

GREAT OCEAN ROAD

REGIONAL TOURISM

DIRECTOR - POSITION DESCRIPTION

INTRODUCTION

Great Ocean Road Regional Tourism (GORRT) is the Visitor Economy Partnership (VEP) for the Great Ocean Road region, a geographical region area covered by the six (6) local Government areas of Surf Coast, Colac Otway, Corangamite, Moyne, Warrnambool and Glenelg Councils. Established by the local Government partners, GORRT facilitates a partnership between local government, state government, and the tourism industry, to drive a collaborative, regional approach to growing the return from the visitor economy.

GORRT is a Company Limited by Guarantee and is governed by a Board of Directors headed up by an independent Chair.

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

GORRT's values:

1. Collaboration and engagement

Fostering collaboration and engagement with, and between, our stakeholders is critical to the development of a healthy, cohesive and responsible tourism industry that delivers outstanding visitor experiences.

2. Taking responsibility

We understand that our actions have impacts upon other people and the environment. We take responsibility for our behaviours, actions and achievements when:

- working with stakeholders,
- providing commercial services,
- communicating to visitors,
- making decisions that impact upon the environment.

3. Democratic leadership

Our leadership style reflects the acknowledgement that our role is to facilitate responsible tourism development in the region, rather than to dictate how it should be done.

4. Teamwork

A culture of teamwork is essential for strong, productive relationships within GORRT, and with stakeholders.

5. Financial well-being

Being commercially viable as a regional tourism organisation and supporting the profitability of local businesses is essential to the sustainability of the tourism destination, and desirable in terms of enjoying good quality of life.

6. Flexibility and adaptability

To survive in a comparatively unpredictable, rapidly changing industry with a diverse range of stakeholders, we need to be willing to change, and responsive to change.

7. Authenticity and Realism

In order to be genuinely collaborative and build successful partnerships with the tourism industry and communities, we need to be authentic in the way we relate to others and realistic in our expectations.

8. Inclusiveness and acceptance of diversity

We consciously include and respond to the needs of a diverse range of stakeholders and visitors to the region.

9. Agents for change

Our leadership role give us the opportunity to work towards improving the social, economic, spiritual and environmental health of the region.

Great Ocean Road Regional Tourism Ltd

The GORRT Board provides leadership, governance, and oversight of the strategic operations of GORRT.

The Board of Directors will consist of:

- up to 3 independent Directors, one of which will be elected Chair
- Up to 6 Skills based industry directors.
- A Nominated Director from each of the 6 LGA partners.

The Department of Jobs, Skills, Industry and Regions (DJPSIR) also nominates an Observer to the Board. This position does 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
- Establishing and overseeing the implementation of the board's policies and procedures
- 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 to ensure compliance with ASIC and Company Law
- Appoint and manage the performance of the organisation's General Manager
- Supporting the GM and organisation in industry engagement and stakeholder management

Key Selection Criteria

- Understanding of or Demonstrated experience in corporate governance and compliance responsibilities.
- Demonstrated high-level communication and negotiation skills.
- Demonstrated passion for the Great Ocean Road region, regional Victoria and/or the visitor economy.
- Formal qualifications or experience across one or more of the key skills of corporate governance, financial literacy, strategy oversight, legal, risk management, people management, organisation change management, sales &/or marketing.

Requirements

- Board Terms are appointed for between one and three years
- Attendance at a minimum of six board meetings per year, and key stakeholder meetings, as required.
- Provision of own vehicle
- Holder of a valid Victorian driver's licence

To Apply

To apply for this position, please submit a letter of application and resume demonstrating relevant skills, experience and qualifications to liz@gort.com.au by no later **than 2pm Friday 27 September 2024**:

Further Information

For further information about this position please contact:

Liz Price – General Manager GORRT on **M:** 0448 385 176 or **E:** liz@gort.com.au
