

MRBTA Board Director Nominee Information Pack

Margaret River Busselton Tourism Association's Board of Directors wish to advise four (4) positions will be declared vacant at the 2020 AGM and invite nominations from members interested in joining the Board.

Background

The Margaret River Busselton Tourism Association (MRBTA) is a self-funded, not-for-profit membership-based organisation which exists to attract, service and provide quality and memorable experiences to visitors for the benefit of the region.

Representing more than 700 local businesses in the Margaret River region's tourism and hospitality sector, MRBTA's vision is to be seen as a leader in developing compelling experiences to establish the Margaret River Region as the most highly recommended tourism destination in Western Australia.

The MRBTA operates seven tourist attractions – Lake Cave, Mammoth Cave, Jewel Cave, Ngilgi Cave, Cape Leeuwin Lighthouse, Cape Naturaliste Lighthouse and Forest Adventures South West – and operates ground handling at the Busselton Margaret River Airport.

The funds generated from the attractions operated by MRBTA are used to:

- Invest in the conservation and preservation of natural and heritage assets
- Undertake visitor servicing through its website, app and visitor centres
- Market the region to intrastate, interstate and international visitors
- Provide employment and contribute to the economic, social and environmental sustainability of the region

The affairs of MRBTA are managed by a Board of Directors, which is responsible for establishing the strategic direction of the Association.

MRBTA's Board of Directors

MRBTA's Board of Directors consists of 9 members, 6 of whom must be elected, and 3 positions which can be appointed.

MRBTA's Board Elections

Four (4) of the elected positions will be declared vacant at the 2020 AGM and will be open for election from the Association's membership.

MRBTA's current Board of Directors includes representatives from different tourism business sectors. Detailed profiles of each Director can be found at <https://corporate.margaretriver.com/about-us/margaret-river-busselton-tourism-association-members>.

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Who can join the Board?

Members, or the appointed representative of a member business, who have been a financial member of MRBTA for at least 12 consecutive months prior to the election, are eligible to become an MRBTA Board Director.

Given the Board is responsible for establishing the strategic direction of the MRBTA, Directors are required to think strategically and be able to identify and critically assess strategic opportunities and threats.

Directors should also have the ability to analyse key financial statements so as to assess financial viability and performance and inform decision making. Previous board experience is not essential however an understanding of governance and the responsibilities of management committees/governing bodies may be helpful.

Other desirable skills and/or personal attributes which would enable newly elected board members to play an effective role in the governance of MRBTA are outlined in Appendix 1.

Why nominate to become a MRBTA Board Director?

Being a MRBTA Board Director is not something to be undertaken lightly; it involves some investment of time for reading and attendance at Board meetings which occur once a month and take most of the day. However, it can be rewarding on a number of levels if you have the passion and ability to make the necessary commitment. As a MRBTA Board Director you are part of the team that works to ensure the success of the Margaret River Region as a tourism destination and contributor to the regional economy.

What is required of Board Directors?

Board Directors are expected to attend 10 full-day meetings each year as well as a full day Strategic Planning Day. To prepare for the meetings and inform discussion and decision making, Directors are provided with a “Board Pack” one week prior to each meeting. The Board Pack is typically between 50 to 150 pages, and it is expected that Directors will have read the pack prior to the meeting.

Directors may be consulted by the Chair regarding various issues in between meetings and should be willing to regularly attend MRBTA Member Mingle functions. Directors may also be asked to serve on the Audit and Risk sub-committee, which has commitments over and above those already outlined.

2021 MRBTA Board Meeting Dates*

- Friday 26 Feb
- Friday 26 March
- Friday 28 May
- Friday 25 June
- Friday 30 July
- Friday 27 August
- Friday 24 September
- Wednesday 27 Oct (incl AGM)
- Friday 10 December

** to be confirmed*

What is the length of Directors' terms

In 2019 members voted to amend MRBTA's constitution to increase the length of Board Directors terms from 2 to 3 years. This decision was made to better manage the succession of Directors and reduce any potential disruption created by a high Director turnover.

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To facilitate a smooth transition from 2 to 3 year-terms, it was agreed the introduction of 3-year terms for elected Directors will be staggered. At the 2020 AGM

- 2 x Directors will be elected for 3 years until 2023
- 2 x Directors will be elected for 2 years until 2022

The candidates who poll 1st and 2nd will be elected for a 3 -year term, and the candidates who poll 3rd and 4th will be elected for a 2-year term.

Is there any remuneration?

MRBTA's Board Directors are not paid for attending meetings or travel expenses. The only exception is the payment of a stipend to the MRBTA Chair and to members of the Audit and Risk Committee.

What is the Election Process & Key Dates?

Nominations are called six weeks prior to an AGM. Any eligible member interested in joining the Board must electronically submit the Nomination Form and Nominee Credentials Statement in this pack along with a recent photograph by 4.30pm on Wednesday 23rd September 2020.

The eligible member can nominate themselves or be nominated by an independent eligible member, in which case the nominator must also sign the Nomination Form.

If the number of nominations received is the same or less than the number of vacancies, the members nominated will be declared as duly elected members of the Board at the AGM. If the number of nominations received is greater than the number of vacancies, a postal ballot will be conducted with the result declared at the AGM on Wednesday 21st of October 2020.

The election will be a simple majority. That is, the 4 candidates who receive the highest number of votes will be duly elected as Board Directors at the MRBTA 2020 Annual General Meeting for a period of 2 or 3 years.

The timings of the election process are determined by the constitution and are summarised in the table below.

2020 Board Election Timings

9th September	Calls for nominations 6 weeks prior to the AGM
23rd September	Nominations close 2 weeks after being called
30th September	Ballot packs (including nominee credential statements) distributed one week after nominations close Notice of AGM provided 21 days prior to AGM
21st October	Postal Ballot closes at 16.30
21st October	Results announced at the AGM following an independent audit of the votes

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Appendix 1 – Desirable Skills & Attributes of Directors

Collective Skills

Skill area	Description
Strategy & planning	Ability to identify and critically assess opportunities and threats, to contribute to the development of effective and innovative strategies in the context of the Association objectives as well as State and National Tourism policies and priorities.
Business Management & Operations	Managerial experience to monitor operational performance experience within a strategic context
Risk oversight	Ability to identify key risks to the Association in a wide range of areas and monitor compliance with risk management policy and organisational controls.
Financial literacy	Experience in planning and monitoring budgets, and ability to assess financial statements to identify trends and inform decision making.
Governance	Ability to work collectively to provide strong governance and leadership for the organisation. Previous board experience is not essential, but an understanding of the governance structures & processes of management committees obtained via roles on boards, councils, committees, associations, clubs, etc. may be helpful
Tourism	Knowledge and experience in tourism or related industries, particularly within the south west or Margaret River region.

Personal Attributes

Attribute	Description
Leader	Ability to demonstrate good business judgment and appropriately represent the Association and gain stakeholder support for the Board's decisions
Contributor and team player	The ability to communicate effectively and work collaboratively and to contribute constructively to discussions and decision making.
Integrity (ethics)	A track record of integrity and ethical behavior, and willingness to be transparent, declaring any activities or conduct that might be a potential conflict. Considerate of confidentiality.
Commitment	Able to demonstrate a commitment to the best interests of the Association, its purpose and ongoing success