and event service providers to ensure good working relationships.
- Monitors customer satisfaction levels, responds to feedback, and recommends improvements and implements as required.
- Develops and maintains a positive business relationship with Perth Park's ticketing providers.

EMERGENCY CONTROL ORGANISATION

- Undertakes the Emergency Control Organisation (ECO) duties in an administrative and operational capacity to lead emergency coordination responsibilities in accordance with the Emergency Response Plan (ERP).

WORKPLACE SAFETY AND HEALTH

- I take care to protect my own safety and health at work, and that of others by co-operating with all VenuesWest policies and procedures and complying with all applicable work health and safety laws.
- Contribute to the development and implementation of:
 - Risk Management Plans
 - Emergency Management Plans
 - Crowd Management and safety Strategies

OTHER

- Other related duties, as directed.

ROLE REQUIREMENTS

The following capabilities are to be addressed in context of the responsibilities of the role.

ESSENTIAL

1. Considerable experience in the management of large scale venues and events including:
 - delivery of a high quality customer experiences
 - knowledge of event and venue regulatory and legislative compliance requirements
 - significant working knowledge of the sports and entertainment industries.
 - Sound practical experience overseeing event and venue specific ticketing builds

- Demonstrated ability to build, train and lead high performing casual workforce
- 2. Understands strategic objectives, trends and factors that may influence work plans; Scans the environment to monitor work plans; Thinks laterally and is innovative in identifying and implementing improved work practices.
- 3. Establishes clear plans and timeframes; Evaluates performance and identifies need for change; Determines action and focuses on quality whilst seeing tasks and projects through to completion.
- 4. Builds and maintains relationships with stakeholders, team members and colleagues; Recognises and adapts to individual differences and diversity and takes responsibility for delivering high quality customer focused services.
- 5. Exemplifies personal integrity and self-awareness by adhering to the VenuesWest Way and Code of Conduct; Challenges issues constructively, committing to actions and reflecting on own behaviors.
- 6. Communicates and influences effectively both orally and in writing, presenting messages confidently, listening to differing ideas and presenting persuasive counter arguments in negotiations.
- 7. Defines and clearly communicates roles and responsibilities; Negotiates and monitors performance standards and provides regular feedback to build on strengths; Guides the team and achieves results; actively promotes and communicates change to employees.

QUALIFICATIONS / CERTIFICATIONS

ESSENTIAL

- WA Construction Industry White Card (Work Safely in the Construction Industry); or capacity to complete within 1 month of commencement

DESIRABLE

- Completion of course in Liquor Licensing (51544) and ability to become Approved Manager
- Venue Management Association membership & attendance at VMA conferences and/ or educational courses
- Strong background in the development of Crowd Management Plans for large scale events

The following qualifications are essential to undertake the duties of the Chief Warden as part of the Emergency Control Organization and training will be arranged by VenuesWest as soon as possible upon commencement in the position. Please note that employees who do not hold these qualifications cannot undertake the responsibilities of the Chief Warden.

- Confine Small Workplace Emergencies (PAUWER008B)
- Lead an Emergency Control Organisation (PUAWER006B)
- Operate as Part of an Emergency Control Organisation (PUAWER005B)

POSITION CONDITIONS AND ELIGIBILITY

Appointment to this position is conditional upon:

- Providing evidence of 'Right to Work' in Australia
- Providing evidence of a National Police Clearance (dated within 12 months)

CERTIFICATION

The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the position.

Dorian Hughes
General Manager Perth
Park

Date JDF Approved

Click or tap to enter a date.