1.0 Sydney Harbour Foreshore Authority Overview

Sydney Harbour Foreshore Authority has the rare privilege of managing, protecting and developing Sydney's most valuable, prestigious and historically significant public precincts, including Darling Harbour and The Rocks.

Our priorities are managing and developing the places in our care – focusing on both meeting the needs and expectations of our customers, as well as working with them to ensure the best outcomes for the areas within our legislative boundaries. To achieve this, Sydney Harbour Foreshore Authority must balance community, cultural, tourism, heritage and commercial objectives.

Since its establishment in 1999, the Authority has returned more than $50 million in dividends to NSW Treasury, and funds its own operations principally from rental and other income. It uses this income to provide around $21 million in community service obligations annually with an additional $10 million on property/heritage-related capital works each year, as well as funding the usual costs associated with being a property owner and manager. Sydney Harbour Foreshore Authority is an established world leader in place management.

1. DARLING HARBOUR INTERN POSITION DESCRIPTION

Overview

The Darling Harbour marketing team consists of a Brand Manager and Brand Co-ordinator. They are part of the larger Marketing, Tourism & Publicity team who are responsible for generating visitation and awareness of The Rocks and Darling Harbour, as well as products in these precincts such as the Chinese Garden.

The intern who works with the Darling Harbour team will work with the Brand Manager and Coordinator to meet the objectives of growing visitation and stakeholder revenue through the development of brand campaigns and event marketing, as well as management of general marketing activity.

Responsibilities

The key areas of work will involve:

- Driving the marketing calendar, branding and assist with event organisation in the Chinese Garden
- Working with the Design Studio in producing marketing collateral for Darling Harbour events or brand campaigns.
- Assist with writing project briefs and marketing plans for events and brand campaigns.
- Assisting both Manager and Coordinator with ad hoc projects – i.e., Darling Harbour 21st anniversary marketing and promotions
- Assisting with administration tasks such as filing, data input, sourcing visuals etc

Selection Criteria – capacity to demonstrate:

- Strong project planning and management skills
- Ability to achieve quality project outcomes on time and within budget
- Strong analytical and problem-solving skills
- Superior interpersonal, written and oral communication skills
- High level of motivation and flexibility to work within a fast paced environment
Overview

The Tourism team consists of a Marketing & Brand Development Manager and Marketing & Brand Development Co-ordinator. They are part of the larger Marketing, team who are responsible for generating visitation and awareness of The Rocks and Darling Harbour, as well as products in these precincts such as The Rocks Discovery Museum, Chinese Garden of Friendship, Sydney Visitor Centres, The Rocks Markets and Sydney Learning Adventures – the education and tour delivery arm of Sydney Harbour Foreshore Authority.

The intern who works with Tourism team will work with both the Manager and Coordinator to meet the objectives of growing visitation and stakeholder revenue through the development of targeted campaigns.

This is a fantastic opportunity to assist with events such as tourism expos, niche marketing campaigns and gain an insight into the production and distribution of marketing collateral.

Key Responsibilities

The key areas of work will involve:

- Supporting the Tourism Team in the development and implementation of the marketing campaigns for The Rocks and Darling Harbour.
- Assisting with the development, distribution and sale of cooperative marketing opportunities for The Rocks and Darling Harbour stakeholders.
- Supporting the Tourism Team with preparation for and follow-up from attendance at key tourism tradeshows such as ATEC Symposium and Australian Tourism Exchange (ATE), Australian Business Events Expo (ABEE).
- Assisting both Manager and Coordinator with familiarisation activities with Tourism Trade and the Business Events market.
- Assisting with administration tasks such as filing, data input, sourcing visuals etc.
- Assisting with the creation and ongoing maintenance of tourism databases.
- Maintaining up-to-date listings on external websites such as STDW (state tourism data warehouse).

Selection Criteria

- Strong project planning and management skills
- Ability to achieve quality project outcomes on time and within budget
- Strong analytical and problem-solving skills
- Superior interpersonal, written and oral communication skills
- High level of motivation and flexibility to work within a fast paced environment
- High level of computer skills with Microsoft Office suite in particularly Excel and PowerPoint
- Understanding of the Australian Tourism Industry

Please submit your application to Tania Bucic on t.bucic@unsw.edu.au
Applications close on 20 April 2009. A list of applicants will be forwarded to the SHFA.