

POSITION DESCRIPTION



MAKING A
DIFFERENCE SO
SOUTH AUSTRALIA
THRIVES



Government
of South Australia

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Position Description

ATE26 Event Executive

Purpose of the position

In collaboration with the Manager, Trade Events, Famils & Projects and Global Markets & Trade team, support the planning, implementation and the delivery of the Australian Tourism Exchange (ATE) to be held in Adelaide in May 2026. The Australian Tourism Exchange (ATE) is the largest travel trade show in the southern hemisphere. It is the premier international marketing activity for Australia's tourism industry, providing operators with the opportunity to meet with international tourism buyers (international wholesale and retail agents).

Position Title:	Reports to:	Position Classification:
ATE26 Event Executive	Manager, Trade Events, Famils & Projects	ASO6 12-month contract
Group / Unit:	Location:	Direct reports:
Marketing	Level 9, SA Water House, 250 Victoria Square	NIL

Our Values



GO BOLDLY

We thrive on taking risks and enjoy stepping outside our comfort zone.



DIG DEEPER

We never settle for simply scratching the surface. We're hungry for knowledge, fresh ideas and innovations.



CAN DO

We believe there's nothing we can't do as a team.



SHARE THE LOVE

We have a passion for excellence and exceeding expectations.

Essential Criteria

QUALIFICATIONS

- Tertiary qualification in event management, tourism or business-related discipline.

SKILLS, EXPERIENCE AND KNOWLEDGE

- Demonstrated experience in planning and delivering trade events.
- Demonstrated experience working within the international travel distribution network and the travel and tourism industry.
- Knowledge of 'distribution ready' South Australian tourism product.
- Knowledge of event registrations systems and website content management systems
- Knowledge of the role of the SATC.
- Significant project and/or event management experience including co-ordination from basic concept through implementation to achieve specific outcome and knowledge of relevant procurement requirements.
- Experience in relationship development and management with private and public sector people and organisations.
- Sound written and verbal communication and interpersonal skills and ability to communicate at all levels.
- Demonstrated ability to operate with limited direction and use of initiative and flexibility to manage challenging situations.
- Superior organisation, time management, attention to detail and customer service skills.
- Proven ability to work efficiently under pressure, determine priorities and organise workloads to meet deadlines.
- A high level of competency in using the Microsoft Office Suite of computing software.

Desirable Criteria

QUALIFICATIONS

- A minimum of 3 years' experience in the tourism industry.
- Current First Aid Certificate

SKILLS, EXPERIENCE AND KNOWLEDGE

- Can demonstrate a high level of intuition.
- Proven high level of Business acumen.
- Knowledge of the SATC's operations, policies, procedures and instructions.
- Good understanding of the new SATC Celebrate the Simple Pleasures Brand.
- Understanding of the South Australian operators likely to participate in ATE26.
- Knowledge of Umbraco or similar content management systems.
- Knowledge of Government Records Management principles and practices.

- Knowledge of work, health and safety legislation.

Competencies

COMMUNICATION / PRESENTATION	Expressing ideas effectively in individual and group situations (including non-verbal communication); presenting ideas effectively when given time for preparation (including use of visual aids); clearly expressing ideas in memoranda, letters, or reports that have appropriate organisation and structure, correct grammar, and language and terminology; and adjusting language tones to the characteristics and needs of the audience.
TEAMWORK	The genuine intention and interpersonal skills to work cooperatively with others, within and across the organisation. It includes respecting others, valuing ideas and diversity, supporting the team environment, and subordinating own objectives to the objectives of the organisation or team.
INITIATIVE	Takes action to achieve objectives beyond what is required. Self-starting, rather than accepting passively. Displays a sense of urgency and high energy/drive to get the job done. Anticipates problems and takes action.
TIME MANAGEMENT	Organised and efficient in own work habits; plans and priorities time effectively; has tools and/or a system in place to prioritise tasks and keep track of promised actions and important deadlines.
ADAPTABILITY	The ability to adapt one's approach to suit changing requirements in a variety of situations and to maintain effectiveness with different tasks and people, thereby contributing towards creating an efficient, agile organisation. Recovers from setback and maintains a positive outlook when faced with difficult situations.
INFLUENCING	Uses appropriate interpersonal styles and methods to inspire and guide individuals (direct reports, peers, superiors) toward desired outcomes. Modifies behaviours to accommodate tasks, situations and individuals involved.

Key Responsibilities

ASSIST IN THE DEVELOPMENT, IMPLEMENTATION AND DELIVERY OF ATE26

- Work with the Manager, Trade Events, Famils & Projects in the delivery of South Australia hosting ATE26 in Adelaide including:
- Assisting in the procurement process with a key focus area of the SA Showcase event.
- Formulation of event run sheets, event scripts and emcee requirements for the SA Showcase.
- Working with the relevant appointed contractors in sourcing suitable entertainment for each event which may include a cultural performance, entertainers, video or other themed entertainment.
- Working with appointed contractors to design and execute all theming across ATE26 (SA Café, activations, functions), aligned to SATC's new brand of Celebrate the Simple Pleasures.
- Working with SA Operators to ensure South Australia's presence is maximised. Working with these operators on booth images and incorporating the new SATC Brand.
- Working with the Adelaide Convention Centre in activating the lunch and networking areas which reflect the SATC brand values around experiences, food and wine.
- Work with relevant appointed contractors and internal SATC team on risk management plans for both functions and famils.
- Consider environmental and sustainability practises as well as ATE26 being inclusive and accessible for all attendees.
- Working closely with Tourism Australia on the promotion of the event to all buyer delegates.
- Working with the Manager, preparing reports for the Executive team, SATC Board or Minister as required.
- Work closely with the Trade Events, Famils & Projects Executive on 'standard' ATE projects such as SATC staff registrations, staff accommodation, uniforms, operator briefings etc)
- Work with Tourism Australia in relation to the ATE26 Welcome event.
- Work with Tourism Australia and SATC in the planning of the Last Shout function and working with other key stakeholders.
- Work with the City of Adelaide, Adelaide Airport and sponsor hotels to dress the city with 'welcome' activations.
- Working with appointed contractors in the new design of the SATC Café in line with the SATC's new brand.
- Recruiting volunteers to assist Tourism Australia and SATC.
- Work closely with the ATE26 Famil Coordinators to ensure ATE26 Information is accurately updated on the SATC's Trade Website. This includes the ATE26 Famil Program information.
- Promote the ATE26 Famil Program to delegates through Tourism Australia updates/newsletters, SATC's global team and SATC's trade website.
- Assist in recruitment and brief all SATC famil hosts for ATE26 Famil Program.

- Assisting in buyer preferencing and allocations and then liaison with delegates regarding their famil itineraries.
- Work closely with SATC public relations unit to ensure positive coverage of the event with local media.
- Hosting pre and post ATE famils or other trade famils as required.
- Maximising the benefits for South Australia hosting this trade event.

PERFORMANCE MEASURES

- Successful delivery of ATE26 with feedback from delegates 95% or higher satisfied with their overall experience at ATE26.
- Successful organisation of SA Showcase event.
- Event planning and risk management planning is widely recognised as an industry 'best practise' model.
- Ability to communicate effectively with all key stakeholders and appointed contractors so they have a clear understanding of their role and the SATC's expectations especially around the new brand requirements.
- Employees, contractors and volunteers function as a highly productive team.
- Events/Activations are professionally presented and best practise delivery.
- Ensure SATC's trade website has accurate information and is regularly updated with ATE26 information.
- Timely response to famil participant queries.
- Enquiries and general communication are handles in a courteous, efficient and timely manner, presenting the event and the SATC as a professional, friendly and modern State Tourism Organisation.

DEVELOP AND STRENGTHEN BUSINESS RELATIONSHIPS FOR TRADE EVENTS, FAMILS & PROJECTS TEAM

- Maintain SATC's relationship with South Australian operators.
- Develop and maintain effective working relationships with internal SATC teams.
- Develop and strengthen effective working relationships with relevant staff in Tourism Australia (TA) both in Australia and offshore.
- Develop and strengthen effective working relationships with event contractors.
- Professionally represent the SATC at industry functions, seminars and conferences as required.
- Assist in the planning and execution of other SATC owned and managed Trade Events.
- Other activities as requested by the Manager, Trade Events, Famils & Projects.

PERFORMANCE MEASURES

- Positive relationship with SA operators
- Attendance at key business meetings with internal and external parties and contribution to positive outcomes.

ORGANISATIONAL CONTRIBUTION / SAFETY AWARENESS

- Adhere to SATC policy and procedures on all matters relating to health and safety.
- Successfully complete Standard First Aid qualification and implement training as required.
- Ensure that SATC vehicles are maintained in accordance with SATC Motor Vehicle Policy, attend driver training, and drive according to the law and prevailing conditions.
- Follow the principles of a sustainable working environment by following organisational greening initiatives.

PERFORMANCE MEASURES

- 100% commitment to Work Health and Safety (WH&S).
- 100% attendance in relevant WH&S training.
- Ensure knowledge and appropriate application of WH&S procedures and policies.

Special Conditions

- The appointment will be subject to a 6-month probation period. Continuation of the contract is conditional upon the achievement of performance objectives and the allocation of sufficient funding.
- The incumbent will be required to undertake an annual performance agreement with their direct manager, using the SATC's Performance Development process.
- Take personal responsibility for understanding and complying with the South Australian Tourism Commission policies on WHS, equal employment opportunity and public administration.
- The incumbent is responsible and accountable for keeping accurate and complete records of their business activities in accordance with the State Records Act 1997.
- It is the policy of the Commission that staff can be reassigned to other positions or roles consistent with their classification level to meet changing work demands and/or their personal development needs.
- The incumbent may be required to undertake a relevant national police check or employment screening check.
- Class C Drivers Licence and willingness to drive and successful completion of required driver training.
- Out of hours work, intrastate and interstate travel may be required.

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Executive Manager	Line Manager	Incumbent
Erik de Roos Executive Director Marketing	Belinda Barton Manager, Trade Events, Famils & Projects Marketing	ATE26 Event Executive
<div>Signed</div>	<div>Signed</div>	<div>Signed</div>
<div>Date</div>	<div>Date</div>	<div>Date</div>