



POSITION STATEMENT

POSITION TITLE:	International Engagement Manager Fixed Term position – Sept 2019 to July 2020
REPORTS TO:	CEO
ROLES REPORTING TO THIS ONE:	nil
WORKS SIGNIFICANTLY WITH:	ACA Board International Engagement Portfolio Convenor ACA member camps and associated providers Government and industry bodies
PREPARED BY	PG August 2019

Introduction to the Australian Camps Association (ACA)

The Not For Profit Australian Camps Association (ACA), the national peak body for camps and associated providers, believes that participating in supported outdoor experiences through camps and led outdoor activities leads to happier and healthier lives. Our vision is to facilitate 'more people outdoors more often' and our mission is to 'develop, support and promote the delivery of camp experiences that provide positive community, social and personal outcomes'.

The Australian Camps Association includes People Outdoors, established in 1989 to provide outdoor recreational activities for people of all ages with a disability. We also run the Great Getaways, camp programs for people over 55, as well as a number of other specialist camps. All of these programs are co-delivered with our member camps.

The ACA has been active internationally for many years and has good networks within the Victorian state government and national bodies such as Austrade. We now wish to devote resources to building our organisational and member capacity to manage both inbound and outbound international business, in line with our 2019 -21 Strategic and Business Plan objective, 'Develop and deliver Australian Camps Association (ACA) service'.

The Role

This role is designed to oversee the ACA's increasing international presence, particularly in Asia. Separate to this objective, but aligned to it, is the international Edu-Tourism Project, a fixed term grant awarded to the ACA by the Victorian government. This role is responsible for delivering that project.

The role will be 0.6 (three days a week) and will conclude with the completion of the Edu-Tourism Project in July 2020. There is potential for the role to continue past this date.

The role is based at the ACA office in Preston; however travel, including overseas, will be required from time to time.

The Role's key responsibilities are to:

1. Deliver the Victorian government's (Department of Jobs, Precincts and Regions) Edu-Tourism project, a fixed term grant to attract students from Malaysia, Vietnam and China to Victoria as a place to study and live.
2. Develop and oversee the Australian Camps Association ('ACA') International Engagement Plan,
3. Develop and build current and future relationships, including with Austrade, state/federal government and overseas organisations/partners,
4. Develop the ACA's ability to manage and respond to international enquiries on behalf of our members, and
5. Build ACA member capacity and capability to deliver programs in response to these enquiries.

References

1. The Victorian Camping and Outdoor Activities Sector **International Engagement Update 2019**.
2. ACA's response to DJPR's brief: **Edu-Tourism**, and its associated funding agreement and Workplan.

Key responsibilities	Key Outputs	Success Measures
1. Deliver the Victorian government's (Department of Jobs, Precincts and Regions) Edu-Tourism project.	<ul style="list-style-type: none"> Complete the Edu-Tourism Project as per the funding agreement and to the satisfaction of the funding body. 	<ul style="list-style-type: none"> The Edu-Tourism Project is completed according to the funding agreement and Workplan, including all grant acquittals. Learnings from this project inform the ACA's International Engagement Plan, which is then able to be applied nationally.
2. Develop and oversee the Australian Camps Association ('ACA') International Engagement Plan.	<ul style="list-style-type: none"> Work with stakeholders (ACA International Engagement Board Portfolio group, ACA members nationally, relevant bodies and state/federal government departments) to prepare the Plan. 	<ul style="list-style-type: none"> The Plan addresses current and future demand, in particular from Asian countries. The Plan aligns to the ACA Strategic and Business Plan 2019-22. The Plan recommends resources and budgets to enable it to be fully implemented.
3. Develop and build current and future relationships, including with Austrade, state/federal government and overseas organisations/partners.	<ul style="list-style-type: none"> Build on existing relationships to promote the ACA's ability to meet demand and to align with government and trade body's objectives. Nurture new relationships with similar organisations and government departments, particularly in states other than Victoria. 	<ul style="list-style-type: none"> State and federal government recognise the ACA as an organisation worthy of funding for international engagement projects and as an organisation with capacity to meet government objectives. The ACA is represented (where the budget allows) in relevant forums, including trade missions and roundtables. Like minded international organisations recognise the ACA as the peak body for camps and associated providers in Australia.
4. Develop the ACA's ability to manage and respond to international enquiries on behalf of our members.	<ul style="list-style-type: none"> Scope web based applications (for example) that support international enquiries (eg an international web portal). Investigate opportunities for outbound training of camps overseas. 	<ul style="list-style-type: none"> The ACA is better able to manage, respond to and refer inbound enquiries. Members receive vetted enquiries. Investigate a user pays fee structure for this service. Any outbound training is fee for service and IP is protected as much as possible.
5. Build ACA member capacity and capability to deliver programs in response to these enquiries.	<ul style="list-style-type: none"> Scope member capacity and current international engagement. Source, prepare and deliver workshops that enhance member capacity and capability to provide excellent experiences for inbound groups. Prepare and make available other resources that assist with the above. 	<ul style="list-style-type: none"> ACA members are well prepared to deliver quality programs for inbound groups – culturally, educationally and in accordance with best practice risk oversight. Members have access to effective resources through the Outdoor Business Online web portal. Workshops are delivered in multiple states.