

**DESTINATION GIPPSLAND
BOARD OF DIRECTORS
EXPRESSIONS OF INTEREST
2020**

OVERVIEW

Expressions of Interest are currently being sought for appointment to the Destination Gippsland Board of Directors for terms of up to three years; Current Directors whose terms are expiring are eligible to re-nominate.

Board Positions are voluntary however an expense allowance is available

Closing Date: Midday, Monday 28th September 2020

Proposed appointment date: Thursday 19th November 2020

ABOUT THE ORGANISATION

Destination Gippsland Ltd is the peak tourism organisation for Gippsland. It is a public not-for-profit company established in 2008 by Tourism Victoria (now Visit Victoria), the six Gippsland Local Government Authorities, and Parks Victoria. The primary task is to work with all tourism stakeholders to drive improvement in the Gippsland tourism sector via the development of tourism infrastructure and new products; industry training and excellence; and regional destination marketing.

The organisation has played a key role in coordinating the region's successful tourism response to bushfires in January/February 2020, and now COVID-19. Destination Gippsland has invested heavily in developing a Destination Management Plan which includes strategic priorities for the next 10 years including industry and skills development, brand marketing, infrastructure and new product, visitor servicing and events.

Another important focus for the organisation and Directors is to continue to improve the efficiencies of the tourism structure and available resources across Gippsland on behalf of our financial members.

More information about the organisation can be found at www.destinationgippsland.com.au or the region's tourism product at www.visitgippsland.com.au

STRUCTURE AND ROLE OF THE BOARD

Our Board comprises the six CEO's of our Local Government Authority (LGA) members, plus not less than six non-member Directors.

As a Director of Destination Gippsland, you will help drive the development of tourism in Gippsland by leading industry strategy and pursuing infrastructure, product development, marketing, and relationships with a wide range of stakeholders. Specifically, you will:

- Review and monitor the implementation of the Gippsland Destination Management Plan
- Determine all new policies governing the operation of Destination Gippsland Ltd
- Approve and monitor the Annual Business Plan and Budget
- Ensure compliance with all legal requirements of a public company (limited by guarantee)

The Board meets as often as required to conduct the business of the Company -generally six times each calendar year. Meetings are held in various Gippsland locations, by electronic means, and occasionally in Melbourne.

Board positions are voluntary however a modest allowance is available to assist with travel and printing expenses. The company will meet reasonable accommodation expenses necessarily incurred to attend company meetings.

Expressions of Interest are sought for the appointment of Directors for terms of up to three years according to the Board's rotation system of governance. Current Directors whose terms are expiring are eligible to re-nominate.

RECRUITMENT OF DIRECTORS

Who are we looking for?

We seek Directors who possess and display;

- **Curiosity** - Directors must have an inquisitive nature, and the ability to process an enormous amount of information
- **Emotional Intelligence (EQ)** - Directors act as part of a collective board. It is essential to be attuned to your fellow directors, able to listen to hear and to seek to understand what motivates yourself and others.
- **Formal skills** - Directors should be lifelong learners who are prepared to continue to build and hone these skills as the external environment changes

Selection Criteria

Applicants will be assessed by the Nominations and Remuneration Committee against the following criteria, including the applicant's ability to apply their skills, backed by their experience.

Director-specific skills:

- Leadership
- Accounting and finance
- Legal, regulatory and governance
- Risk management
- Negotiation
- Strategy
- People management
- Tourism Industry knowledge

Personal qualities:

- Good judgment
- Communication skills
- Active contributor
- Confidence
- Integrity and honesty
- Intellectual curiosity
- Discipline
- Genuine interest in Gippsland

All Board members are expected to possess the ability to:

- contribute to decision-making of the organisation
- network and act as an ambassador promoting the peak body to a range of stakeholders in the Tourism industry and/or Government.
- understand of the regional, national, and international tourism environment.
- Attend regular attend board meetings and important related meetings, with adequate preparation for meetings including reviews and comments on minutes and reports.
- full participate in the governance process, including an understanding of the policy role of a Board.
- Work as part of a team, and to build working relationships with fellow Directors and committee members, including those with different backgrounds and ways of thinking.
- actively participate in evaluation and planning efforts, volunteering for, and willingly accepting, additional projects and duties.

Whilst formal qualifications from a body such as of the Australian Institute of Company Directors is desirable, it is not essential.

SELECTION AND APPOINTMENT PROCESS

Expressions of Interest for appointment to the Board will be reviewed by our Nominations and Remuneration Committee, with recommendations then made to the financial members of the company for decision (our financial members being the six Gippsland Local Government Authorities).

Appointments will be made based on the skills of applicants and the needs of the Board. Interviews will be conducted for short-listed applicants.

The members' Annual General Meeting (AGM) is scheduled for Thursday 19th November 2020 and it is at this meeting that our members will formally vote to appoint new Directors.

HOW TO APPLY

For further information, please contact our Company Secretary, Helen Rose at helen@destinationgippsland.com.au or ph 03-5156 1303

Expressions of Interest (by way of Resume and Cover Letter) should be submitted by email no later than midday, Monday 28th September to:

helen@destinationgippsland.com.au

What to submit

We ask applicants to send us the following documents and information:

1. Their **Resume** demonstrating relevant skills and experience
2. A **Cover Letter** that considers the following questions:
 - How will your skills and experience benefit Destination Gippsland and the Gippsland tourism industry?
 - What is your interest in joining the Board?
3. Details of **referees** (name, position/business, contact phone)
4. Your contact Information (address, phone, email, mobile)