

**Destination Gippsland
Board Of Directors
Expressions of Interest for Appointment
of two Vacancies**

OVERVIEW

Expressions of Interest are sought for appointment to the Destination Gippsland Board of Directors. We are seeking a minimum of one Director, and potentially a second Director, to fill:

1. A Casual Vacancy, to be appointed June 2026 until November 2027, at which time the successful applicant will be eligible to apply for appointment for a full term (normally three years);
2. A Full Term (three year) appointment, commencing in November 2026.

This is an exciting opportunity to contribute to the future development of the visitor economy in Gippsland, at a critical time in the region's tourism sector.

Board Positions are voluntary however an annual expense allowance is available.

Closing Date: 4pm Tuesday 31st March 2026

Proposed appointment dates: 11th June 2026 (for the Casual Vacancy), and November (for the Full Term).

ABOUT THE ORGANISATION

Destination Gippsland Ltd is the regional tourism board for Gippsland, is a public not-for-profit company established in 2008, and is owned by the six Local Government Authorities of Gippsland. It is a designated Visitor Economy Partnership, with an Agreement with the Victorian Department of Jobs, Skills, Industry and Regions, and has key stakeholder relationships with Parks Victoria, Gunaikurnai Land and Waters Aboriginal Corporation, Food & Fibre Gippsland, and other local regional bodies.

Our Aim is to support the growth of the visitor economy in Gippsland, and **our role** is to provide leadership and management capability to deliver both marketing that stimulates demand, as well as facilitating the supply of improved visitor experiences.

More information about the organisation, including our current three year Strategic Plan 2024-2027, can be found at <https://www.visitgippsland.com.au/destination-gippsland> and the region's tourism product can be viewed at www.visitgippsland.com.au

STRUCTURE AND ROLE OF THE BOARD

Our Board comprises the six CEOs of our Local Government Authority (LGA) members, plus not less than six non-member, skills-based Directors.

As a Director of Destination Gippsland, you will help drive the development of tourism in Gippsland by leading industry strategy and pursuing infrastructure, product development, marketing, and relationships with a wide range of stakeholders, as well as fulfilling all other governance obligations required of a director on the board of a company limited by guarantee.

The Board meets as often as required to conduct the business of the Company – usually six times each calendar year. Meetings are a mix of in-person (usually twice per year) and online.

Board positions are voluntary however a modest allowance is available to assist with travel expenses. The company will meet reasonable accommodation expenses necessarily incurred to attend company meetings.

RECRUITMENT OF DIRECTORS

What are we looking for – specific skillsets

As we strategically look ahead for ways to deliver increased tourism value, the Board has identified several opportunities for unlocking benefits for the Gippsland Visitor Economy in the coming years. Specifically, the following two key areas are seen as areas of priority:

1. **Supply of Tourism Product.** Along with our Members (the six LGA's in Gippsland), we acknowledge the need to unlock the benefits that could come with utilisation of currently held local, state, and federal owned land. This would support an increased supply of tourism product (accommodation, venues, attractions etc). Demonstrated expertise in engaging with all levels of government to help facilitate land use and planning, would be highly valued.
2. **Driving Demand.** As a national award-winning regional tourism board, we have a great foundation for driving impactful marketing campaigns. We know we are in an increasingly changing world, and need to constantly adapt to new media, new channels, and new ways of marketing. We also know that we have only just started unlocking the visitation opportunities from Melbourne's diverse and multi-cultural communities. Demonstrated contemporary marketing expertise, along with any connection with the South-Eastern and Eastern suburbs of Melbourne, would be highly valued.

Other SKILLS and EXPERIENCE

In addition to the opportunities identified above, we are also seeking the following skills and experience.

1. A demonstrated passion for, genuine interest in, and/or experience in at least one of the following:
 - a. Tourism/Visitor Economy (General tourism experience, Eco/natural environment, Agritourism, Wellness)
 - b. A connection to Gippsland, ideally but not necessarily in a tourism context
 - c. Supporting the growth of small to medium businesses
2. A demonstrated understanding of the uniqueness of Gippsland's tourism assets
3. Demonstrated understanding and experience of the role, risks, and responsibilities of a Board Director including an understanding of the ethical, legal, and financial responsibilities. While not essential, the completion of the AICD course or recognised equivalent is highly desirable. Previous board and/or leadership experience to complement the above skills would be considered an advantage.
4. Financial literacy as it relates to the competent interpretation of company financial reports.
5. Strategic thinking, specifically the demonstrated ability to identify and develop strategic direction as it relates to the vision, role and strategic pillars of Destination Gippsland.

SELECTION AND APPOINTMENT PROCESS

Expressions of Interest for appointment to the Board will be reviewed by our Nominations and Remuneration Committee, with a recommendation then made to the Board. Appointments will need to be ratified by the financial members of the company at the next meeting of Members (our financial members being the six Gippsland Local Government Authorities).

Appointments will be made based on the skills of applicants and the needs of the Board. Interviews will be conducted for short-listed applicants, which are tentatively scheduled to be conducted online in early–mid April 2026.

Please note: A valid Director's Identification Number (DIN) must be supplied before appointment, and all applicants are asked to supply their DIN with their application.

COMMENCEMENT

The successful appointee for the casual vacancy would commence their term on the Board from the meeting scheduled for 11th June 2026.

The permanent appointee would commence after the AGM, scheduled for Thursday, November 26th, 2026.

The members' Annual General Meeting (AGM) is scheduled for Thursday 26th November 2026, and it is at this meeting that our members will formally vote to approve casual appointments and to appoint the new Director.

FOR INFORMATION ABOUT SERVING ON THE BOARD

Please contact

Helen Rose, Company Secretary, M: 0417 509 089 E: board@destinationgippsland.com.au

If you feel you meet most but not all of the criteria, we encourage you to get in contact to discuss your application.

If you would like to discuss the Board with a current Director, please ask for details of our Board Chair, or the Chairs of either the Nominations & Remuneration Committee, or Audit Finance Governance & Risk Committee.

HOW TO APPLY

Expressions of Interest (by way of Cover Letter, Resume, and details of referees) should be **submitted by email no later than 4pm Tuesday 31st March 2026** to the Destination Gippsland Board, board@destinationgippsland.com.au

What to submit:

We ask applicants to send us the following documents and information:

1. A **Cover Letter** that considers the following questions:
 - How will your skills and experience benefit Destination Gippsland and the Gippsland tourism industry, giving particular attention to the specific skillsets identified above.
 - What is your interest in joining the Board?
2. Your **Resume** demonstrating relevant skills and experience
3. Details of **referees** (name, position/business, contact phone) These will only be contacted if you reach 'preferred candidate' stage, and only after consultation with you
4. Your **contact information** (address, phone, email, mobile)