

STADIUMS TASMANIA

CANDIDATE BRIEF

General Manager, Commercial

RETAINED EXCLUSIVELY BY



UTAS STADIUM · LAUNCESTON



ABOUT STADIUMS TASMANIA

Stadiums Tasmania was established by the Tasmania State Government under the Stadiums Tasmania Act 2022 to lead the strategic oversight, operation, maintenance and development of Tasmania's premier public stadiums.

Our mission is to unlock the full potential of these iconic venues, driving economic growth, energising local communities, and positioning Tasmania as a destination for world-class sport, entertainment and cultural events.

Our vision is bold: to transform Tasmania into a powerhouse of sport, entertainment and culture while enriching the social and economic wellbeing of all Tasmanians.

Guided by an experienced Board and executive team, Stadiums Tasmania is executing a bold long-term vision that looks beyond its current venues of UTAS Stadium and Silverdome, towards a broader statewide network, anchored by the landmark new Macquarie Point Stadium in Hobart.



THE CURRENT VENUE NETWORK

A connected, statewide network of major venues with a significant commercial canvas to be built.



UTAS Stadium

LAUNCESTON, TAS

Tasmanian home of Hawthorn FC and the northern home of the Hobart Hurricanes. Currently undergoing a \$130M redevelopment.

OPERATING



Silverdome

LAUNCESTON, TAS

Multi-purpose indoor venue and northern home of the Tasmania JackJumpers.

OPERATING



Macquarie Point Stadium

HOBART, TAS

Tasmania’s future flagship venue for major sport, entertainment and cultural events, with significant commercial opportunities expected to come to market over the next two years.

IN DEVELOPMENT



ABOUT THE OPPORTUNITY

Stadiums Tasmania is seeking an ambitious and commercially minded, entrepreneurial leader to establish and lead its commercial function during a period of organisational growth and development.

As a newly created role reporting to the Chief Executive Officer, this position will be responsible for designing, implementing and embedding the commercial strategies, systems, processes and partnerships required to maximise the value of Stadiums Tasmania's venue portfolio and events program.

Working closely with the Executive Leadership Team, the role will identify and develop new revenue opportunities, establish commercial frameworks, secure strategic partnerships, and create sustainable income streams across sponsorship, hospitality, premium experiences, venue utilisation and special events.

This is a unique opportunity to build a commercial function from the ground up and play a key role in shaping the long-term financial sustainability and success of Stadiums Tasmania.



CORE RESPONSIBILITIES



1 of 3

COMMERCIAL STRATEGY & FUNCTION DEVELOPMENT

- Establish and lead Stadium Tasmania's commercial function, including the development of commercial frameworks, systems, processes and reporting structures.
- Develop and implement a whole-of-organisation commercial strategy aligned with Stadium Tasmania's strategic objectives.
- Create and maintain a commercial opportunity pipeline across venues and events.
- Identify, evaluate and implement new revenue opportunities and business models.
- Develop commercial policies, procedures and governance frameworks to support sustainable growth.
- Establish key reporting indicators and reporting processes to measure commercial performance and return on investment.
- Provide strategic commercial advice to the Executive Leadership Team.

BUSINESS DEVELOPMENT & REVENUE GENERATION

- Identify and secure new commercial partnerships, sponsorships, naming rights and revenue opportunities.
- Lead the commercialisation of stadium assets (in-venue and digital) across all Stadium Tasmania venues.
- Lead and establish commercial partnerships and nominated supply rights in conjunction with the Food & Beverage Manager, Venue Managers and General Manager, Northern Venues.
- Lead the commercialisation of allocated stadium hospitality assets across the event portfolio, including casual suite sales and Stadium Tasmania hospitality events (event day).
- Develop strategies, in consultation with the General Manager Northern Venues, to maximise venue utilisation and commercial returns.
- Build and maintain a pipeline of prospective commercial partners and clients.
- Develop innovative products and service offerings that increase revenue and improve customer engagement.
- Lead commercial negotiations and contract development; create business cases and investment proposals.
- Create business cases and investment proposals to support emerging opportunities.

CORE RESPONSIBILITIES



2 of 3

PARTNERSHIPS & COMMERCIAL RELATIONSHIPS

- Establish Stadiums Tasmania's partnership framework and servicing model.
- Develop strategic relationships with sponsors, government stakeholders, sporting organisations, event promoters and corporate partners.
- Work with Venue teams and commercial partners to create bespoke assets and experiences delivering commercial return and an elevated event experience.
- Ensure commercial partnerships deliver measurable value to all parties.
- Identify opportunities to expand and diversify partnership categories and revenue streams.
- Contribute to event contracting of events by providing advice on commercial assets, availability and value and alike.
- Act as the primary commercial representative of Stadiums Tasmania across key stakeholder groups.

COMMERCIAL OPERATIONS & PERFORMANCE

- Establish commercial budgets, revenue targets and forecasting processes.
- Monitor and report on commercial performance, identifying opportunities and risks.
- Develop dashboards and reporting tools to support decision-making and performance management.
- Implement continuous improvement initiatives that strengthen commercial outcomes and operational efficiency.
- Contribute to any relevant commercial negotiation, tender processes or general procurement.
- Ensure commercial activities are managed in accordance with organisational governance requirements.

CORE RESPONSIBILITIES



3 of 3

HOSPITALITY & PREMIUM EXPERIENCES

- Collaborate with the Food & Beverage Manager and Ticketing & Membership Manager to develop strategies to maximise revenue from corporate hospitality, premium seating, memberships and event-related offerings.
- Lead commercial conversations related to the Stadium Tasmania membership program, specifically partnering with businesses to ensure world-class membership benefits and exclusivity.
- Activate your commercial network to assist the Ticketing & Membership Manager and the Food & Beverage Manager with sales and retention.
- Work collaboratively with venue operations and catering providers to deliver high-quality customer experiences for corporate partners.
- Monitor performance against sales targets and develop initiatives to improve utilisation and yield.
- Identify opportunities to enhance customer engagement and improve commercial returns from hospitality products.

INTERNAL RELATIONSHIPS

- Foster and develop broad internal relationships with Venue Managers, GM Northern Venues, Head of Assets and Facilities, ICT Manager, and Risk and Compliance Manager to enable smooth transition from commercial opportunity to implementation.

LEADERSHIP & CONTINUOUS IMPROVEMENT

- Foster a culture of accountability, innovation and customer-focused service delivery.
- Identify and implement process improvements that enhance efficiency and commercial outcomes.
- Contribute positively to organisational culture and cross-functional collaboration.
- Undertake additional strategic projects as directed by the Executive Team.



WHAT YOU WILL BRING TO THE TEAM

- A strategic and entrepreneurial mindset, with the ability to establish new programs, systems and commercial initiatives from concept through to implementation.
- Strong commercial acumen and proven experience identifying, developing and executing revenue-generating opportunities.
- The ability to build structure where there are limited existing frameworks, balancing strategic thinking with hands-on execution.
- Exceptional stakeholder engagement and negotiation skills, with the ability to influence outcomes and build trusted relationships.
- A proven ability to establish commercial governance, reporting frameworks, performance measures and business development pipelines.
- Resilience, initiative and self-direction, with the capability to operate effectively in a newly created role and evolving dynamic environment.

ESSENTIAL

- Qualifications in Business, Commerce, Marketing, Finance, Sports Management or related from relevant industries.
- Demonstrated commercial management, business development, sponsorship experience or revenue generation roles.
- Sound financial literacy and experience managing budgets, forecasts and commercial performance.
- Proven ability to deliver sustainable commercial growth, with strong negotiation, influencing and stakeholder skills.
- Current Australian driver's license, for regular travel between Hobart HQ and Launceston.

DESIRABLE

Experience working with government-owned businesses or statutory authorities.



KEY COMMERCIAL PRIORITIES

Four priorities will shape the first few years of this role:



Silverdome

An immediate priority - significant untapped potential, and the chance to build and prove the commercial model early.



Macquarie Point commercial opportunities

Strategy for Tasmania's future flagship venue, a number of significant commercial opportunities are expected to come to market in the next two years.



UTAS Stadium

Asset valuation work already underway, with a significant go-to-market opportunities on the horizon.



A Statewide Commercial Roadmap

Multiple venues, one network - the chance to build a single commercial strategy and partnership framework across all of them.



CANDIDATE PROFILE

The successful General Manager, Commercial will be recognised as someone who is:

ENTREPRENEURIAL

Thrives building something from nothing, in a genuinely greenfield environment.

COMMERCIALLY SHARP

Creates value through new revenue generation and disciplined execution.

RELATIONSHIP-LED

Builds trusted relationships across government, sport and corporate Tasmania and Australia.

HANDS-ON

Prepared to do the doing and execute.

CREDIBLE

Commands confidence with the CEO, Board and stakeholders across the State, including Government.

RESILIENT

Comfortable operating with initiative in a newly created, evolving role.



WHY THIS ROLE?

Asset valuation work on UTAS Stadium and Silverdome is already underway, the commercial roadmap towards Macquarie Point is beginning to take shape, and the naming rights conversation for the new stadium is on the horizon.

The person who steps into this role now won't be joining an established commercial function they will be building it from the ground up.

This is an opportunity to play a key role in shaping the commercial direction of Tasmania's stadium network as the organisation continues to evolve.





For a confidential discussion regarding this opportunity, please contact **Josie Lahey on +61 478 803 255.**

To express your interest, please submit your curriculum vitae together with an executive cover letter outlining your motivation and alignment with the opportunity to josielahey@syntonysearch.com.au.

All enquiries and applications will be treated with the strictest confidence.

Syntony Search & Advisory is an executive search and advisory firm specialising in the sport, entertainment and lifestyle sectors.

We combine care, diligence and a research-led, highly personalised process. Diversity and inclusion sit at the heart of our approach, and we are committed to building diverse, representative shortlists that reflect the breadth of talent across every search we undertake.

Syntony Search & Advisory has been retained by Stadiums Tasmania to lead this confidential executive search.