

GENERAL MANAGER DESTINATION

ACCOUNTABLE TO:	Chief Executive
LOCATION:	New Plymouth, Taranaki
DATE:	October 2025

1. The Organisation

Te Puna Umanga / Venture Taranaki Trust is the regional development and promotion agency for Taranaki, encompassing a wide range of activities, spanning local and regional economic development and strategy, enterprise innovation and growth, regional promotion and marketing, sector development, and major event attraction. Venture Taranaki is a Council Controlled Organisation of the New Plymouth District Council and is governed by an independent Board of Trustees. At Te Puna Umanga Venture Taranaki we are committed to fulfilling our obligations under Te Tiriti o Waitangi.

The long-term impact that we are working towards is a Taranaki economy that helps enable the well-being of our people and our environment, underpinned by resilient enterprises, economies and communities. We do this by:

- Promoting Taranaki as a great place to learn, live, work, play, visit and create
- Providing enterprise support and enablement
- Undertaking research and thought leadership
- Promoting investment in Taranaki.

Our work is also guided by Tapuae Roa, the Taranaki regional development strategy and the recently refreshed Tapuae Roa Action Plan 2025/26. Strategic goals for the Māori community, Māori enterprise and Taranaki Māori also guide our work.

Working for us

Venture Taranaki is a small, high-performing team widely acknowledged as making a significant difference to the Taranaki region through what we do and how we do it. We lead, enable and support ongoing innovation and improvement and have a strong focus on workplace cultures and behaviours that are consistent with Venture Taranaki's commitment to being a tangata Tiriti organisation, guided by the following Te Tiriti practises:

1. Kāwanatanga: Honourable governance
 - Our processes, actions and decision-making are informed and shaped by both tangata whenua and tangata Tiriti perspectives
 - We work in partnership with Māori organisations and enterprises
2. Tino Rangatiratanga – Māori self-determination/sovereignty
 - We support Māori led activities through sharing of resources and knowledge

3. Ōritetanga – Equity for Māori
 - Our decisions and activities ensure equitable outcomes for Māori
4. Wairuatanga – Upholding of belief systems
 - We value the presence of Māori worldviews (Te Ao Māori), cultural values and holistic wellbeing (Wairuatanga) within our work.

2. The Role

The General Manager – Destination leads the strategy and sector-wide collaboration that will shape the future of Taranaki’s visitor economy. Reporting to the Chief Executive and as a key member of the Senior Leadership Team, this role provides vision, leadership, and advocacy to ensure the sector delivers value back to people, place, and the wider regional economy.

Specifically, the GM Destination:

- Provides strategic leadership and direction to grow a resilient, high-value visitor economy that supports the diversification of Taranaki’s economic base.
- Brings together iwi, industry, government, and community stakeholders to align efforts, unlock opportunities, and deliver a coordinated regional approach.
- Advocates on behalf of the sector to central government, local government, and our shareholder, ensuring Taranaki’s interests are understood and represented at the highest levels.
- Leads the development and delivery of strategic initiatives, including the Destination Management Plan, Cruise Strategy, and Major Events Strategy, to future-proof the region’s visitor economy.
- Provides leadership and insight across the organisation as a member of the Senior Leadership Team, ensuring alignment with Venture Taranaki’s broader economic development mission.
- Ultimately, the purpose of this role is to position Taranaki as a distinctive, sustainable destination that creates enduring benefits for its people, protects and enhances its environment, and strengthens the resilience of the regional economy.

Team:	Senior Leadership Team
Reports to:	Chief Executive
Direct reports:	2
Indirect reports:	3
Operating budget:	As set out in VT delegations and policies
Delegated authority:	As set out in VT delegations and policies
Responsibilities:	Regional Tourism Office, and Venture Taranaki Communications and Marketing
Stakeholders – Internal:	<ul style="list-style-type: none"> • VT Board of Trustees • All VT functions and employees
Stakeholders – External:	<ul style="list-style-type: none"> • Local, national and international media • Councils and council communications staff • Ngā iwi o Taranaki

	<ul style="list-style-type: none"> • Government departments, Ministers and Members of Parliaments offices and external organisations • Suppliers and contractors as required
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3. Responsibilities

Strategic development and delivery:

- Contribute to a high-performing Senior Leadership Team as a proactive, respected leader, delivering balanced, strategic insight and advice to support the direction of Venture Taranaki.
- Drive and deliver the Tapuae Roa Visitor Futures strategic goal to unlock the full potential of the region's visitor economy, with targeted focus across major events, business events, film, and development of the visitor economy via promotions and product development initiatives.
- Lead the creation, delivery and performance of our Destination Management Plan, the Taranaki Cruise Strategy and the Taranaki Major Events Strategy.
- Position Taranaki as a national and global thought leader in Destination Management.

Build and grow a high-performing team:

- Act as a motivator and mentor for the Destination team, including the Communications and Marketing team function, encouraging personal growth, professional development, and a cohesive understanding of individual roles within the context of the overarching Venture Taranaki strategic work programme.
- Recognise and reward excellent performance among team members, while addressing underperformance constructively.
- Foster a collaborative and engaged Destination culture reflective of our values.
- Demonstrate leadership organisation-wide, behaving in a manner conducive to upholding a professional environment, where senior leadership are trusted, and respected.

Enable operational excellence:

- Ensure all team members are aware of and effectively use appropriate business planning tools, in line with our business planning process.
- Manage the Destination budget efficiently and look to leverage operational expenditure through partnerships and opportunities so attract external private, or public funding.
- Communicate value and demonstrate success in line with our regular reporting to our shareholder, as well as looking for additional opportunities to demonstrate value and tell stories that positively position Venture Taranaki.
- Ensure effective delivery of and reporting on all relevant Destination KPIs.
- Ensure clear communication and effective partnerships between Destination and the rest of Venture Taranaki.

Build partnerships:

- Establish and nurture strong partnerships with stakeholders and the community to enhance communication, influence perceptions, and support mutual interests in developing the Taranaki and promoting tourism in Taranaki.
- Support the long-term sustainability of the organisation and leverage operational expenditure by driving strategically aligned commercial outcomes through positive partnerships including local and central government, and the private and non-profit sectors.
- Proactively build trusted, mutually beneficial partnerships with Ngā Iwi o Taranaki to support to ongoing development of high potential cultural tourism ventures.

- Develop and maintain partnerships with regional counterparts, and facilitate strategic initiatives that maximise outcomes across regional boundaries for the benefit of Taranaki, and the wider NZ inc.
- Support and promote positive internal relationships

4. Skills, Knowledge and Competencies

Te Puna Umanga / Venture Taranaki's core competencies below, outline the skills, knowledge and behaviours that are important to the organisation.

Competency	Means of achieving this
Relationship Management	<ul style="list-style-type: none"> • Builds positive working relationships, and collaborates with internal and external stakeholders in accordance with tangata Tiriti behaviours • Works well as part of the VT whānau, and is supportive and respectful of cultural values and knowledge • Consults and collaborates with others as appropriate • Represents the values and aspirations of VT, as a tangata Tiriti organisation • Demonstrates cultural and political awareness
Cultural Competency	<ul style="list-style-type: none"> • Demonstrates an understanding of, and commitment to VT's Te Tiriti partnerships strategy and Māori cultural competency framework.
Strategic Thinking	<ul style="list-style-type: none"> • Demonstrates knowledge and understanding of the regional, national and international context VT operates within • Understands the strategic goals of VT and what these mean at an operational level • Proactively plans and takes appropriate action to achieve goals • Demonstrates an awareness of the political environment that VT operates within as a public service entity
Planning and Organisation	<ul style="list-style-type: none"> • Demonstrates effective project management skills • Demonstrates effective time management skills • Prioritises competing demands without compromising the quality of work delivered • Plans ahead and completes projects
Communication	<ul style="list-style-type: none"> • Is confident communicating clearly and persuasively to a range of audiences • Employs the most appropriate method/medium of communication to reach the desired audience • Is able to communicate complex ideas and issues in a way that is easy to understand
Problem-Solving	<ul style="list-style-type: none"> • Demonstrates a solutions-based approach to overcoming problems in a positive and constructive manner • Analyses relevant information in a rational manner to form evidence-based judgements • Demonstrates creativity and innovation when assessing problems and developing solutions

Innovation and Change	<ul style="list-style-type: none"> • Looks for opportunities to make improvements and add value • Works cooperatively with others to develop innovative solutions • Sees opportunities and responds positively to change • Is open to feedback and seeks out personal opportunities to learn and grow
Health, Safety and Wellbeing	<ul style="list-style-type: none"> • Complies with the <i>Health & Safety at Work Act 2015</i> and VT's internal health and safety policies and procedures • Takes reasonable care of own health and safety while at work • Actively contributes to promoting a safe working environment

5. Qualifications, Experience and Personal Attributes

Personal Attributes

- **Strategic Leadership:** proficiency in developing and executing business strategy that aligns with organisational and regional goals.
- **People Leadership:** proven ability to cultivate a strong team culture, mentor, coach and develop people.
- **Managing Complexity:** the ability to lead teams through dynamic fast-paced, changeable environments with a sense of control and calm.
- **Cultural competency:** the confidence and capability to walk in te ao Māori and to support Māori stakeholders as a trusted partner.
- **Insightful:** the ability to connect the dots and interpret data and insights to shape strategy and advice.
- **Credibility:** the ability to influence proactively at all levels, across both public and private sector.
- **Communication:** the ability to convey information in an engaging and inspiring manner to diverse, and senior audiences.
- **Fiscal Discipline:** an aptitude for financial planning and budget oversight to leverage and maximise operational expenditure and outcomes.
- **Collaborative Work Ethic:** a demonstrated ability to work effectively with cross-functional teams and external partners.

Education

A bachelor's degree in business, Tourism, Marketing, or a related field. A master's degree or MBA could be advantageous.

Professional Experience

Senior commercial leadership experience in both the public and private sector (5 years plus).

Industry Knowledge

In-depth understanding of the local, national, and international tourism and events economy.

A passion for and deep connection to Taranaki, and connections with the community are also essential qualities for this role.