

## Position Description – Director – Casey Cardinia Regional Tourism Board

May 2018

### Background

The Casey Cardinia region is one of five growth corridors in metropolitan Melbourne and the second fastest growing region in Australia. With its population expected to reach more than 650,000 by 2036, making it greater than Hobart, Darwin and Geelong combined, Casey Cardinia represents a new frontier for business growth.

The Tourism, Hospitality and Events sector offers a significant opportunity for job creation and broader economic development including local workforce participation. In recognition of the industry's potential, City of Casey and Cardinia Shire Council, guided by a Tourism Advisory Committee (TAC) of industry representatives, have been working together to develop the Casey Cardinia region as a visitor destination.

Noting the importance of strong partnerships with industry leaders, the resulting [Casey Cardinia Visitation Strategy 2017-2020](#), empowers the local tourism industry to take a leadership role with Council support.

The strategy outlines:

- a prioritised action plan which covers customer service, industry support, tourism assets, products/experiences, events, cultural tourism, collaborative partnerships and governance and policy,
- a marketing strategy to help increase awareness of the region in a crowded market, and
- a staged succession plan for the current Casey Cardinia Tourism Advisory Committee (TAC) to transition to a regional skills-based tourism organisation.

The key recommendation of the strategy to transition the TAC to an independent regional tourism board (RTB) to 'establish a governance structure for tourism in the Casey Cardinia region that is viable, resilient and 'fit for purpose.'<sup>1</sup> has commenced.

The City of Casey and Cardinia Shire have established the required entity and now invite nominations for the position of Director, Casey Cardinia Regional Tourism Board, in accordance with this Position Description.

The Board will comprise up to nine directors, including industry experts, tourism operators, industry service providers and a representative from each of the two councils.

The Casey Cardinia Regional Tourism Board is a skills-based Board. Directors are required to have the core skills and competencies set out in this document.

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<sup>1</sup> Casey Cardinia Visitation Strategy 2017- 2020

<b>Position</b>	Director, Casey Cardinia Regional Tourism Board
<b>Remuneration</b>	No remuneration apart from reimbursement of approved expenses incurred in fulfilling duties
<b>Role</b>	Attendance at monthly Board meetings, AGM, participation on Board Committees and participation in other working groups and events as required. Estimated monthly time commitment – approximately [10] hours per month
<b>Term</b>	Initial term 12 months. Future terms to be determined by the Inaugural Board
<b>Location</b>	Casey Cardinia Region

### **Organisation Description**

The Casey Cardinia Regional Tourism Board (RTB) is an incorporated association, governed in accordance with its Rules of Association. It provides the framework to establish, grow and sustain tourism across the Casey Cardinia region.

### **Structure**

The RTB comprises a skills-based board of up to nine directors, including two Council representatives, one Councillor from Cardinia Shire and one Councillor from the City of Casey.

The inaugural board will be appointed by a Selection Panel convened by the City of Casey and Cardinia Shire. Future directors will be elected by members at the AGM. Initially each Director will be appointed for a term of approximately 12 months to establish the board. The inaugural board will then determine the future tenure of directors, e.g. directors may be elected for a term of three years, with three positions becoming vacant each year according to a rolling schedule.

The Board may establish Board Committees to support good governance and compliance or to address key strategic opportunities.

### **Required Commitment of Directors**

All Directors are expected to be active contributors to the governance and strategy work of the Board. The Board will meet monthly throughout the year, except in the month in which the AGM is held. Directors are expected to attend a minimum of 80% of those meetings.

The board may convene Board Committees and working groups as appropriate and will hold a major strategy planning process each year. Directors are expected to contribute their expertise to the organisation by supporting and participating in these; and to come prepared for Board meetings and Board Committee meetings.

Persons considering nominating for the position of Director should ensure that they have the time and energy required for the role.

The Inaugural Board will define and establish a Code of Conduct to guide Directors in the expected standards of behaviour while carrying out their Board activities. Directors of the RTB will be required to adhere to this Code of Conduct.

## Core Competencies of Directors

Nominees must demonstrate the following core competencies (noting that individual Directors will ordinarily have specialist-level expertise in certain areas only):

- **Knowledge of a director's responsibilities** – a general understanding of the governance and strategic role of a board as well as individual directors' legal, ethical, fiduciary and financial responsibilities; broad understanding of regulatory compliance issues.
- **Strategic expertise** – demonstrated ability to contribute to effective decision-making by the Board through constructive analysis, problem-solving and questioning at a strategic level.
- **Financial literacy** – the ability to read and comprehend the accounts and other financial material presented to the Board.
- **Risk management** – understanding of and the ability to analyse, assess and manage material organisational risk.
- **Sector knowledge** – while it is not necessary for Directors to be working directly in the visitor industry, it is required that they interact with and/or support the sector.
- **Previous board experience** – highly desirable.
- **Professional qualification** (e.g. AICD company directors course or equivalent) – highly desirable

## Specific Skills and Qualifications

The CC RTB is a Skills Based Board. To ensure there is a range of skills and expertise brought to the Board, a Board Skills Matrix has been developed identifying a range of Skills and Qualifications that will ensure the Board can fulfil its strategic objectives, along with its regulatory and governance obligations. The selection panel is seeking individuals having the specific skills and expertise described below and invites nominations from suitably qualified and interested persons to nominate for the following skills-based positions.

Please specify the expertise category for which you are nominating. You may select more than one category. If you do not specify the expertise category in which you wish to nominate or if you select more than one expertise category, the selection panel will review your nomination for the purpose of deciding which expertise category is the most suitable, having regard to your skills and expertise as described in the nomination form.

1. *Tourism Operator* (Current or former Business Owner or Senior Manager of a tourism business in one or more of the below categories).
  - Attraction
  - Accommodation
  - Food and Beverage
  - Events and Conferences
  - Transportation
2. *Tourism Services*. (Current or former Business Owner or Senior Manager of a business providing support services to the tourism sector).

### 3. *Accounting/Finance*

Current or former accounting, finance or commercial practitioners with specific experience of financial, accounting, commercial, risk and strategic issues relevant to Boards. Specific experience in the tourism industry will be highly regarded. It is not necessary that nominees hold a current professional qualification, however, CPA or ICAA qualifications are desirable. The Director filling this role is expected to have strong financial acumen, including the ability to identify and analyse key financial, strategic, commercial and risk issues relevant to the organisation. The Director will participate as a member of the Finance and Risk Committee.

### 4. *Law*

Current or former legal practitioners with specific experience of legal, commercial, risk and strategic issues relevant to Boards. Specific experience in the tourism industry will be highly regarded. The Director filling this role is expected to have strong legal, regulatory and governance acumen, including the ability to identify and analyse key legal, strategic, commercial and risk issues relevant to the organisation.

### 5. *Marketing* (Current or former Business Owner or Senior Manager of a marketing business in one or more of the below categories. Specific experience in the tourism industry will be highly regarded).

- General
- Brand
- Digital

### 6. *Grant Applications*

The Director will have broad experience in and knowledge of grant and funding application opportunities, process and response requirements. Specific experience in the tourism industry will be highly regarded.

## **Ineligibility**

The selection panel will, at its sole discretion, reject nominations received from any of the following:

- a person who does not, in the opinion of the selection panel, demonstrate the competencies, qualifications or skills set out in this Position Description;
- a person who would not, in the opinion of the selection panel, be capable of discharging the responsibilities of director of the RTB because of a persistent conflict of interest or material personal interest;
- a person whose name appears on either the ASIC Disqualified Persons Register or the ACNC Register of Disqualified Persons (or equivalent register).

## **Interviews**

As part of the nomination process you may be invited to attend an interview with one or more members of the Selection Panel.

## **Nomination Process**

If you wish to nominate for a position as Director of the RTB, please apply at <https://www.surveymonkey.com/r/6JH269W>.

Nominations close 9am Monday 21 May 2018.

## **Questions?**

Please contact Frances Grigoriou, Business Development Officer, Cardinia Shire Council at [f.grigoriou@cardinia.vic.gov.au](mailto:f.grigoriou@cardinia.vic.gov.au) if you are unsure whether you have appropriate experience for any of these roles, require assistance in preparing your nomination or have questions about the process or the information provided here.