



MRBTA Board of Directors Nominee Information Pack

MARGARET RIVER
BUSSELTON
TOURISM
ASSOCIATION

Margaret River Busselton Tourism Association's Board of Directors wish to advise two (2) positions will be declared vacant at the 2021 Annual General Meeting and invite nominations from members interested in joining the Board.

This document provides more information for anyone interesting in nominating.

About the Margaret River Busselton Tourism Association

The Margaret River Busselton Tourism Association (MRBTA) is a self-funded, not-for-profit, incorporated association with over 50 years' experience in supporting the Margaret River Region to thrive through tourism.

MRBTA exists to attract, service and provide quality and memorable experiences to visitors. In doing so the Association grows the economic, social, environmental, and cultural outcomes of tourism for the Margaret River Region and helps provide future employment and prosperity.

MRBTA has a unique business model which allows it to perform the functions of both Australia's largest Local Tourism Organisation (LTO), and of the largest tourism operator in the Margaret River Region.

As the region's tourism association, MRBTA acts on behalf of over 650 members whilst providing marketing, visitor servicing via our three Visitor Centres and product development to support the success of tourism businesses. Together the Association's consumer-facing channels create over 2 million touchpoints with visitors each year.

As a tourism operator, MRBTA's manages 7 tourist attractions – Lake Cave, Mammoth Cave, Jewel Cave, Ngilgi Cave, Cape Leeuwin Lighthouse, Cape Naturaliste Lighthouse and Forest Adventures South West – and provides ground handling services at the Busselton Margaret River Airport.

Funds generated are used to conserve the natural and heritage assets in the Association's care and underpin the work of the tourism association.

MRBTA's vision is to be the leader in developing sustainable tourism for the benefit of the people in the Margaret River Region - economically, environmentally, socially, and culturally.



MRBTA's Board of Directors

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 consists of 9 members, 6 of whom must be elected, and 3 positions which can be appointed.

MRBTA's current Board of Directors include representatives from different tourism business sectors. Detailed profiles of each Director can be found [here](#)

2021 Board Elections

Two (2) positions will be declared vacant at the 2021 AGM to be held on Thursday 14th of October 2021, due the terms of the current Directors expiring

- Jodie Darragh, *Jodie Darragh Communications*
- Evan Lewis, *Broadwater Resort*

Evan will be re-standing for re-election, but Jodie has chosen to resign at the 2021 AGM.

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 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 summarised in Appendix 1.

Why nominate to become a MRBTA Board Director?

Being a MRBTA Board Director is not something to be undertaken lightly, as it does involve an investment of time to attend and prepare for meetings.

However, it can be rewarding on several 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?

Current Board Directors estimate they spend approximately 15 hours each month fulfilling their duties as Board Directors.

Directors attend 10 full-day meetings each year and participate in a full day Strategic Planning Day. To inform discussion and decision making, Directors are provided with a "Board Pack" approximately 4 days prior to each meeting and it is expected that Directors will have read the pack prior to the meeting.

Directors may also 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.

Proposed Board Meeting Dates 2022

Friday 25 Feb | Friday 25 March | Friday 27 May | Friday 24 June | Friday 26 August | Friday 27 August | Friday 23 September | Thursday 13 October (incl AGM) | Friday 9 December

All dates TBC

What is the length of Directors' terms?

Directors are elected for a three-year term and there is no limit to the number of times a Board Member may be elected, or appointed, to the Board.

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. 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, an online ballot will be conducted with the result declared at the AGM.

The election will be a simple majority. That is, the 2 candidates who receive the highest number of votes will be duly elected as Board Directors at the MRBTA 2021 Annual General Meeting for a period of 3 years.

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

How do I nominate?

Any eligible member interested in joining the Board must complete the electronic Nomination Form and Nominee Credentials Statement along with a recent photograph by 4.30pm on 16th September 2021.

Nominees can nominate themselves and do not need to be endorsed by another member.

2021 BOARD ELECTION TIMINGS

2nd September	Calls for nominations 6 weeks prior to the AGM
16th September	Nominations close 2 weeks after being called
	Notice of AGM provided 21 days prior to AGM
23rd September	Online Ballot packs (including nominee credential statements) distributed one week after nominations close
14th October	Online Postal Ballot closes at 16.30
14th October	Results announced at the AGM following an independent audit of the votes

Can I canvas for votes?

All nominees may undertake electioneering should they wish to do so. Any such efforts will be at the nominee's expense.

Can Nominees obtain a list of members?

As per MRBTA's constitution, nominees can request a copy of the MRBTAs Register of Members by emailing the public officer (cinde.fisher@margaretriver.com).

The Register consists of a list of member (business) names, the primary representatives & postal addresses. It does not include email addresses or telephone numbers.

Appendix: Desirable Skills & Attributes of Directors

Collective Skills.

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

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 behaviour, 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.

For further information, please contact:

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