

Misti Dullard

Marketing Manager
Queen Victoria Market

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Misti Dullard was accepted into the inaugural Melbourne Tourism Leadership Program in 2009. The Marketing Manager for Queen Victoria Market initially viewed it as a business development opportunity and to learn more about the tourism industry. However, it provided her with a surprising depth of personal and workplace knowledge, not to mention some deep friendships she forged along the way.

The former East Gippsland woman has an arts degree, specialising in communication. Prior to joining the Queen Vic Market team in 2005, Misti worked in an Auckland promotional agency 'Heart of the City'. It was this role that ignited her love of tourism and highlighted to her the very strong connection between retail and tourism activity.

"The market falls into the 'accidental' tourism attraction category. It's where people come to see the real Melbourne and where visitors come to watch the locals. It's the epitome of what Melbourne is all about: the meeting of the cultures, different demographics and age groups".

Her marketing role has many layers, incorporating visitor services, public relations, issues management, and advertising.

"The job fulfils my dual interests in retail and the tourism industries. I get the best of both worlds and I am also able to retain a connection with the country through creating opportunities for the regions to meet with the city, such as our regional producers market".

Misti is acutely aware that vocational learning needs to be more than ad-hoc and 'on the job'.

"Learning needs to be incorporated into everybody's jobs; no one should be naive enough to think that they know it all; I'm always hungry to learn more."



"I identified where the gaps were in my knowledge and where I wanted to develop. I specifically needed to develop my networking skills and to take the market more and more into the tourism sphere. That's why I applied for the tourism leadership program."

"I initially wanted to get the market better accepted among our tourism peers, but what I got out of it was that, and so much more."

"I certainly made valuable contacts, forged business relationships and learned much more about the tourism industry, but the friendships I made is something that you could not put a value on."

"We were able to be open and honest with each other, discuss problems and help each other with solutions. As a result, I developed a deep level of respect for them."

"Even though we were a group of people from a diverse range of businesses, everybody was similarly motivated. We seemed to share the same frustrations, and, because of that, we could work with each other on solutions. It wasn't all about tourism either; much of it was about day-to-day life, such as learning about emotional intelligence, analysing work-life balance etc."

"The common thread was that everybody was so proud of their business and enthusiastic about the industry they are in."



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“ There was a structure to the program, but it had enough flexibility to allow us to steer our own course. The program was more about allowing us to see that we were capable of achieving; it was really empowering, exhilarating and often exhausting. At times it was a mental boot camp.”

“ Even as I was doing the course, I was able to develop different ways of working with staff and handling internal conflict. I’m now a lot more confident about going out there and forging contacts; it probably gave me confidence that I didn’t even know I needed.”

“ My boss and work colleagues have noticed a change in me. We have a very supportive and training focussed work environment. Ongoing learning is incorporated into our work profiles. There’s a belief that everybody not only needs to be constantly learning, but also learning about what other people do in the organisation. We now do lunch box sessions and job rotations. The whole idea of personal and work development has come to the fore in this organization.”



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**For further information on the Melbourne Tourism Industry Leadership Program, please contact
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