

Destination

Phillip Island

Regional Tourism Board

SKILLS BASED BOARD MEMBER

2016 EXPRESSION OF INTEREST

ORGANISATIONAL ENVIRONMENT

Destination Phillip Island Incorporated (DPI), trading as the Destination Phillip Island Regional Tourism Board, is an independent non-profit organisation set up to serve as the peak regional tourism organisation for the Phillip Island region as defined by Tourism Victoria. The region incorporates part of the local Government area of Bass Coast Shire Council.

The DPI Board contains 6 skills based members and one Council nominated member. The current Chair Hon John Pandazopoulos is an highly experienced Chair and regional leader who has a significant background in the events and tourism industry as a past Minister for Tourism and Major Events.

The DPI Management team consists of 2 full time staff; a General Manager and Tourism Development Co-Ordinator with experience across much of the spectrum of the tourism industry.

The Destination Phillip Island Regional Tourism Board was created in line with the recommendations in Tourism Victoria's Regional Tourism Action Plan 2009-2012 as a skills based Board in March 2013.

The DPI Board focuses on the overarching strategic vision and direction for tourism. They play a critical role in creating a platform for future growth and is responsible for a range of key tourism functions including industry development, product development, skills training, mentoring, marketing, networking, sustainability and identification of investment priorities.

The Board developed a 5 year Strategic Plan in April 2014 and it is available on the corporate website <http://www.destinationphillipisland.org.au>

The organization is now entering year three of the Strategic Plan. The plan has provided the mechanism to work on advocacy and engagement for the local industry to our key partners. The next major review is the integration of key actions from the recent Council endorsed Phillip Island and San Remo Visitor Economy Strategy 2035.

Since the launch of the strategic plan, the tourism landscape has changed. We have a new State Government, the Australian dollar has depreciated by 25%, new leadership and organizational restructure has occurred in Local Government, a range of new developments have been delivered and some are still in planning in the Bass Coast region. Other opportunities have not progressed and this is a focus as we move into year three.

The region is set to leverage the changes in State Government focus and the new organisational structures to maximize the opportunities of the Visitor Economy for the local industry.

EXPRESSIONS OF INTEREST

The Board are seeking to appoint skills based members for terms up to three years according to the Board's rotation system of governance. Current members whose terms are expiring are eligible to re-nominate.

THE ROLE OF THE BOARD

The Board has responsibility for the successful governance of Destination Phillip Island and for supporting and promoting its strategic development and growth. The Board works closely with the General Manager of Destination Phillip Island.

PRIMARY RESPONSIBILITIES

The Board Members are responsible for and have authority to determine all matters relating to the policies, practices, management and operation of the Phillip Island Regional Tourism Board. Some of the functions of the Destination Phillip Island Regional Tourism Board may be delegated to Board sub committees and the General Manager. However, the Board has final responsibility for the successful governance of the organisation.

The key roles of Board Members include:

- Set the goals and strategic direction of the Phillip Island Regional Tourism Board
- Approval of major plans.
- Determine all policies governing the operation of the DPI Board
- Establishing and determining the powers of the Board sub committees.
- Approving the budget and all major items of capital expenditure.
- Ensuring compliance with legal requirements.
- Monitoring the implementation of strategic plans.
- The ability to network and act as an ambassador promoting the organization to a wide range of stakeholders

KEY SELECTION CRITERIA

- Competency and experience as a Board Member.
- Demonstrate experience and a strong understanding of corporate governance.
- Proven track record of creating value for stakeholders.
- Ability to apply strategic thought to key issues.
- Prepared to question, challenge and critique.
- A willingness to understand and commit to the highest standards of governance.
- Ability to take a whole of region view.
- Proven leadership qualities
- Ability to develop a clear vision for the industry and monitor its implementation.
- Ability to engage with the industry
- Ability to regularly attend Board meetings and related meetings, with adequate preparation for meetings
- An understanding of the regional, national and international tourism environment

SELECTION

A selection panel consisting of one representative from Visit Victoria, one representative from Local Government and the Chair of the Board will review and process applications and make recommendations to the Board.

Appointment will be made based around the key selection criteria and not geographic or sector representation. Interviews may be held for short-listed applicants.

It is expected appointments will be made by **mid November**. On **Monday 5th December** we will hold the final meeting of the current Board, the AGM and first meeting of the new Board.

CONDITIONS

The Destination Phillip Island Regional Tourism Board will be seeking Members with skills in one or more of the following disciplines:

- Tourism industry experience
- Marketing
- Legal
- Financial Management
- Strategic Planning
- Change Management
- Business Management

The Members position is provided on a voluntary basis and there is no remuneration. Modest car travel and accommodation allowance may apply in some circumstances.

The Destination Phillip Island Regional Tourism Board will meet on a minimum six occasions within the calendar year on Phillip Island and Sub Committees may meet up to four additional occasions.

The initial appointment is for a two or three year period (to allow continuity in future years)

APPLICATION

Applications should provide a covering letter answering the questions below, plus their resume (including two referees) and send the documents marked **confidential by COB Wednesday 19th October 2016**

Applications should be emailed to: dpi@visitphillipisland.com.au

For enquiries please contact Kim Storey, General Manager
Destination Phillip Island on 03 5952 2729

Applications close on 19th October 2016

Destination Phillip Island Regional Tourism Board Applicant

1. Please summarise your interest in joining the organization
2. What do you consider to be the primary opportunities for tourism and the visitor economy in the Phillip Island region?
3. What do you consider to be the biggest issues for the visitor economy on Phillip Island?
4. Please list other director/memberships and possible conflicts of interest

Your Contact Information

Phone

Mobile

Email

Referees (please provide name, position/business, contact phone)

- 1.
- 2.
- 3.

Check List

COVER LETTER addressing points above

RESUME ATTACHED

REFEREES LISTED

Please email to Kim Storey at dpi@visitphillipisland.com.au