About Tourism East

Tourism East is the Visitor Economy Partnership (VEP) for the Yarra Valley and Dandenongs, representing the visitor economy interests of the Yarra Ranges, Nillumbik and Cardinia local government areas.

Tourism East brings together local government, State Government, industry and other regional stakeholders to provide collaborative leadership to grow the value, sustainability and resilience of the region's visitor economy.

Tourism East is a Company Limited by Guarantee and is governed by a Board of Directors led by an independent Chair.

As a Visitor Economy Partnership, Tourism East has a regional leadership role that includes:

- providing strategic leadership and collaboration across the visitor economy
- strengthening tourism businesses and industry capability
- facilitating visitor dispersal and development of compelling visitor experiences
- undertaking collaborative destination marketing and visitor conversion
- identifying opportunities for investment, product and infrastructure development
- providing regional insights to inform government policy, investment and decision making
- advocating for the region's visitor economy priorities
- supporting a sustainable, resilient and inclusive visitor economy
- responding to emerging opportunities, challenges and risks affecting the region.

Tourism East operates in a complex visitor economy environment involving three local governments, State Government agencies, tourism businesses, industry associations, community organisations and major tourism attractions and experiences.

The Board

The Tourism East Board provides strategic leadership, governance and oversight of the organisation.

- setting the organisation's strategic direction and overseeing delivery against agreed objectives and KPIs
- ensuring the organisation operates in accordance with its Constitution, applicable legislation and good governance principles
- overseeing financial performance, sustainability and risk management
- ensuring appropriate systems are in place for legal, financial and organisational compliance
- appointing, supporting and monitoring the performance of the Chief Executive Officer
- providing strategic advice and support to the CEO
- advocating for the region's visitor economy
- representing the interests of the broader regional visitor economy
- supporting effective engagement with government, industry and community stakeholders
- contributing specialist skills, experience and networks to strengthen the organisation and its impact.

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Skills-Based Director Role

Tourism East is seeking Directors who can contribute specific skills, expertise, networks and perspectives that complement the broader capability of the Board.

Skills-based Directors are not expected to represent a particular organisation, business, council or geographic area. Their primary responsibility is to act in the best interests of Tourism East and the regional visitor economy as a whole.

Tourism East is particularly interested in candidates with expertise in one or more of the following areas:

- corporate governance and Board leadership
- financial management, accounting or investment
- commercial strategy and business development
- tourism, destination management or visitor economy development
- marketing, brand, digital or data
- government relations, advocacy or public policy
- infrastructure, planning or investment
- legal, risk and compliance

Candidates do not need to have experience across all areas. Tourism East is seeking a mix of complementary skills across the Board.

Key Responsibilities

Provide strategic leadership

- contribute to the development and oversight of Tourism East's strategic direction
- challenge and support management constructively
- monitor progress against strategic priorities, KPIs and agreed outcomes
- consider the long-term interests and sustainability of the regional visitor economy.

Apply specialist expertise

- contribute relevant professional knowledge and experience to Board deliberations
- identify opportunities, risks and emerging issues within their area of expertise
- provide constructive advice and challenge where appropriate
- support the Board to make well-informed decisions.

Support advocacy and regional leadership

- contribute to advocacy on issues affecting the regional visitor economy
- use appropriate professional and industry networks to support Tourism East's strategic objectives
- assist in building strong relationships with government, industry and other stakeholders.

Exercise good governance

- understand and fulfil the legal and fiduciary responsibilities of a company director
- act in the best interests of Tourism East
- declare and appropriately manage conflicts of interest
- maintain confidentiality
- contribute to effective Board decision making and collective responsibility.

Support the CEO and organisation

- provide strategic advice and support to the CEO
- contribute expertise, networks and connections where these can advance Tourism East's objectives
- support the organisation's reputation and relationships across the region.

Key Selection Criteria

1. Governance and Board capability

Demonstrated understanding of corporate governance, director responsibilities and the distinction between governance and management.

2. Relevant specialist expertise

Demonstrated professional experience and expertise in one or more areas identified as priorities for the Tourism East Board.

3. Strategic thinking

Demonstrated ability to understand complex issues, identify opportunities and risks, consider long-term implications and contribute to strategic decision making.

4. Commercial and financial acumen

Ability to understand commercial opportunities, financial information, investment considerations and the sustainability of a regional tourism organisation.

5. Stakeholder engagement

Proven ability to build and maintain effective relationships across government, industry, business and community stakeholders.

6. Communication and influence

Highly developed communication, negotiation and influencing skills, with the ability to contribute constructively to Board discussions and regional advocacy.

7. Regional and visitor economy understanding

Understanding of the Yarra Valley and Dandenongs, regional Victoria and/or the visitor economy, or a demonstrated capacity to quickly develop this understanding.

8. Commitment to Tourism East

A genuine commitment to the role of Tourism East and to growing a sustainable, resilient and high-value visitor economy across the Yarra Valley and Dandenongs.

Board Values

Collaboration – working constructively across councils, government, industry and community.

Integrity – acting transparently, ethically and in the best interests of Tourism East.

Regional thinking – considering the interests of the whole destination

Innovation and adaptability – responding positively to change and identifying new opportunities.

Accountability – taking responsibility for decisions, performance and outcomes.

Inclusiveness – recognising and valuing the diversity of businesses, communities, visitors and stakeholders across the region.

Sustainability – supporting economic, environmental, cultural and social sustainability.

Leadership – contributing positively to the future direction and reputation of the regional visitor economy.

Commitment

- attend scheduled Board meetings, anticipated to be approximately six meetings per year
- participate in Board workshops, strategic planning and other meetings as required
- contribute to relevant Board committees or working groups where appropriate
- undertake appropriate Board and governance training
- prepare thoroughly for Board meetings and actively participate in discussions
- undertake reasonable stakeholder engagement and advocacy activities on behalf of Tourism East
- comply with all applicable governance, confidentiality and conflict of interest requirements.

Appointment

Appointments will be made in accordance with the Tourism East Constitution.requirements.

The Board is seeking candidates who can make a meaningful contribution through their skills, experience, networks and strategic perspective, rather than simply through their representation of a particular organisation or sector.

Tourism East is committed to building a Board with a complementary mix of capabilities and perspectives.

How to Apply

Applicants should submit:

- a letter outlining their interest in the role and the specific skills and experience they bring
- a current CV outlining relevant professional, governance and community experience.

Applications should demonstrate how the applicant's skills complement the existing capabilities of the Tourism East Board.