

## Position Description

### Chair - Western Melbourne Tourism Board

#### Background

Western Melbourne Tourism Inc (WMT) is an urban regional tourism board incorporated for the purposes of developing a stronger more competitive tourism sector in Melbourne's west. Melbourne's west embraces the municipal boundaries of Brimbank, Hobsons Bay, Maribyrnong, Melton, Moonee Valley and Wyndham councils.

The WMT board is seeking to appoint a new Chair. We are seeking a well-respected tourism industry leader with a strong knowledge and passion for Melbourne's west to lead the board into its next phase of growth. The Chair will have the capacity and drive to excite industry leaders in the west to see the potential for growth in the region's visitor economy and improved image for the region.

Under the WMT Rules of Association the Chair is an independent appointment of the board. Once selected the role is open to candidates for a maximum of two three-year terms. The position has become vacant owing to the previous independent chair retiring after completing two three-year terms in this position.

The board is currently focused on working collaboratively with other key stakeholders to support local industry operators, advocate to government, and undertake steps to grow the capability of the sector and the quality of the visitor experience in the region. The impacts of the Covid19 pandemic on the region's visitor economy have been substantial and the Chair and the WMT board have an important role in driving recovery and a return of confidence.

The board's mission is to continue to build on the recognition and contribution of tourism to the region's economy. It seeks to ensure potential visitors are aware of the unique factors that make Melbourne's west a compelling place to visit and this interest converts to visitation growth.

The WMT board currently comprises representation from the six western metropolitan council partners (listed above), Victoria University, Parks Victoria, Quest Apartments, Zoos Victoria and the arts sector. Western Melbourne Tourism operates with an annual budget of approx. \$200,000, and relies on levels of in-kind support drawn from its partners. It currently employs an Executive Officer working 30 hours per week and a part time Communications Coordinator.

#### Requirements

The Chair role requires the time and commitment to:

- Lead the ongoing strategic development of the board and maintain oversight of progress in the delivery of the WMT board's annual plans and any issues facing the WMT Board;
- Work in association with the Executive Officer to prepare the agenda and chair approximately 6-8 full board meetings per year;
- Represent Western Melbourne Tourism at relevant stakeholder meetings, events and functions;
- Act as an ambassador for the WMT board and/ or Melbourne's west on tourism industry issues;
- Oversee the Executive Officer evaluation process through an Organisation Performance sub-group of the board; and
- Participate in any other nominated board working groups or projects as may be applicable and mutually agreed.

## Competencies and Expectations

- *Corporate Governance* – the ability to facilitate governance processes and ensure compliance with legal requirements for the operations of an incorporated association.
- *Leadership* - with a strong knowledge and experience of the tourism sector, lead constructive and timely discussion and debate, also drawing on the expertise of the board to review strategies and provide leadership on relevant issues.
- *Business acumen* - have a strong understanding of the financial aspects of the board's responsibilities manage approval of expenditure, as well as the capacity to leverage resources.
- *People skills* - be a good listener, work effectively in building networks and stakeholder relationships, developing people and evaluating performance and sustaining an effective working partnership with the Executive Officer.
- *Industry knowledge* – appropriate knowledge of the region, market trends in tourism, developments in technology and social media, government and other support networks and resources.

## Qualifications / Experience

Previous relevant experience in the following areas will be favourably considered to support qualification for the role:

- Tourism industry
- Local Government
- Marketing and Communications
- Accounting and Finance/Management

Membership of the Australian Institute of Company Directors (AICD) would be another advantage in selection.

## Remuneration

An annual nominal stipend of \$4000 is offered for the role, in addition to any claims for out of pocket disbursements related to board activities.

## EOI requirements

Applicants are required to provide

- copy of a resume
- statement responding to the key competencies listed for the role

Expressions of Interest must be supplied by email to the WMT Executive Officer at [richard@melbourneswest.com.au](mailto:richard@melbourneswest.com.au) marked '*Expression of Interest - WMT Chair*'. Richard can be contacted on 0417 545 141 for further enquiries.

The deadline for Expressions of Interest is **Monday 21 December 2020**.