

MATHEW JOHN BRADLEY

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Hands-on tourism and destination marketing professional with over ten years of diverse experience at a strategic, tactical and operational level. Offering a combination of international experience, effective communication skills and a passion for the development of a tourism industry which is economically, socially and environmentally sustainable.

Academic Qualifications

1999 - 2001	Bachelor Business (Tourism Management, Business Japanese)	Charles Sturt University (Albury, Australia)
1993 – 1998	Higher School Certificate	Leeton High School (Australia)

Professional Experience

Destination Supervisor

April 14 - present **Canal & River Trust (Milton Keynes)** www.canalrivertrust.org.uk

Key Responsibilities

- Identify and develop opportunities for destination development
- Work closely with tourism stakeholders, including key destination development organisations
- Line management and mentorship of Destination Services team
- Develop, deliver and monitor a range of customer focussed services for visitors whilst maximising opportunities to generate revenue
- Manage budgets ensuring efficient spend and return, meeting business targets and standards, providing timely financial reports
- Monitor and evaluate service levels and performance in accordance with defined standards, identify areas for development and action improvements

Achievements

- Develop and begin implementation of Destination Development, Marketing and Delivery plan
- Refine and develop policies and procedures, aimed at maximising efficiency whilst maintaining a safe workplace

Tourism Development Coordinator

May 12 – Dec 13 **City of Wodonga (Australia)** www.wodonga.vic.gov.au

Key Responsibilities

- Provide training and mentorship to local tourism operators with the aim of developing a sustainable tourism industry
- Develop and implement City of Wodonga's Destination Management and Marketing Plan
- Initiate and develop tourism networks locally, regionally, nationally and internationally
- Achieve goals, objectives and policies set by council in regards to the ongoing performance of community focus, customer and visitor information contact points
- Provide leadership and strategic direction to council's customer focus, visitor focus and records management teams
- Provide accurate, timely and meaningful advice to the councillors, Chief Executive Officer, director, management team and staff
- Coordinate City of Wodonga's visitor information services, including the coordination of two visitor information centre facilities
- Create and update destination publications and websites
- Manage and report on budgets for Tourism Development, Visitor Information Centre, Customer Focus and Records Management departments of Wodonga City Council

Achievements

- Implementation of City of Wodonga Destination Management and Marketing Plan
- Development of interstate strategic tourism partnership with Albury City, in conjunction with Tourism Victoria and Destination New South Wales, to develop the first interstate tourism partnership programme and associated marketing materials
- Development and launch of new fully accredited Visitor Information Centre in Wodonga city

Tourism Manager

Nov 10 – May 2012

Yass Valley Council (Australia)

www.yass.nsw.gov.au**Key Responsibilities**

- Create and implement long-term strategic plan for tourism in Yass Valley, involving extensive consultation with community, tourism operators and other external stakeholders
- Develop and implement marketing strategies aimed at increasing the yield of the tourism industry across regional Australia, in cooperation inter-governmental departments. (including Australian Capital Tourism, Destination New South Wales and Tourism Australia)
- Create and update destination publications and websites.
- Manage operations of Yass Valley Visitor Information Centre
- Encourage and facilitate economic development by the private sector in the Yass Valley local government area.

Achievements

- Increased membership in the regional tourism strategic partner programme by 400%
- Creation and implementation of the Yass Valley Tourism Development Strategy
- Creation of new destination marketing website www.yassvalley.com.au and associated social media networks

Corporate Consultant

Oct 08 – Oct 10

ALC Education (Tokyo, Japan)

www.alc-education.co.jp**Key Responsibilities**

- Consult employees of major Japanese companies on western business oral and written communication, negotiation, presentation, culture and global management skills

Tourism Officer

Oct 03 – Oct 07

Leeton Shire Council (Australia)

www.leeton.nsw.gov.au**Key Responsibilities**

- Facilitate the development, promotion and marketing of inbound agricultural and special-interest tours
- Liaise and develop strong working relationships with large-scale Asian tour operators for the marketing and delivery of Agricultural tourism from the Asian market
- Develop and promote sustainable industry best-practice amongst agricultural tourism operators, focusing on financial, environmental and social sustainability
- Initiate and develop tourism networks locally, regionally, nationally and internationally

Achievements

- Successfully diversified range of tourism product offered to the international market, by facilitating 'market-ready' workshops and developing best practice guidelines for operators

Professional Industry Organisation Membership

- **The Tourism Society** – Full Member (MTS)
- **Tourism Management Institute** – Full Member (MTMI)

Skills and Achievements**Professional Courses and Recognition**

- Completion of Murray Region Tourism Industry Leadership Program (2013)
- Completion of 'YATEC Development Program', staged by the Australian Tourism Export Council (2011)
- Awarded scholarship from the Australian Tourism Export Council (ATEC) to attend 'Tourism Executive Development Programme'

Languages

- Native English Speaker
- Level 3 Japanese Language Proficiency Test (JLPT) March 2010

Other

- Awarded a scholarship from the Japanese government to represent Australian youth on the '19th Ship for World Youth' program (January-March 2007)
- Australia Day Award (Local Citizenship) for social contribution to community(2007)
- Selection panelist for the Australian government's National Youth Roundtable (2008)

References for all above are available on request