CITY VENUE MANAGEMENT

POSITION DESCRIPTION

Position Title:

General Manager – Rackley Swimming Gold Coast

Position Classification:

Non-Award Covered

OUR PURPOSE

CREATE EXPERIENCES THAT DELIGHT AND ENGAGE.

At City Venue Management (CVM), every person plays an important role in creating experiences that delight and engage. Our truths are unique to us, they shape how we behave and underpin our purpose. As an employee of CVM you are expected to model behaviour aligned with our truths:

FUN AND ENERGY ARE CONRAGIOUS

Positivity feeds positivity, smiles provoke smiles

People are drawn to environments that are challenging yet enjoyable

Don't wait for others to infect you. "BE THE SOURCE"

NEW KNOWLEDGE DRIVES PROGRESSION

We grow by seeking internally and externally

Education, experience, observing, practicingDon't wait for others to

Seek to understand "BE CURIOUS"

COLLABORATION ENABLES CREATIVITY

Diverse teams working toward common goals develop unique solutions

Respectful, passionate disagreement and refined ideas lead to innovation

Integrated teams leverage "COLLECTIVE GENIUS"

SIMPLICITY ALLOWS AGILITY

It's simple to make things complex and complex to make them simple

Strive to find practical solutions to challenging problems

Big organisations can be fast, "FLEXIBILITY CREATES FREEDOM"

MATURITY IS NOT AN AGE

Empowered to do what you like, maturity is to do what is right

Resilience, compassionate, dependable, courageous

The ongoing commitment to remain consistent "EMBRACE OWNERSHIP"

POSITION PURPOSE

The General Manager – Rackley Swimming Gold Coast is responsible for driving the commercial performance, growth and operational consistency of Rackley Swimming programs across CVM's Gold Coast aquatic facilities.

The role provides regional oversight of student retention, enrolment growth, waitlist conversion, class utilisation, timetabling and swim-teaching compliance. Working alongside Facility Managers and Swim School Managers, the role identifies opportunities to strengthen participation, optimise program capacity and improve the financial performance of the swim school network.

The role drives consistent swim school standards across the region while supporting site leaders to deliver high-quality teaching, strong customer experiences and sustainable program growth. Facility and Swim School Managers retain accountability for the day-to-day delivery of swim school operations at their respective facilities.

RELATIONSHIPS

Reports to: Director of Gold Coast

Staff responsibility: Functional leadership across Rackley Swimming Gold Coast programs. Swim School Managers retain accountability for day-to-day swim school operations at their respective facilities.

Key internal relationships:

- Swim School Managers
- Facility Managers
- Assistant Swim School Managers
- Swim Teachers
- Pool Deck Teams
- General Managers
- Marketing Team
- Finance Team
- People & Culture
- Safety and Risk
- Site Support teams

Key external relationships:

- Parents, students and families
- Schools and education providers
- Local Government and Council representatives
- Community organisations
- Swimming and aquatic industry bodies
- Swim-teaching and training providers
- Suppliers and service providers

KEY RESPONSIBILITIES

Regional Swim School Strategy & Commercial Growth

- Develop and implement a regional strategy to grow Rackley Swimming participation, revenue and program performance across Gold Coast facilities.

- Drive proactive student retention strategies to reduce customer attrition and strengthen long-term enrolment.
- Identify opportunities to increase student participation, program capacity and revenue across the region.
- Monitor swim school performance and identify opportunities for growth across individual facilities and the broader region.
- Work with site leaders to develop practical strategies to address underperforming programs and maximise available capacity.
- Ensure swim school growth strategies align with CVM's broader commercial and customer objectives.

Student Retention & Customer Experience

- Establish and monitor regional strategies to improve student retention, engagement and progression.
- Use enrolment, cancellation, attendance and customer data to identify retention risks and opportunities.
- Identify trends in student attrition and work with Swim School Managers to implement targeted retention strategies.
- Support consistent customer communication and engagement practices across Rackley Swimming programs.
- Identify opportunities to improve the student and family experience and strengthen customer loyalty.
- Monitor customer feedback and participation trends to inform regional priorities and improvements.

Waitlist Conversion & Enrolment Growth

- Drive proactive conversion of waitlisted students into available classes.
- Monitor waitlist volumes, conversion rates and available program capacity across the region.
- Identify barriers preventing students from progressing from waitlists into active enrolments.
- Work with Swim School Managers to improve enrolment processes, follow-up and customer conversion.
- Ensure available spaces are actively managed to maximise class occupancy and minimise lost revenue.
- Identify opportunities to transfer or reallocate demand across classes, levels and facilities where appropriate.

Timetabling & Program Optimisation

- Provide regional oversight of swim school timetabling to maximise class utilisation, participation and commercial performance.
- Analyse class occupancy, demand, staffing availability and waitlist data to identify opportunities for timetable optimisation.
- Work with Swim School Managers to ensure class structures and timetables respond to customer demand and available capacity.
- Identify opportunities to consolidate, expand, restructure or introduce classes based on participation and commercial data.
- Ensure timetabling decisions appropriately balance customer demand, teaching quality, staff availability and operational requirements.

- Support consistent approaches to program planning and capacity management across Gold Coast facilities.

Swim Teaching Qualifications & Compliance

- Maintain regional oversight of compliance with all mandatory swim-teaching qualifications, certifications and competency requirements.
- Ensure all swim teachers hold and maintain the qualifications required for the classes and duties they perform.
- Establish clear processes for monitoring qualification expiry dates, compliance gaps and required renewals.
- Work closely with Swim School Managers and People & Culture to address qualification and compliance issues promptly.
- Identify regional capability gaps and support appropriate training, development and qualification pathways.
- Ensure swim school staffing and teaching practices comply with relevant legislation, industry requirements and CVM standards.

Leadership & Swim School Capability

- Coach and support Swim School Managers to strengthen commercial capability, leadership and accountability.
- Establish clear expectations for student retention, enrolment growth, waitlist conversion, utilisation and teaching compliance.
- Support Swim School Managers to use data and commercial insights to make informed program decisions.
- Facilitate the sharing of effective swim school practices, resources and strategies across Gold Coast facilities.
- Identify capability gaps and support targeted development across swim school leadership teams.
- Promote a culture of accountability, customer focus, continuous improvement and commercial awareness.

Performance & Continuous Improvement

- Monitor regional swim school KPIs including enrolments, retention, cancellations, waitlist conversion, class utilisation, revenue and teaching qualification compliance.
- Use data and operational insights to identify trends, risks and opportunities across the region.
- Establish appropriate performance expectations and follow up on agreed actions with site leaders.
- Lead regional swim school improvement initiatives and ensure agreed changes are effectively implemented.
- Simplify and standardise systems and processes where appropriate to improve efficiency and consistency.
- Identify opportunities to improve program quality, customer experience and commercial performance without compromising safety or teaching standards.
- Ensure swim school operations comply with contracts, company standards, policies, procedures and relevant legislation.

QUALIFICATIONS

Required:

- Paid Blue Card – Working with Children Check
- Current CPR
- Pool Lifeguard Certificate
- Relevant swim teaching qualification
- Demonstrated industry experience

Desirable:

- Business, Management, Education, Recreation or related qualification

KEY SKILLS AND EXPERIENCE

- Significant leadership experience within swim school, aquatic, leisure or related program operations.
- Demonstrated experience driving commercial growth and participation within a swim school or similar service-based program.
- Strong understanding of swim school operations, student progression, retention, enrolment management and class utilisation.
- Demonstrated ability to analyse enrolment, waitlist, attendance and financial data and translate insights into practical commercial strategies.
- Strong understanding of swim school timetabling, staffing requirements and program capacity optimisation.
- Strong knowledge of swim-teaching qualifications, industry requirements and compliance obligations.
- Demonstrated ability to influence and support Swim School Managers across multiple facilities.
- Strong commercial, analytical and problem-solving capability.
- Strong stakeholder engagement and relationship management skills.
- Ability to balance commercial outcomes, teaching quality, customer experience, workforce capability and safety requirements.
- Demonstrated commitment to continuous improvement and operational consistency.

ALIGNMENT TO OUR 5 TRUTHS

Fun and Energy are Contagious: Creates a positive and engaging environment that encourages participation, celebrates student progression and builds enthusiasm across swim school teams and families.

New Knowledge Drives Progression: Continually develops knowledge of swim school trends, customer expectations, teaching practices and commercial opportunities and uses this knowledge to improve regional performance.

Collaboration Enables Creativity: Works closely with Swim School Managers, Facility Managers and support teams to develop practical solutions that improve participation, retention and program performance.

Simplicity Allows Agility: Looks for practical ways to simplify enrolment, waitlist, timetabling, reporting and compliance processes while maintaining appropriate controls and teaching standards.

Maturity is Not an Age: Demonstrates sound commercial judgement, accountability and ownership when managing regional performance, compliance requirements and competing operational priorities.

LEGAL REQUIREMENTS

QLD Child Protection Act

It is an offence under the QLD Child Protection Act 1999 for a person convicted of a serious offence to apply for or perform this position. The QLD Child Protection Act 1999 requires the following to be completed:

- Any person in this position must hold and maintain a current Positive Notice and Blue Card from the Commission for Children & Young People & Child Guardian.

Duties under WH&S Act

Under the Work Health & Safety Act 2011 an employee, whilst at work, must:

- Take reasonable care for his or her own health and safety.
- Take reasonable care that his or her acts or omissions do not adversely affect the health and safety of other persons.
- Comply, so far as the employee is reasonably able, with any reasonable instruction given by the person conducting the business to allow that person to comply with this Act.
- Co-operate with any reasonable policy or procedure of the person conducting the business relating to health or safety at the workplace that has been notified to employees.

ACKNOWLEDGEMENT

By accepting this position, I acknowledge that I have read and understand the expectations of this role as outlined in this position description.

I understand that I am required to comply with all City Venue Management policies and procedures, and that these form part of my employment obligations.

I confirm that I will act in accordance with these requirements at all times.