

**CAREER PROFILE**

A Sales & Marketing Director with 20 years' experience across revenue generation and strategy for cultural attractions, media, global hotels (specifically Accor), convention bureaux (Sydney and Melbourne), destination marketing organisations (Tourism Australia) and most recently an Executive of the Australian National Maritime Museum.

Highly skilled in implementing sustainable commercial strategies to drive revenue, profit and visitor engagement across leisure and business to business sectors, undertaking feasibility reviews, stakeholder management and engagement across government, corporate and not-for-profit sectors.

A reputation for strong leadership, communication and influencing abilities coupled with financial acumen and commercial orientation. A track record of building high performing teams and motivating people.

Non-Executive Director on the Boards of Dress for Success Sydney, Biz Events Asia and Sydney Improvised Music Association. Member elected Board Member of Business Events Sydney 2015-2017.

**CAREER SYNOPSIS**

Australian National Maritime Museum	Assistant Director Commercial & Visitor Services	2013- 2017
Royal Agricultural Society	Strategy design and implementation for ticketing of the Main Arena Show, Tourism Strategy and stakeholder management (DNSW, Virgin Atlantic) Sydney Royal Easter Show (consultancy role)	2011-2013
Consulting	Sydney Living Museums - Commercial Venues' Business Review China National Convention Centre (Beijing) - MICE market representation The Star - Client Engagement Review and Acting Director of Sales Hive Catering - Strategic Bid Development Corporate Sector Art Gallery of NSW - Tourism Strategy: Picasso Exhibition Art Gallery of NSW - Tourism Strategy for the Gallery Sydney Harbour Foreshore Authority - White Bay Power Station Venue Review Melbourne Convention Bureau - Commercial Stakeholder Model Review Tourism Australia -ATE2013 Hotel Sponsorship Strategy Tourism Australia -ATE2012 Buyer and Seller Biography reviews Australian Cycling Holidays- Business Launch and DNSW grant Tracker Group - Business Analysis and Sales Pipeline Review	2011-2013
Accor	Sofitel Sydney Wentworth; Associate Director of Sales & Marketing Swiss-Grand Resort & Spa; Director of Sales & Marketing	2010-2011 2008-2010
Tourism Australia	Business Events Project Manager	2008-2008
BESydney (SCVB)	Director of Strategic Alliances Senior Account Manager, Dreamtime Coordinator	2005-2008 2001-2004
SHFA	Commercial Marketing Coordinator – Visitor Centres	1998-2001
APN Magazines	Advertising Sales Manager - <i>This Week in Sydney</i>	1998-1998
Budapest Magazines Publishing	Sales Executive - <i>Where Budapest</i> and <i>Horizon</i> in flight magazine (Hungary)	1997-1998

## KEY COMPETENCIES

**Strategy:** Drove the strategic direction of the Commercial & Visitor Services division and self-generated funding for the Maritime Museum. Successfully drove the direction to maintain visitation and visitor engagement across B2B and leisure markets over a 3 year period given the changing Darling Harbour landscape. A strategic decision to drive international tourism increased international visitation 21% to 40% over 3 years.

**Commercial Outcomes:** Oversaw profit centres and revenue divisions including ticketing, retail, venues, food and beverage, membership, philanthropy, sponsorship and marketing. Negotiated a transformational partnership that will see a university based at the museum's Sydney site – a first for Australia. Led and implemented the strategy to convert exhibition space to a commercial venue resulting in the department generating \$1+m and \$2m+ revenue across two consecutive years. At the Sydney Royal Easter Show, implemented new ticketing programs, products and new providers such as Korean Air. International visitation increased to 20,000 in 2014 from 17,000 in 2012. Track record of generating financial for SCVB, Swiss-Grand and Sofitel Sydney Wentworth.

**Partnerships:** Facilitated partnerships to drive commercial benefits for the Maritime Museum across venues, events, tourism and education platforms – for example Indian Community engagement. Managed the lease-hold of a number of tenants to drive new visitors and commercial benefits to the museum and to the these partners. Managed key stakeholder relationships such as DNSW, BESydney, Tourism Australia, Place Management NSW, Dockside Group and ICC Sydney. A track record of partnership management, network development and engagement.

**Marketing:** Oversaw marketing campaigns at the Maritime Museum including exhibitions, festivals, community engagement, retail, events and food and beverage. The museum was the first museum in Australia to launch a VR lead campaign in November 2015 in conjunction with the new \$12m new attraction. In 2016 commenced a brand review for the museum. As Sales and Marketing Director with Accor, oversaw the marketing of multi-faceted products including events, food and beverage, accommodation and packages such as City to Surf and Archibald/AGNSW.

**Engaging Visitor Experiences:** At Maritime Museum, established partnerships such as Union Pay and Opera Australia. Managed the implementation of a new front of house services provider. Enhanced the Vivid Sydney experience at the Museum opening the museum in the evening for the first time in 2016 and due to success again in 2017.

## BOARD & COMMITTEE POSITIONS

BizEvents Asia – editorial advisory board (voluntary)	since 2014
Sydney Improvised Music Association – Marketing & Revenue Non-Executive Director (voluntary)	since 2016
Dress for Success Sydney – Fundraising Non-Executive Director (voluntary)	since 2017
Business Events Sydney – Member Elected Director (2 year appointment)	2015-2017
Darling Harbour Alliance – CEO's representative	2016-2017
APSMA NSW Committee (Asia Pacific Professional Services Marketing Association) (voluntary)	2016-2017

## PUBLICATIONS

- *Improving Membership Engagement Across the Museum Sector* Museum Galleries Australia Magazine vol.25 (1) Spring Summer 2016 Lynda Kelly & Deanna Varga
- *The value of Volunteers* Australian National Maritime Museum Blog, Deanna Varga September 2016 <https://anmm.blog/2016/09/14/the-value-of-volunteers/>
- *Sustainable Tourism: An Australian Perspective*, Deanna Varga, edited by Rob Harris and Neil Leiper (Butterworth-Heinemann) 1995, chapter 10.

## EDUCATION

MBA, Macquarie Graduate School of Management	current
AICD Governance For Directors	2016
Master of Management, Macquarie Graduate School of Management	2009-2015
Bachelor of Arts (Tourism Management) University of Technology of Sydney	1992- 1994