

Guidelines and Selection Criteria - 2026

Purpose

The purpose of the Ken Hore Tourism Mentoring Program (known as the 'Mentoring Program') is to honour the contribution made by the late Ken Hore to the Gippsland and Phillip Island tourism industry. Ken had a long association with members throughout the Gippsland and Phillip Island tourism industry. He encouraged their business and personal development with his generous support and commitment to others and offered a guiding hand to many of the industry's newest recruits.

The Mentoring Program provides an annual career development opportunity to young tourism professionals or new entrants in the Gippsland and Phillip Island tourism Industry. The Program will:

- Promote skills and excellence among young people and new entrants into the tourism industry extending 'tourism networks' and providing a 'broader understanding of the industry'
- Contribute to the continued development and growth of tourism in Gippsland and Phillip Island; and
- Perpetuate the memory, skills, and contribution of Ken Hore
- Provide an opportunity for young achievers and new entrants to grow professionally
- Provide an opportunity for young achievers and new entrants to share their experience with their peers and the industry on completion
- Support recipients to be ambassadors for the Gippsland and Phillip Island tourism industry

Now in its 12th year, the Program has gone from strength to strength and has seen 75 participants graduate. The program was recognised with a Silver Award in the 2025 Victorian Tourism Awards training category.

Criteria

The Mentoring Program is available to individuals who have joined the tourism industry in the last 5 years who are working in the tourism industry in Gippsland or Phillip Island. Applicants may be full time, part time or casual and can be working in any aspect of the private or publicly funded tourism sector.

Written applications are now open, and the successful applicant/s will be selected by a panel made up of Destination Gippsland, Destination Phillip Island and Bass Coast Shire Council representatives.

(Please note applicants from these organisations are also eligible to apply).

2026 Program

The Mentoring Program will provide the successful recipient with mentoring support and opportunities that include:

- Complimentary ticket to any industry development workshops/events provided by Destination Gippsland, Destination Phillip Island and Bass Coast Shire Council
- Meet and Greet day – providing an introduction to the tourism boards and the structure of the Victorian Tourism industry. (To be held in either Gippsland or Phillip Island)
- 3 Family days - Melbourne (Visit Victoria and Victorian Tourism Industry Council offices), Phillip Island & Gippsland
- Six once a month mentoring session with an assigned leader in the Gippsland or Phillip Island tourism industry
- Opportunities to directly learn and experience their area of special interest in the tourism industry (this could include appointments with business owners/managers, behind the scenes tours, hands-on experience, meetings with peak industry bodies)
- Encouragement of networking between mentees.

Obligations

Obligations apply to the major parties involved in the Mentoring Program as follows:

The Successful Recipient

The successful recipient is obligated to:

- Undertake a brief public speaking engagement at one tourism industry event
- Produce at least one article for Destination Gippsland and Destination Phillip Island industry newsletters throughout the year
- Attend all events in your region and in Melbourne
- Reply to correspondence in a timely manner
- Provide feedback to the program organisers throughout and at the completion of the program. A feedback survey will be sent to you at the end of the program.
- Six once a month mentoring session with an assigned leader in the Gippsland or Phillip Island tourism industry.

Employers of Applicants

The cost of the program is \$300+ GST for each participant.

We encourage employers to pay this cost on behalf of their employees toward this professional development opportunity.

Employers of applicants are obligated to provide their employee with the following:

- Time off work or flexible work arrangements for them to attend the selection interview and undertake the various mentoring opportunities (may include travel cost reimbursements)
- Continue to provide existing employment responsibilities including WorkCover while the successful applicant is undertaking the Mentoring Program

\$300+GST fee does not cover accommodation or travel expenses – employer to consider this an additional cost.

Destination Gippsland and Destination Phillip Island

Destination Gippsland and Destination Phillip Island jointly administer the Mentoring Program with the support of Bass Coast Shire Council including:

- Promotion of the Program
- Facilitating the selection process
- Introducing the recipient to the relevant parties to work and undertake the mentoring opportunities
- Promoting and publicising the recipient and their employer

Application process

Written applications open Friday 23rd January 2026.

Applications close 5pm Thursday 19th February 2026.

All applicants will be contacted with application outcome on Friday 20th February 2026.

Successful applicants will attend interview on Monday 2nd and Tuesday 3rd March 2026. Online interviews are an option if required.

First meeting date: Meet and Greet – After April school holidays

Application requirements include the completion of the [application form](#) covering personal profile, employment history, two references, a statement of support from their employer/business partner and responses to three questions:

1. What would you like to achieve from the Mentoring Program?
2. What is your specific area of interest in the tourism industry and why?
3. What ideas do you have on how the Gippsland and Phillip Island tourism industry can improve?

Selection Criteria

The selection criteria will be weighted to include:

- Reasons for applying
- Career goals
- Qualifications and Background
- Industry Involvement
- Interview performance and referee comments

Selection Panel

- A selection panel of three members with representation from Destination Gippsland, Destination Phillip Island and Bass Coast Shire Council will short list candidates. All short-listed candidates will be interviewed by the Selection Panel. The decision of the Selection Panel will be final.

For more information

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