



**DOWERIN**

MACHINERY FIELD DAYS

APPLICATION PACKAGE

**GENERAL MANAGER**

[www.dmfd.com.au](http://www.dmfd.com.au)

## General Manager

*Lead the State's Largest Agricultural Event*

*– Become the Next General Manager of the Dowerin Machinery Field Days.*

Are you ready to take the next step in your leadership journey and make a real difference in regional WA and the agricultural industry? Dowerin Events Management is searching for a community orientated executive to lead our vibrant and progressive event and organisation.

You'll be working alongside a proactive Board, community and industry, to lead one of Australia's most iconic agricultural events – the **Dowerin Machinery Field Days** – and drive the future of regional event excellence.

As General Manager, you will be the driving force behind Dowerin Event Management operations, event delivery, and community and business engagement. You'll serve as the vital link between the Board, staff, volunteers, partners and the broader Dowerin community, ensuring the continued success and growth of the organisation and its events.

This is a unique opportunity to lead a high-profile not-for-profit organisation with a proud history and a bold vision for the future.

Located just 158km east of Perth, Dowerin has a child care service, District High School, swimming pool and high standard of recreation facilities, District Club and is in close proximity to Wyalkatchem and Goomalling Medical Services.

- Be part of a passionate, community-driven organisation
- Lead one of Australia's premier agricultural events
- Make a lasting impact in regional development and innovation
- Enjoy a diverse and rewarding leadership role with room to grow

The total remuneration package is to be negotiated, with the cash component between \$110,000 - \$130,000. The final package will reflect the candidate's qualifications and experience and include a base salary, superannuation, executive accommodation and allowances.

Further information is available by contacting Jemma Donegan on 0408 721 029.

Applications will be accepted until 4.00pm, Thursday September 11 2025, and should be marked "Confidential – GM Position" and addressed to the Board Chair, Lot 35, Memorial Ave, Dowerin WA 6461 or emailed to [board@dmfd.com.au](mailto:board@dmfd.com.au)

## POSITION DESCRIPTION

### GENERAL MANAGER

## POSITION OBJECTIVES

The General Manager leads the organisation. The General Manager is the link between the Board, the operational team and Dowerin community. The General Manager is responsible for helping to achieve the vision of the organisation and its events.

The role oversees and contributes to all operations of the Dowerin Machinery Field Days and other events and activities as set by the Dowerin Events Management Inc. (DEM) Board.

Priorities of the General Manager are to organise, contribute and deliver a high standard Field Days, maintain and build on the professional reputation of the organisation, financial and resource sustainability and nurturing key partners, including the media and sponsors, to align with DEM's overall strategy and mission.

## ORGANISATIONAL RELATIONSHIPS

**REPORTING TO:** Dowerin Events Management Inc (DEM) Board

**RESPONSIBLE FOR:** Events Team

**LIAISON WITH:**

- DEM Staff and Volunteers
- Community Members and Organisations
- Contractors and Suppliers
- Event Sponsors
- External Stakeholders

# POSITION DESCRIPTION

## KEY RESPONSIBILITIES

### OPERATIONS

- Implement the organisation's strategic goals, objectives and supporting operational plans.
- Provide the Board with timely, accurate, and professional advice on operations, risk, finance, WHS, and strategic opportunities.
- Ensure organisational compliance with all relevant legislation, permits, licences, and industry regulations.
- Lead and implement WHS systems in line with the *Work Health and Safety Act 2020* and relevant regulations.
- Continue the safety-first culture across all levels of the organisation, including staff, contractors, and volunteers.
- Develop, review, and enforce WHS policies, safe work procedures, and event-specific risk assessments.
- Provide day to day leadership to the staff and committees, working with and alongside them.
- Lead, contribute and manage the day-to-day administration, serving as the key link between Board, committees and staff through communication and consultation.
- Report to and attend all meetings of the Board, committees and effectively and efficiently implement decisions.
- Develop and manage budgets for all events and organisational operations.
- Maintain accurate financial records and ensure timely reporting to the Board and relevant authorities.
- Prepare funding acquittals, sponsor reports, and grant compliance documentation.
- Drive continuous improvement in customer service, enhancing both the built environment for the benefit of DEM and the Dowerin community.

### PEOPLE MANAGEMENT AND LEADERSHIP

- Lead staff and volunteers with advice, professional support and training opportunities.
- Coordinate the recruitment, selection and performance management of DEM staff.

### EVENT MANAGEMENT

- Oversee the full planning, coordination, and delivery of the Dowerin Machinery Field Days and associated events.
- Manage event site layout, traffic management, and infrastructure requirements in line with safety and accessibility standards.
- Oversee exhibitor services, ensuring clear communication, timely provision of information, and professional support.

# POSITION DESCRIPTION

## **MARKETING AND PUBLIC RELATIONS**

- Nurture and develop existing and new sponsorship arrangements.
- Develop, implement and evaluate the marketing plan annually that accounts for all relevant stakeholders.
- Coordinate the uniform presentation of the organisation's corporate identity.
- Build and maintain strong relationships with media, government agencies, industry bodies, and community stakeholders.
- Coordinate advertising, sponsorship prospectuses, media releases, and public relations activities.
- Represent DEM at industry events, meetings, and community engagements.

### SELECTION CRITERIA

#### Essential

##### **LEADERSHIP**

- Demonstrated leadership experience at a senior level.
- Expertise in maintaining effective communication and relationships with a Board (or similar) and staff, fostering a collaborative and accountable work environment.
- Strong interpersonal and communication skills, with the ability to build and maintain positive relationships with external stakeholders, including the community, media and event partners.

##### **EVENT MANAGEMENT**

- Demonstrated ability to work under pressure, including highly developed project management and time management skills.
- Ability to work in and as part of a team, completing day to day tasks as well as event oversight.

##### **MARKETING AND PUBLIC RELATIONS**

- Comprehensive marketing and public relations skills.
- Experience in negotiating and developing contracts with sponsors, media, partners and service providers

##### **GOVERNANCE**

- Proven ability to provide professional, timely advice to support informed decision-making by the Board and Committees, while maintaining strong working relationships and ensuring compliance with all relevant legal requirements.
- Sound knowledge of not-for-profit governance.

##### **TECHNICAL**

- Strong computer and social media literacy skills
- Current 'C class driver's license

#### Qualifications

- Formal relevant tertiary qualifications or sufficient work experience (at least 3yrs).

## RENUMERATION AND CONTRACT INFORMATION

*All remuneration details are in accordance with industrial instruments.*

### REMUNERATION PACKAGE INFORMATION

- This Full time position is offered as a three year contract.
- A competitive salary will be negotiated with the successful candidate. As a guide, the cash component is expected to range between \$110,000 and \$130,000 per annum.
- Accommodation in Dowerin is available
- Reimbursement of travel costs at ATO rates.
- Contribution to mobile phone expenses.

### SUPERANNUATION

Employees have the choice to nominate a compliant superannuation fund of their choice. DEM currently contributes 12% of salary, to be paid to a compliant fund of your choice.

### PROBATIONARY PERIOD

A six (6) month probationary period will be applicable.

### HOURS OF WORK

As the General Manager of DEM, flexibility is required, and additional hours will be needed at times to achieve objectives and attend meetings, and this is reflected in the compensation for the position.

### PROFESSIONAL DEVELOPMENT

The Board will negotiate up to \$5000 of professional development for the successful applicant.



## Our Story

[Growing Industry. Seeding Connections. Cultivating Community. - YouTube](#)

Each year the community of Dowerin delivers WA's largest agricultural event on the last Wednesday and Thursday of August. Our small Wheatbelt town swells to a population of around 20,000 people over the two days, including usually a sold-out contingent of exhibitors.

Building on our long and proud history, the event unites our state's agricultural industry. Field Days are business events and at their core, showcase in a trade environment the products and services that support the operations of farmers and primary producers.

We bring together the full supply chain, from agribusiness, to machinery, equipment, livestock and professional services, and providers of technologies. Dowerin becomes the hub of knowledge and connection for everyone in the sector.

Field Days provides a platform to promote agriculture to a broader audience, highlighting the significance of the sector to the everyday lives of West Australians. This hub of connection extends beyond business. At the heart of the Wheatbelt are their communities.

So, as well as bringing together a wealth of professional and industry connections, and growing industry, we're also bringing together people. For many, the Field Days is a chance to come together with mates and family from far and wide. And our exhibitor offering extends beyond just being agricultural related products and services.

The Field Days is intrinsically connected to its surrounding communities. It is only possible to deliver an event of this scale and significance through the efforts of our volunteers who are all paid an hourly wage towards a not-for-profit organisation of their choosing. We also offer one grant round a year that organisations involved in Field Days can apply for, these grants inject a further \$30,000 into the Wheatbelt per annum.

We see the Field Days as an important opportunity to attract visitors to showcase the beauty and potential of the region. Regionally significant events such as the Field Days are vital for the economic development of local towns, so we thank all our stakeholders for their support.



## About Dowerin

Dowerin is a welcoming, positive and progressive town with strong community spirit. The Shire of Dowerin residents enjoy a quality of life through a relaxed country lifestyle, strong community spirit,

wide social interest groups, variety of recreation opportunities, safe and secure community, easy road access to major centres and services. Further information available at [www.dowerin.wa.gov.au](http://www.dowerin.wa.gov.au)

