



Victoria Walks Inc.

Level 8, 225 Bourke Street

Melbourne VIC 3000

P: 03 9662 3975

E: info@victoriawalks.org.au

www.victoriawalks.org.au

Registration No. A0052693U

About Victoria Walks Inc.

At Victoria Walks we make a difference. We are an evidence-based health promotion charity, leading the move for walkable communities in Australia since 2009. We work primarily in Victoria, but increasingly nationally and internationally, to enable all types of walking – recreational, incidental and transport related.

Founded in 2009, our work builds on our history and strengths, and we prioritise activities that will have the greatest influence on walking and walkability. We aim for scalable, systemic impact: anything we do on a small-scale or local neighbourhood level has potential for wider application. We offer leadership and independent expertise and make timely and evidence-based contributions to influence policy and practice. We demonstrate the critical role walking plays in our health, well-being and economic productivity. We work with partners across government, industry and community as a catalyst for change and walkable communities. Our knowledge and leadership positively influence important decisions on major systemic issues of our time: health, climate, housing and equity.

Our vision: Healthier, connected communities *through more people walking more every day*. **Our purpose:** To influence investment and inspire more people to walk more every day.

Background to the position

Victoria Walks undertakes [consultancy work](#) relevant to our purpose to promote the creation of walkable communities, and to help fund our community health promotion work. Over recent years, Victoria Walks established new products and services and explored new income generating opportunities. In 2022, it developed a Financial Sustainability Plan (FSP) to outline steps to reduce its reliance on key funding partners: income diversification; income growth; and sustainability. Victoria Walks has only scratched the surface of this opportunity, with projects largely sourced from close existing contacts and relationships – a number of councils and agencies have engaged us to: audit suburban shopping areas and town centres for walkability; audit recreational trails for accessibility; map and promote walks; and Provide behaviour change services. The organisation has also been commissioned to undertake research and partner on consortiums delivering guidance on pedestrian planning and traffic management.

There is significant opportunity to leverage this work and provide services to other councils, state agencies and commercial enterprises in Victoria and around Australia, via grant or contract funding. Victoria Walks is also looking to develop more corporate and philanthropic partnerships.

This exciting position will contribute to the creation of walkable urban environments that enable liveable, loveable, healthy and equitable communities.

Benefits of working for Victoria Walks

- Part of a small, enterprising and internationally recognised team that is leading the change for walkable communities.
- Flexible and family friendly work culture.
- High degree of autonomy and collegial support.
- As a Health Promotion Charity, Victoria Walks offers generous [Fringe Benefit Tax exempt salary packaging](#).

• Position Description

Position Title:	Business Development Lead	Organisation:	Victoria Walks Inc.	Date:	July 2024
Position Reports To:	Executive Officer	Is this a New or Existing position?	New		
Personal requirements to meet position objectives					
Primary Function:	Responsible for identifying and building diversified, long-term sustainable revenue streams, particularly through the provision of consulting services, to achieve our income and growth goals.	Key relationships:	<ul style="list-style-type: none"> • EO • Victoria Walks staff • Governments, particularly local • Existing and new clients and partners 		
Salary range: The appointment will be 0.8 - 0.1 FTE for 12 months at Victoria Walks employee level 6, \$124,000 (1.0), inclusive of superannuation (neg). Other benefits include, including Fringe Benefit Tax exempt salary packaging .					
Key Skills, Knowledge & Experience	<ul style="list-style-type: none"> • Proven ability to grow and diversify revenue streams and successfully plan and deliver business development targets in a competitive market environment. • Highly organised and able to plan and manage multiple projects in collaboration with colleagues and other stakeholders. • Demonstrated experience developing and managing large numbers of client relationships and highly proficient in using CRM's (e.g. HubSpot) and other relevant technology to present information and drive sales. • Demonstrated ability to prepare compelling proposals, tenders, and grant applications, including excellent writing skills and attention to detail. • Demonstrated understanding of walking for transport and recreation, walkable communities and urban design, climate change and sustainability, particularly in a local government context would be an advantage. • Experience in securing corporate sponsorships and government or philanthropic grants. • Experience driving online advertising would be beneficial. 				
Personal attributes	<ul style="list-style-type: none"> • Strategic thinking – can operationalise in a very concise and considered manner. • Creativity and innovation – have an entrepreneurial mindset and ability to generate creative and innovative ideas into tangible outcomes. • Relationship skills – excellent interpersonal and relationship building skills with the ability to persuade, motivate, network, and negotiate effectively with a variety of stakeholders at all levels, particularly senior management. • Communication skills – possesses highly developed communication skills necessary to convey messages and inspire collaboration and action. • Drive and commitment – proven self-starter, highly motivated, results oriented, goal focused, innovative strategic thinker. 				
Qualifications and Education	<ul style="list-style-type: none"> • Relevant tertiary qualification and extensive experience in business development; or • Extensive experience and proven expertise; or • A combination of relevant experience and qualifications. 				

Delegation authority	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	None – expenditure to be approved by EO.
Area of Accountability	Key Responsibilities	
Business development and revenue generation.	<ul style="list-style-type: none"> Plan and execute strategies to generate further market share and revenue opportunities to achieve our income and growth goals. Promote Victoria Walks’ capability and breadth of services to potential new clients in local government, and other stakeholders and sectors. Identify, build and develop effective relationships with existing and new key clients and partners across government, corporate and philanthropic sectors to garner revenue opportunities, with an initial focus on consulting services. Establish and reach sales targets for the year with the EO consistent with Victoria Walks’ Financial Sustainability Plan. Refresh and manage the existing Official and Corporate Supporter Program to ensure it aligns with organisational revenue growth objectives, including fee-for-services. Provide excellent customer service to prospective clients and partners, including responding to enquiries and guiding them through the sales process. Work closely with the Principal Policy Advisor and colleagues to submit quotes for products and services and lead, or contribute to, the development of proposals and tender submissions. Maintain and lead the use of our CRM database (HubSpot). Identify new opportunities for Victoria Walks and colleagues to address issues or risks to the services offered. 	
Support the delivery of Victoria Walks’ Strategic Plan.	<ul style="list-style-type: none"> SUSTAINABLE organisation: Financial diversification that helps us invest in technology; fund organisational growth; and increases our capacity and capability. EFFECTIVE collaboration: establish meaningful partnerships that open doors; increase our reach; and lead to tangible action and value for everyone involved. THRIVING walking community: facilitate and inspire walking communities that promote participation. 	
Corporate Governance and Compliance	<ul style="list-style-type: none"> Compliance with Victoria Walks’ policies, procedures and position statements. 	
Safety in the workplace	<ul style="list-style-type: none"> Compliance with Victoria Walks OHS policy and required safety procedures. Reporting hazards. 	
Other duties	<ul style="list-style-type: none"> Some out of hours work may be required. Other duties consistent with the role as directed 	

Additional information relevant to the role

- The position is based at Victoria Walks office (currently 8/225 Bourke St) but, some work from home is available if a workspace/working environment is appropriate for undertaking the required duties and complies with Victoria Walks OHS Policy and Flexible Working Arrangements Policy & procedures.
- A current Victorian driver license is essential as the role may require travel to regions outside of metropolitan Melbourne, including possible overnight stays.
- Candidates must demonstrate they have a right to live and work in Australia.