

2018 Casey Cardinia Regional Tourism Board Skills Matrix

Importance	
High Med Low	
Industry Knowledge/Experience	
Industry experience	High
Knowledge of Sector	Med
Knowledge of Public Policy and/or government relations	Med
Technical Skills/Experience	
Tourism Operator - Attraction	Med
Tourism Operator - Accommodation	Med
Tourism Operator - Food and Beverage	Med
Tourism Operator - Events and Conferences	Med
Tourism Operator - Transportation	Med
Tourism Services	Med
Accounting/Finance	Med
Law	Med
Marketing - General	Med
Marketing - Brand	Med
Marketing - Digital	Med
Grant Applications	Low
Core Competencies	
Knowledge of a Director's Responsibilities	High
Strategic Thinking/Planning	High
Financial Literacy	Med
Knowledge or Understanding of Risk Management	Med
Visitor Industry Association Membership	High
Previous Board Experience	Low
Professional Qualification (e.g.AICD Course)	Low
Capabilities	
Team Player/Collaborative	High
Assimilate and Synthesize Complex Information Quickly	High
Develop and Deliver a Cogent Argument	High
Think Innovatively and 'Beyond the Square'	High
Understand Issues at Both the Detailed and Big Picture Levels	Med
Understanding of Effective Decision Making Processes	High
Willingness and Ability to Devote Time and Energy to the Role	High
Personal Attributes	
Honesty and Integrity	High
High Ethical Standards	High
Belief in and Support of the Organisation's Purpose	High
Diversity	
Cultural	Med
Age	Med
Gender	Med