

BOARD MEMBER - POSITION DESCRIPTION

Goulburn Region Tourism Inc – Background and Overview

Goulburn Region Tourism Inc (GRT) is the new Visitor Economy Partnership (VEP) for the geographical region of Mitchell Shire Council, Strathbogie Shire Council and Greater Shepparton City Council. GRT is a new partnership between local government, state government, and the tourism industry, designed to support the growth of the visitor economy in the Goulburn Region.

This new entity will be the lead voice for the visitor economy in the region and one of the first VEPs to be established as the state moves to transition the existing Regional Tourism Board (RTB) network to VEPs.

VEPs are the result of the state government's Regional Tourism Review and resulting Visitor Economy Recovery and Reform Plan, which provided actions to address challenges and opportunities within the regional tourism market.

VEPs have core responsibilities to:

- deliver enhanced leadership and collaboration at a regional level
- tailor industry strengthening support to address regional needs
- encourage increased community support for tourism
- facilitate enhanced visitor dispersal and experiences
- undertake collaborative destination marketing and regional conversion
- provide insights and investor connections that inform a strengthened pipeline and product development
- provide regional context and insights to inform government policy development, decision making and investment priorities
- ensure continued crisis preparedness and support relative to the visitor economy

GRT will operate a whole-of-region organisation to drive the sustainable growth of the visitor economy throughout the region. GRT will be the key organisation responsible for implementing the region's Destination Management Plan (DMP). Additionally, GRT will work with its partners to deliver destination planning, regional destination marketing, industry development and tourism product growth and development.

A group of key stakeholders referred to as the Goulburn Region Tourism – Establishment Committee is working to establish the GRT board by May 2024.

Goulburn Region Visitor Economy – Background

The Goulburn Region sits within three Local Government Areas – Mitchell Shire Council, Greater Shepparton City Council, and Strathbogie Shire Council. It covers the lands and waters of three First

Peoples groups that are Taungurung, Wurundjeri and Yorta Yorta. The Goulburn Region has a strong connection to the land and rivers including the Goulburn River which flows through the region.

The Region is home to outstanding natural attractions, established premium wineries, emerging quality craft beer and spirit offerings, immersive First Nations led experiences, state of the art cultural attractions, rich heritage and accessible opportunities to enjoy the outdoors and diversity of landscapes.

The Goulburn Region welcomed 2.0 million visitors in 2022, showing some sign of recovery from pre COVID-19 rates of visitation (2.6 million). The visitor economy is driven by day trip visitation reflective of the region's proximity to Melbourne and population centres across Victoria and southern New South Wales.

The visitor economy of the Goulburn Region generates 337 million total gross revenue for the region. The formation of the Goulburn Regional Tourism provides a significant opportunity to develop the region as a destination given that is historically a relatively undiscovered region of Victoria that is located close to Melbourne with tremendous potential for growth.

Goulburn Region Tourism Inc Board

The GRT Board will provide the GRT organisation with leadership and governance, and oversight of the strategic operations. A CEO will manage the organisation's operations.

The board will consist of:

- An independent chair
- Up to 6 industry partner board members representing different skills, experience and backgrounds
- Up to 3 Traditional Owner Group representatives, representing the Registered Aboriginal Parties of the region
- Three local government CEOs or authorised delegates from the Mitchell Shire, Strathbogie Shire and Greater Shepparton
- A state government representative from the Department of Jobs, Skills, Industry and Regions (DJPSIR). The position will be an observer of the board and not have voting rights

The board's role will involve:

- Setting the organisation's goals and strategic direction, and monitoring achievements against agreed targets and deliverables
- Providing strategic oversight for the implementation of a DMP for the region
- Establishing and overseeing the implementation of the board's policies and procedures
- Supporting the CEO in industry engagement and stakeholder management
- Advocating on behalf of the region in relation to the visitor economy and its growth
- Ensuring legal compliance, sound financial monitoring and good governance
- Fulfil all fiduciary duties expected of a board for this type and scale of organisation
- Actively support the growth of visitor economy across the region

Key Selection Criteria

- Demonstrated passion and/or experience working within the tourism industry within the Goulburn Region.
- Demonstrated understanding and experience of the role, risks and responsibilities of being a board member. Including an understanding of the ethical, legal and financial responsibilities, and a willingness to commit to the highest standard of governance.
- Excellent analytical thinking skills with the ability to apply strategic thinking to key issues and decision making.
- Ability to apply effective interpersonal and communication skills to successfully build and manage sustainable relationships related to GRT and represent GRT externally as needed.
- Ability to take a whole region approach.

Desirable Attributes

- Actively participating in business or tourism networks within GRT or Victoria
- Graduates of Australian Institute of Company Directors or similar qualifications
- Previous board and/or senior leadership experience
- Complementary skills in areas such as accounting and finance, legal, stakeholder relations, human resources, marketing or social media skills
- Experience and knowledge in business development

Requirements

Attend a minimum of 75% of Board meetings and advisory committee meetings as required. These meetings will likely be hosted in person and travel will be required.

Other Information

The Board positions are held on a voluntary basis and there is no remuneration for involvement.

How to Apply

To apply for this position, we ask applicants to send us the following documents and information directly to hello@goulburnregiontourism.com by no later than **11am Monday 25 March 2024**:

- A cover letter that details your interest in the role and how your skills will benefit Goulburn Region Tourism
- A response to the Key Selection Criteria
- A resume demonstrating relevant skills, experience and qualifications

Further Information

For further information about this position please contact:

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