

Malcolm Anderson

Curriculum Vitae

Malcolm's strengths include:

General Management

- *relationship management*
- *strategic planning*
- *change management*
- *communication*
- *innovation*
- *marketing / sales / commercialisation*

Confidential

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Career Highlights

- General Manager
Museum Experience
Museum of Transport and Technology MOTAT
2014 - 2016
- General Manager
Sanctuary Mountain
Maungatautari Ecological Island Trust
2011 - 2014
- Director
Interpretation New Zealand
2005 –2011
- Project Director
Mackenzie Community Trust
Christchurch
2003 - 2005
- EDIT Fellow
Executive Development Institute for Tourism
University of Hawaii (Manoa)
2001
- Manager Tourism Planning and Development
Tourism Industry Association New Zealand
Christchurch
1999 - 2003
- Environment / Resources Manager
Real Journeys / Fiordland Travel Limited
Te Anau
1996 - 1999
- Winston Churchill Fellow
Winston Churchill Memorial Trust Board
Alaska, Canada and North America
1995
- Special Projects Manager
Real Journeys / Fiordland Travel Limited
Te Anau
1993 - 1996
- Public Awareness Co-ordinator
Senior Conservation Officer
Department of Conservation
Te Anau
1990 - 1993
- Director
Boyle River Outdoor Education Centre
North Canterbury
1987 – 1990

Malcolm's career has been based around the leadership, development, management and operation of private sector business, community trusts, central government, and tourism industry businesses.

A period of classroom teaching was followed by a role as the **Director of an outdoor education centre** in the Southern Alps of New Zealand.

Malcolm next co-ordinated the Department of Conservation's **public awareness team** in New Zealand's largest National Park - Fiordland National Park. This role involved managing the public interface (visitor centre, wildlife park, education centre, interpretation) of the Department with the local, regional, and national communities.

Malcolm spent five years working with New Zealand's largest privately owned tourism company, **Fiordland Travel** based in Fiordland, Queenstown and Stewart Island. Key roles as Special Projects Manager included **change management, product development, training, strategic planning, iwi liaison and environmental interpretation**. As the Company's Environment and Resource Manager, the last two years with Fiordland Travel were spent **managing the company's extensive resource management and concession management programmes, conservation management programme, product development planning and implementation**.

Malcolm travelled widely through both Canada and Alaska in 1995, during a **Winston Churchill Fellowship** sponsored study into international trends in tourism. Malcolm has also attended and graduated from the **Executive Development Institute for Tourism** at the University of Hawaii (Manoa) in 2001.

More recently Malcolm spent time with the Tourism Industry Association of New Zealand in a national role. Key roles included; industry **change management**, the development of the **Qualmark** quality process, the strategic development, implementation, marketing and sales strategy of the **environmental sustainability programme (Green Globe 21)**, development of **industry training modules (ATTTO / SFRITO)**, industry **advocacy and policy development**, and small and medium enterprise projects related for the **NZ Tourism Strategy 2010**.

Malcolm's spent three years as Project Director for the Mackenzie Heritage Centre. This was a \$ 16.5 million greenfields project planned for Lake Tekapo. The interactive, story based attraction was to be one of New Zealand's key cultural icons. The role included all aspects of **general business development with a particular emphasis on strategic development, communication, marketing, sales, relationship building, product development** and development of an enterprising internal culture.

Malcolm has run his own business as Director of Interpretation New Zealand. This company set new standards in the field of developing and implementing modern visitor experiences for the museum, attraction and tourism sectors. Strategic planning, feasibility studies and conceptual planning for major re-developments has included a range of public and private enterprises including; **New Zealand Air Force (Ohakea), Ferrymead Historic Park, Godley Head / Awaroa, Meridian Energy, Raglan Museum, Tirau Crimeatorium, Brunner Industrial Mine Site, Tranz Scenic, the Fonterra Visitor Centre in Hawera and Mercury Bay Regional Museum**.

Malcolm has worked with clients in the development and procurement of both regional and national concession and consents. As part of these roles Malcolm responded on behalf of clients to both regional and national statutory management plans (e.g. National Park Management Plans, CMS's, RMA plans). Clients have/currently include **Coral Princess Cruises, Ngāi Tahu Tourism, and Te Rūnanga o Ngāi Tahu**.

In 2011 Malcolm was appointed to the new role of **General Manager** Maungatautari Ecological Island Trust. At 3,200ha it is the world's largest fully fenced predator proof sanctuary. Working in close cooperation with stakeholders, Malcolm's role was to lead the 12 FTE staff and over 400 volunteers in ensuring Sanctuary Mountain became a **leading New Zealand's visitor attraction** and a place to reflect on **our unique heritage**.

Malcolm commenced his role as **General Manager Experience** MOTAT in 2014. With eight direct reports and 35 FTE's Malcolm's role is to transform MOTAT into the "must see visitor attraction in Auckland". He works with a wide range of stakeholders to broaden the visitor audience, develop technology based interpretive experiences and drive enhanced commercial returns. Malcolm leads Whakahorohoro – a museum wide change programme.

Malcolm has developed interpretation technology with the cutting edge development of **i-box™ and i-spaces™**.

Malcolm is a dynamic presenter has spoken to numerous **domestic and international audiences**; in particular as a guest lecturer on international cruise ships, expedition leader for National Geographic, and various audiences on developing both quality and sustainable visitor experiences.