

Candidate Information Pack

Australian Museum

Head of Commercial Development

Nov 2025

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- <https://australian.museum/>
- [AM Corporate Strategic Plan FY25-27](#)
- [AM Organisation Chart](#)
- [Annual Report 2023-2024](#)

About the Australian Museum

For almost 200 years, the Australian Museum has been at the forefront of Australian scientific research, collection and education.

Australia's first public museum was established in Sydney in 1827 with the aim of procuring "many rare and curious specimens of Natural History."

The collection was originally housed in various buildings around Sydney until colonial architect Mortimer Lewis designed a dedicated museum building. Construction began in 1846 on a site in William Street near Hyde Park, and the new museum opened to the public in 1857 with just one exhibition gallery. Since then, the site has been modified many times to accommodate the growing needs of exhibitions, collections and staff. In 2008 a new wing to the east of the site was built to house scientific staff and collections.

Today the Australian Museum continues its roles in scientific research, education and public engagement.

From a "beautiful Collection of Australian curiosities", the Museum has grown to an internationally recognised collection of more than 22 million cultural and scientific objects. The Museum plays a leading role in taxonomic and systematic research, and at its research station at Lizard Island, it conducts significant research on coral reef ecology. Through exhibitions and other public programs, the Australian Museum continues to inform and amaze generations of visitors about the unique fauna and cultures of Australia and the Pacific.

Our Mission

To ignite wonder, inspire debate and drive change.

Our Vision Statement

To be a leading voice for the richness of life, the Earth and culture in Australia and the Pacific. We commit to transform the conversation around climate change, the environment and wildlife conservation; be a strong advocate for [First Nations' culture](#); and continue to develop [world-leading science](#), collections, exhibitions and [education programs](#).

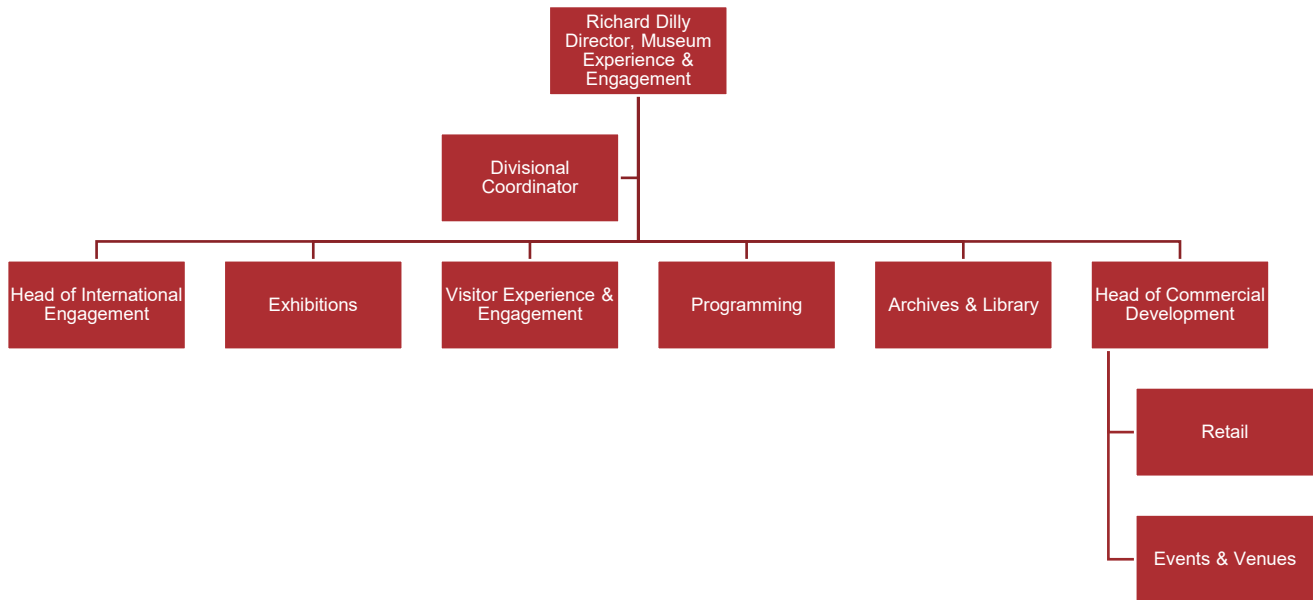
The Australian Museum is a dynamic source of reliable scientific information and a touchstone for informed debate about some of the most pressing environmental and social challenges facing our region: the loss of biodiversity, a [changing climate](#) and the search for cultural identity.

Underpinning our research is an irreplaceable collection of international standing: over 22 million objects representing a timeline of the environmental and cultural histories of the Australian and Pacific regions.

[The collection](#) holds many objects from Indigenous Australia and the Pacific, a record of human diversity and a living wellspring for regional cultural diversity.

It contains irreplaceable fossils, minerals, meteorites and gemstones that provide a geological perspective of the planet. It houses representative specimens of native Australian mammals, birds, reptiles, fish and countless invertebrates that tell many stories about our unique wildlife.

Museum Experience & Engagement Organisation Chart



Executive Leadership Team



Kim McKay AO, Director and CEO

Kim McKay AO leads the strategic direction and management of the nation's first museum.

Kim McKay's career has focussed on public advocacy and community engagement programs around the natural environment and science both in Australia and internationally.

In her role as Director and CEO of the Australian Museum, Kim is responsible for the management of the nation's first museum, including a collection of over 22 million natural science specimens and cultural objects.

Since being appointed to the Director's role in April 2014 (the first woman in the AM's 190+ year history), Kim has initiated a broad transformation program including overseeing Project Discover, the AM's \$57.5m award-winning renovation of public spaces.

With a background in marketing and communications, Kim has worked in the USA in senior roles in non-fiction television for Discovery Channel and National Geographic and co-founded the iconic Clean Up Australia and Clean Up the World campaigns in the 1990's working in conjunction with the United Nations Environment Program (UNEP). The co-author of five True Green books published in Australia and internationally by Nat Geo, Kim has received many awards for her environmental and citizen science work.

She graduated from UTS with a BA Communications in 1980 and currently serves on the UTS Council and Chairs the NSW Government's Museum and History Art Form Board. She was awarded an Honorary Doctorate of Science from the University of Wollongong in 2022 in recognition of her outstanding contribution to science, including her work on environmental and conservation issues, and an Honorary Doctorate of Science from the University of Technology Sydney in 2023 in recognition of her achievements in the community, non-profit, cultural, environmental, communications and business sectors.

Kim was appointed an Officer of the Order of Australia (AO) in 2008 for distinguished service to the environment and the community.



Professor Shane Ah Yong

Acting Chief Scientist and NSW Senior Principal Research Scientist

Professor Shane Ah Yong has been appointed the Acting Chief Scientist of the AM following a distinguished local and international career. He is also AMRI's Principal Research Scientist.

Professor Shane Ah Yong has spent a lifetime exploring all things marine and freshwater, being driven by a fascination for aquatic life. He has some 30 years' experience in the systematics of aquatic invertebrates, especially crustaceans.

Professor Ah Yong is a world authority on the phylogeny and systematics of stomatopod and decapod crustaceans, such as mantis shrimps, crabs and lobsters, making up some 15,000 species worldwide. His research examines all aspects of the crustacean tree-of-life, fossil to living, in order to understand how they have evolved and how they live today.

In 2010, Shane took on his current role at the Australian Museum where he maintains strong local and international collaborations. He has published widely, spanning research papers, book chapters and books, mostly on taxonomy and phylogenetics of marine and freshwater invertebrates, and has described more than 300 new species.



Maggie Chien, Associate Director People and Culture

Maggie leads the People and Culture function for the Museum as Associate Director, bringing over 15 years of comprehensive human resources management experience to the Museum. Maggie holds a Master of Commerce (HRM), a Bachelor of Commerce (Bus Econ) from University of NSW and is an AHRI Certified Academic of Human Resources (CAHRI).

Maggie is a member of the Museum's Executive Leadership Team, responsible for development and implementation of People and Culture policies, strategies and projects to support the mission, values and strategic priorities of the Museum. Maggie ensures that people and culture considerations are central to all executive decision making and that best practice change management practices and frameworks are in place and applied.



Richard Dilly

Director, Exhibitions and Experience

Richard Dilly brings almost 20 years of leadership experience at world-class visitor attractions to his new role as the Director, Exhibitions and Experience at the Australian Museum, where he oversees exhibitions, public programs, visitor experience and engagement, as well as commercial operations.

Since 2016, Richard has led five of Sydney's most popular attractions; SEA LIFE Sydney Aquarium, WILD LIFE Sydney Zoo, Madame Tussauds Sydney, Sydney Tower Eye, Immersive Gamebox Sydney, as Cluster General Manager for Merlin Entertainments Australia and New Zealand. Under his leadership, these attractions have achieved consistent double-digit growth while dramatically improving visitor satisfaction. Richard has successfully introduced innovative attractions and revenue streams, including virtual reality experiences and strategic partnerships. He has built strong, engaged teams while maintaining the highest standards in safety.

Before his role as Cluster General Manager for Merlin Entertainments Australia and New Zealand, Richard managed Scarborough Sea Life Sanctuary in England and held senior positions across the United Kingdom and United States. His career began as an entertainment host at Thorpe Park before progressing through various roles within the visitor attractions industry.

As a conservation advocate, he served on the Board of the Zoo and Aquarium Association Australasia from 2020 to 2024, helping set industry standards and securing pandemic support for tourism. Richard holds a Bachelor of Arts degree in French and Spanish from Royal Holloway, University of London.



Julie Ellmers

Acting Director, AMRI

Newly appointed to the role of Acting Director of AMRI, Julie will also join the Australian Museum's Executive Leadership Team.

Julie has built a successful career over 25 years, managing and supporting scientific research efforts. Previously, as Associate Director of AMRI, she led the Life and Geosciences Branch, and facilitated the pursuit of high-quality research and collection management, taking oversight of the Australian Museum's natural science collections.

During her three years in the role, she has represented the museum as a member of the Council Heads of Australian Faunal Collection, she has also overseen significant recent recruitment within the Life and Geosciences Branch and contributed to several cross-divisional projects across the museum.

Before joining the AM, Julie was Chief Operating Officer of the ARC Centre of Excellence in Australian Biodiversity and Heritage (CABAH), a seven-year, \$34-million program of research, headquartered at the University of Wollongong. A committed advocate for Equity, Diversity and Inclusion in the workplace, here Julie was joint-Chair of CABAH's Equity, Diversity and Mentoring committee.



Amanda Farrar PSM, Director, Strategy and Chief of Staff

Amanda has held senior leadership positions within the public service, television & media sectors for over 20 years. Amanda was appointed Director, Public Affairs and Development in 2018 responsible for securing government and philanthropic support for major capital infrastructure projects and the Museum's flagship science, education and cultural programs.

Amanda is also responsible for external stakeholder relationships that support the AM's strategic direction and the executive champion for access, diversity and inclusion, sustainability and the AM's Reconciliation Action Plan. Amanda's leadership skills have been recognised through the Public Service Commission's Leadership Academy senior executive program (2021) & the Council of Australian Museum Director's Executive Mentoring program (2018).

Amanda has been part of the Australian Museum's executive leadership team since 2016. Amanda was previously a senior advisor to former NSW Premier, Hon. Mike Baird and the former Managing Director of National Geographic Channel Australia/New Zealand with a depth of marketing, advertising, communications and digital broadcasting experience.

Amanda has a personal interest in First Nations affairs and community building and has been actively engaged in several place management and community building committees.

Erik Maranik, Director, Corporate Services



Erik Maranik is the Director of Corporate Services at the Australian Museum and a seasoned expert in natural resource management, environmental engineering, and social infrastructure. With nearly three decades of experience, Erik is a leading advocate for infrastructure robustness and community resilience, making significant contributions to the utilities, housing, health, and education sectors.

Erik's agricultural background led him to pursue an Honours degree in Natural Resource Management, focusing on water resource management, botany, and zoology. He later earned a degree in Civil Engineering, receiving the final year prize in structural engineering design. His career is driven by a passion for sustainable social infrastructure and community services.

As a Chartered Professional Engineer and Fellow, Erik served as the National Chair of Engineers Australia's Environmental Engineering College, shaping the future of environmental engineering in Australia.

Before joining the Australian Museum, he consulted for organisations such as the Climate Change Authority, NSW Reconstruction Authority, and Hunter Lakes Corporation. He was an original member of Sydney Water's Climate Change Adaptation Expert Panel and supported the NSW Healthy Rivers Commission early in his career. Erik has authored several key documents in biosecurity and critical infrastructure risk management.

Laura McBride, Director, First Nations



Laura McBride is a Wailwan woman and Director, First Nations at the Australian Museum (AM). Leading the First Nations strategic direction and operations, she oversees the management of the Archaeology, Aboriginal and Torres Strait Islander, and Pasifika cultural collections.

Laura's vision for the AM focuses on prioritizing and amplifying First Nations voices, ensuring that Aboriginal, Torres Strait Islander, and Pasifika communities authentically represent themselves and their cultures within the Museum. She has been pivotal in guiding the Executive Leadership Team towards fostering stronger connections with First Nations stakeholders and knowledge-holders and building Indigenous self-determination into the interpretation, care, classification, access and use of cultural objects.

With over 15 years of professional experience in museums, Indigenous education, and cultural heritage, Laura is an acclaimed curator. She has received awards for her work and has led First Nations storytelling through exhibitions like GADI and UNSETTLED.

Since the Division was launched in 2021, Laura has guided her team in the delivery of the groundbreaking Wansolmoana permanent exhibition, exploring the interconnected histories and cultures of Pasifika nations; BURRA Learning Place; *Her Name is Nanny Nellie* documentary and display; and the AM's repatriation operations that has led to the repatriation of 9 Aboriginal Ancestors to 7 communities and two Tongan Ancestors back to the Kingdom of Tonga.

Laura holds academic qualifications including a Bachelor of Arts (University of Sydney, 2008) with a double major in Psychology and Australian Indigenous Studies, and a Master of Aboriginal Education (University of Technology Sydney, 2012).

Brett Ogier, Chief Financial Officer



Brett Ogier joined the Australian Museum in May 2022 and leads the Finance Division. As Chief Financial Officer, Brett is responsible for the Museum's financial and risk management, financial planning processes, performance monitoring, and financial reporting to stakeholders. As a member of the Executive Leadership Team, Brett plays a key role in developing and implementing the AM's finance strategy. Brett is a Chartered Accountant and finance executive with over 20 years' experience in financial leadership roles across listed and government entities, including the past 14 years in NSW and federal government entities.

Brett has extensive experience managing, advising on, and delivering a wide range of financial, strategic and other key functions in large and complex organisations across both the not-for-profit and for-profit sectors. At Ausgrid, Brett led the Financial Control team through the company's transition from a NSW State Owned Corporation to private ownership in the largest acquisition in Australia in 2016. At NBN Co, Brett established and then led the Commercial Finance function of the wholesale broadband provider. Most recently, Brett worked for the NSW Department of Education where he was

Director, Financial Analysis and Partnership. In this role, Brett was a key member of the Finance leadership team, where he implemented changes to the Department's reporting suite across more than 2,200 NSW public schools, enabling more effective and easier tracking of costs.

He was the Finance lead on the COVID-19 Intensive Learning Support Program which was awarded the Secretary's Award for Agility in 2021. Since beginning his career at KPMG in the Sydney and Los Angeles offices, Brett has also held senior roles at Ecolab and UGL Rail. Brett's demonstrated success in government roles, projects-based and infrastructure intensive businesses means he is well placed to make a significant contribution to the Australian Museum's Executive Leadership Team.

Brett holds a Bachelor of Economics from the University of Sydney, is a member of Chartered Accountants Australia and New Zealand and is a Graduate Member of the Australian Institute of Company Directors.



Jacinta Spurrett, Director, Marketing, Communications, & Partnerships

Jacinta joined the Australian Museum (AM) as Director, Marketing and Partnerships in 2016. She is a highly experienced leader in all three sectors and brings a wide range of strategic skills and knowledge to the role. An executive and director, with a demonstrated history of working in both the 'for profit' and 'not for profit' sectors, her 25 plus year professional career encompasses specialist fiscal and general management experience across a diverse group of organisations.

For the eight years prior to joining the AM, Jacinta was CEO of the Eye Surgeons' Foundation where she managed a significant strategic and financial turn-around for the organisation. Previous roles include Managing Director of the National Geographic Channel Australia/New Zealand and Managing Director of leading Sydney public relations firm Prue MacSween & Associates. Jacinta has a Bachelor of Arts in Communication and Media Studies from the University of Canberra.

As part of the Executive Leadership Team at the AM, Jacinta is responsible for the oversight, business development and revenues associated with marketing, communications, sponsorship and partnerships, visitation, membership and tourism and other commercial activities.

Holding a Bachelor of Arts in Communication, focused on Communications, International Marketing and Media Studies from the University of Canberra, Jacinta's business acumen renders her well versed in international management, business planning, negotiation and the full spectrum of communications including media, digital, stakeholder and celebrity management.

The Application and Selection Process

Talent Search Partner

The Australian Museum has engaged WOW Recruitment as an independent expert to conduct a talent search and manage the recruitment process. All applications are to be received by WOW Recruitment.

To apply

Closing date: 10am on Tuesday 2 December 2025.

To submit your application, please go to [Link](#). Your application must include a resume (up to 5 pages) and a cover letter (up to 2 pages) highlighting your suitability.

Enquiries

Please contact WOW Recruitment and we will reply with appropriate information and can also arrange a convenient time to speak. You may also contact WOW Recruitment.

Selection Process

The selection panel will review the applicant list and an assessment of applicants against the selection criteria to determine a list of candidates to attend a pre-screening interview with WOW Recruitment. The selection panel will then consider WOW Recruitment's assessment report in selecting a short list of applicants to be invited to attend an interview with the AM selection panel.

The AM selection panel interview may include a verbal presentation on a topic provided to the candidate immediately prior to the interview, and a capability-based interview designed to reflect the selection criteria for the position. Candidates progressing to the final stage may also be required to complete additional assessments such as on-line personality and cognitive assessments.

A second, less formal interview, may take the form of a coffee catch up with the CEO.

Timeline

The following timeline is provided as a guide and may be subject to change.

Closing date for applications – 10am on Tuesday 2 December 2025

Interviews with AM Selection Panel – 12 – 16 January 2026

- WOW Recruitment will notify applicants of material changes to the timeline.
- Less competitive candidates will be advised of their application status by 19 December 2025

Pre-employment verification and background checks

The following checks will be conducted for the candidate(s) in final consideration and may be a condition of engagement / employment).

- National Police Check
- Professional Membership
- Qualification
- Bankruptcy
- Financial Regulatory
- Media Search.

Referee Reports

Candidates at an advanced stage of consideration will be asked to provide at least two referees who may be contacted as part of the selection process. Additional referees may be sought to assess a candidate's merits for the role, and written references may also be checked.

Candidate Care

We are committed to ensuring that potential applicants and candidates are treated respectfully and fairly. WOW Recruitment consultants are available to field inquiries and ensure that applicants are informed about developments as they become available. Candidates who are shortlisted and complete assessments including interviews will be offered a feedback session to discuss their experience and the assessment results.

Candidates with a Disability

AM aims to ensure people with disability can access secure and sustainable employment opportunities and are respected for their skills and capabilities. If required, we will provide reasonable adjustments such as access, equipment or other practical support at relevant stages of the recruitment process. You can specify in the application if you require adjustments, or please inform us at any stage, and we can arrange reasonable adjustments on your behalf. If you need to contact us about reasonable adjustments during the recruitment process, please contact WOW Recruitment.

Thank you for your interest in the Australian Museum.