



MRBTA Board Nominee Information Pack

MARGARET RIVER
BUSSELTON
TOURISM
ASSOCIATION

SEPTEMBER 2022

MRBTA.COM.AU

Margaret River Busselton Tourism Association Board wishes to advise two (2) positions will be declared vacant at the 2022 Annual General Meeting and invite nominations from members interested in joining the Board.

This document provides information for individuals interesting in nominating.

About the Margaret River Busselton Tourism Association

The Margaret River Busselton Tourism Association (MRBTA) is Australia's largest Local Tourism Organisation (LTO) and has over 50 years' experience in supporting the Margaret River Region to thrive through tourism.

It is our vision that tourism in the Margaret River Region will be an experience which delights visitors, stimulates the regional economy, contributes to the region's rich social and environmental values, and supports a vibrant Aboriginal culture.

A unique independent, not-for-profit organisation, MRBTA is simultaneously an industry tourism association attracting and providing information to visitors and supporting association members, whilst managing nine regionally significant tourism businesses.

Our Tourism Division:

- Supports 600+ member business through marketing, visitor servicing and industry development.
- Undertakes destination marketing through margaretriver.com and its associated social media channels.
- Provides visitor information through online and in-person services at the Busselton and Margaret River visitor centres.

Our Capes Foundation Division:

- Provides visitor experiences at Ngilgi, Mammoth, Lake and Jewel caves; Cape Naturaliste and Cape Leeuwin lighthouses; Forest Adventures; and Eagles Heritage.
- Curates retail experiences at our sites which assist visitors to remember and share their holiday.
- Undertakes Ground Handling at Busselton Margaret River Airport.
- Invests in projects throughout the region which grow economic, environmental, social, and cultural outcomes for our community through tourism.

The work of the Association is underpinned by our Corporate Services Division which provides finance, human resources, legal, and information technology systems support across the organisation.

MRBTA's Board

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

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

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

2022 Board Elections

Two (2) positions will be declared vacant at the 2022 AGM to be held on Tuesday 25th October 2022, due the terms of the current Directors expiring:

- Barry House
- David Willcox, *Common Ground Trails*

David will be re-standing for re-election, but Barry has chosen to retire at the 2022 AGM.

Who can join the Board?

MRBTA 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 join the MRBTA Board.

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

Board members 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 is 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 join MRBTA's Board?

Being a MRBTA Board member 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 if you have the passion and ability to make the necessary commitment. As a MRBTA Board Member you are part of the team that works to ensure that tourism in the Margaret River Region contributes to positive economic, environmental, social, cultural and Aboriginal outcomes for our community.

What is required of Board Members?

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

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

Board members may also be consulted by the Chair regarding various issues in between meetings and should be willing to regularly attend MRBTA Member Mingle functions. Board members 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 2023

Thursday 23 Feb | Thursday 30 March |
Thursday 27 April | Thursday 25 May |
Thursday 29 June | Thursday 27 July |
Thursday 24 August | Thursday Sept 21 |
Tuesday 24 October (incl AGM) |
Thursday 23 November | Thursday 7 December

All dates TBC

What is the length of a terms?

MRBTA's Board members 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 members are not paid for attending meetings. 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 at the MRBTA 2022 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 27th September 2022.

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

2022 BOARD ELECTION TIMINGS

13 th September	Calls for nominations 6 weeks prior to the AGM
27 th September	Nominations close 2 weeks after being called
	Notice of AGM provided 21 days prior to AGM
4 th October	Online Ballot packs (including nominee credential statements) distributed one week after nominations close
25 th October	Online Postal Ballot closes at 16.30
25 th 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 MRBTA's Register of Members by emailing the public officer (sharna. Kearney@margaretriver.com).

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

Appendix: Desirable Skills & Attributes of Board Members

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 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. will 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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