

# EAST COAST TASMANIA TOURISM INC.

## Regional Tourism Organisation Chair - Position Description

### About East Coast Tasmania Tourism (ECTT)

East Coast Tasmania Tourism (ECTT) is an incorporated Organisation which operates within the footprint of the Glamorgan Spring Bay and Break O'Day Council areas. It has operated since 2012.

The Organisation sets the strategic direction for tourism in the region, identifies priorities and delivers programs that engage industry and stakeholders.

### The ECTT Board

ECTT is governed by a skills-based Board, which provides leadership to the Organisation and ensures that the destination development, marketing and management of the region is coordinated and reflects the requirements and needs of stakeholders, local businesses and the broader community.

The Board sets a clear strategic direction for the Organisation, ensuring it performs in a proper and efficient manner to achieve positive outcomes. The Board provides high-level advice to the Chief Executive Officer (CEO) to support the successful operation of ECTT, fostering strategic development and growth.

### The Chair's Roles and Responsibilities

The Chair is responsible for leading the Board in ensuring the efficient and effective operation of ECTT. The Chair works closely with the CEO to provide information and guidance to the Board on strategy, new initiatives, funding, key strategic relationships with stakeholders and partners, budget performance and marketing. Specific projects may include management plans for various destinations along with product development and industry development activities.

The Chair's key responsibilities are:

- a) To ensure that ECTT has an established organisational purpose, values and strategies, including ensuring the Organisation:
  - Develops and monitors the implementation of strategic business plans with consideration given to future opportunities and funding
  - Complies with legal requirements and effectively manages risks
  - Effectively and diligently manages the annual budget and all major items of expenditure

- Adopts best practice destination management practices in the best interests of the Organisation and its stakeholders
  - Understands the requirements, responsibilities and interrelationship of stakeholders and complies with internal and external reporting requirements
- b) Ensuring ECTT maintains appropriate operational processes, including processes for:
- Board performance, professional development and succession planning
  - Establishing the powers of any Board sub-committees within the Board
  - Managing the employment arrangements for the CEO, including performance reviews
  - Risk management
  - Setting strategic direction
- c) Leading the Board, in consultation with the CEO:
- Ensuring proper information flow to the Board, so that the information provided is relevant, accurate, timely and sufficient to keep the Board appropriately informed of the performance, finances, affairs, opportunities and challenges of the Organisation, and of any developments that may have a material impact on it. This includes ensuring Board papers are produced and distributed in a timely manner and meeting minutes accurately reflect the deliberations and decisions of the Board.
  - Setting the agenda for the matters to be considered by the Board, and chairing and managing the conduct, frequency, and length of Board meetings.
  - Facilitating open and constructive communications amongst Board members, encouraging their contribution to Board deliberations and ensuring that all members are treated with respect.
  - Ensuring a Board focus on good governance, and setting and achievement of strategic goals.
  - Ensuring that an appropriate culture is maintained by the Organization, and that the Board conducts its business in a professional and ethical manner.
- d) Communicating the views of the Board, in conjunction with the CEO, to the Organisation's members, stakeholders and to the public.

The Chair will be required to undertake commitments out-of-meeting and be contactable for decision making purposes, media presentations, interviews or consultation as required. Out-of-meeting commitments may include attending briefings and meetings with tourism industry, regional and local tourism associations and stakeholders as required.

### **Skills and Experience**

The Chair will have a demonstrated ability in the following key areas and is expected to:

- Navigate the political landscape and leverage strong existing networks
- Leverage existing assets and funding sources
- Seek out and secure new funding sources
- Sustain a culture of passion and innovation within the Organisation

- Drive an agreed strategic vision for ECTT
- Understand and effectively manage a diversity of stakeholders

The Chair will have demonstrated knowledge and experience in business management, marketing, finance and corporate governance.

Desirable experience:

- Demonstrated experience in tourism industry
- Experience facilitating discussions and chairing meetings

### **Remuneration**

The Chair will be remunerated up to an amount of \$25,000 pa, plus travel reimbursement at the current and respective ATO rates.

The Board currently meets on the East Coast every two months.

East Coast Tasmania Tourism Inc. (ECTT) provides for up to seven Directors to be elected by the Board to serve two years, commencing from April 2021. In addition to the seven Directors, two persons representing Member Councils and one person representing Tasmania Parks and Wildlife Service. Directors are required to retire at the end of their two-year period and are eligible to re-apply as long as their service does not exceed eight consecutive years.

### **The Current Board**

Ange Turvey – Deputy Chair  
Anton Weismann – Treasurer  
Annette Hughes – Secretary and Public Officer  
Glen McGuinness – Break O’ Day Council  
Rob Churchill – Glamorgan-Spring Bay Council  
Donna Stanley – Parks and Wildlife Services  
Ange Boxall  
Mathew Routley  
Susan Carins

Alison Stubbs – Friend of the Board

### **Websites**

East Coast Tasmania Tourism Inc. Industry Site  
[www.eastcoasttasmania.com](http://www.eastcoasttasmania.com)

East Coast Tasmania Tourism Inc. Consumer Site  
[www.eastcoasttourism.com.au](http://www.eastcoasttourism.com.au)