

DESTINATION PHILLIP ISLAND

Board Member

Expressions of Interest

March 2026

OVERVIEW

Expressions of Interest is currently being sought for two new Board members to be appointed to the Destination Phillip Island Board for a **term of up to three years**.

Destination Phillip Island is the peak tourism organisation for Phillip Island and San Remo, Victoria, focusing on the development and growth of the tourism industry, strategic tourism development and advocacy for the region. Recently formalised as a Visitor Economy Partnership recognised by State Government in December 2025 and holds a partnership agreement with the Bass Coast Shire Council.

Skills/experience sought in this recruitment we are looking for two skills-based Board members with a focus on the areas of -

1. IT and AI skills who can provide guidance to support our industry's work in this field
2. Government relations
3. Wellness industry and/or marketing and product development skills

Board Positions are voluntary however an expense allowance is available

Closing Date: Thursday 2 April 2026 email to dpi@visitphillipisland.com.au

Proposed appointment date: 1 June 2026

ABOUT THE ORGANISATION

Destination Phillip Island Regional Incorporated is the peak tourism organisation for the Phillip Island and San Remo region. It is an incorporated not for profit association established in 2013 by Tourism Victoria (now Visit Victoria), and the State Government of Victoria with the member local government organisation being Bass Coast Shire Council.

Recently the organisation was formalised by the State Government as a Visitor Economy Partnership which sets out the following deliverables-

- deliver enhanced leadership and collaboration at a regional level
- tailor industry strengthening support to address regional needs
- encourage increased community support for tourism
- facilitate enhanced visitor dispersal and experiences
- undertake collaborative destination marketing and regional conversion
- provide insights and investor connections that inform a strengthened pipeline and product development
- provide regional context and insights to inform government policy development, decision making and investment priorities
- ensure continued crisis preparedness and support relative to the visitor economy

Tourism is a major contributor to the Phillip Island/Bass Coast region positioning the region as the most tourism dependent in Victoria, and in the top 10 across Australia.

In 2024, the Phillip Island/ Bass Coast region attracted over 3.3 million visitors contributing to \$893m in expenditure. This supported 6700 direct/indirect jobs which represented 38.7% of jobs available in the region. Total visitor nights exceeded 2.86 million with an average domestic stay of 2.83 nights.

Destination Phillip Island partners with local businesses to promote the development of sustainable tourism and supporting infrastructure and services.

More information about the organisation can be found destinationphillipisland.org.au or the region's tourism product and marketing position at visitphillipisland.com.au.

STRUCTURE AND ROLE OF THE BOARD

Our Board comprises independent Chair, the CEO of Bass Coast Shire Council plus eight skills based Board Members.

As a Board Member of Destination Phillip Island, you will help drive the development of tourism in the region by leading industry strategy and pursuing infrastructure, product development, marketing, and relationships with a wide range of stakeholders. Specifically, you will:

- Review and monitor the implementation of the annual plan/ Phillip Island and San Remo Destination Management Plan 2033
- Determine policies governing the operation of Destination Phillip Island Incorporated
- Approve and monitor the Annual Business Plan and Budget
- Ensure compliance with all legal requirements of the association

The Board meets as often as required to conduct the business of the association-generally six times each calendar year. Meetings are held in various Phillip Island locations, and by electronic means.

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

Expressions of Interest are sought for the appointment of Board Members for terms of up to three years according to the Board's rotation system of governance. Current Board Members whose terms are expiring are eligible to re-nominate.

RECRUITMENT OF BOARD MEMBERS – GENERAL INFORMATION

Who are we looking for?

We seek Board Members who possess and display;

- **Curiosity** - Board Members must have an inquisitive nature, and the ability to process an enormous amount of information
- **Emotional Intelligence (EQ)** - Board Members act as part of a collective board. It is essential to be attuned to your fellow Board Members, able to listen to hear and to seek to understand what motivates yourself and others.
- **Formal skills** - Board Members should be lifelong learners who are prepared to continue to build and hone these skills as the external environment changes.

Selection Criteria

Applicants will be assessed by the Committee against the following criteria, including the applicant's ability to apply their skills, backed by their experience.

Board Member-specific skills:

- Leadership
- Accounting and finance
- Legal, regulatory and governance
- Risk management
- Strategic design planning
- Negotiation
- Strategy
- People management
- Government relations
- Tourism Industry knowledge

Personal qualities:

- Good judgment
 - Communication skills
 - Active contributor
 - Confidence
 - Integrity and honesty
 - Intellectual curiosity
 - Discipline
 - Interest in Phillip Island
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All Board members are expected to possess the ability to:

- contribute to decision-making of the organisation
- network and act as an ambassador promoting the peak body to a range of stakeholders in the Tourism industry and/or Government.
- understand of the regional, national, and international tourism environment.
- attend regular board meetings and important related meetings, with adequate preparation for meetings including reviews and comments on minutes and reports.
- fully participate in the governance process, including an understanding of the policy role of a Board.
- Work as part of a team and build working relationships with fellow Board Members and committee members, including those with different backgrounds and ways of thinking.
- actively participate in evaluation and planning efforts, volunteering for, and willingly accepting, additional projects and duties.
- Whilst formal qualifications from a body such as of the Australian Institute of Company Directors is desirable, it is not essential.

SECTION CRITERIA

1. Demonstrated skills and genuine interest in the following:

IT knowledge, AI impacts and opportunities

Or / Tourism/Wellness/Marketing/Visitor Experience

And the following -

- a. A connection to and/or experience in tourism in a Phillip Island/Gippsland or regional context
 - b. Government & stakeholder engagement (both State/ Regional)
2. Demonstrated understanding of the uniqueness and participation in the interests of promoting Phillip Island and San Remo
 3. Demonstrated understanding and experience of the role, risks and responsibilities of a Board Member, including an understanding of the ethical, legal and financial responsibilities.
 4. 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.
 5. Financial literacy relates to the competent interpretation of association financial reports.
 6. Strategic thinking specifically the demonstrated ability to identify and develop strategic direction as it relates to the mission and goals of Destination Phillip Island
 7. Effective interpersonal and communication skills and the ability to successfully build and manage sustainable relationships related to Destination Phillip Island

SELECTION AND APPOINTMENT PROCESS

Expressions of Interest for appointment to the Board will be reviewed by our Appointment Panel, with recommendations then made to the existing Board for endorsement.

Appointments will be made based on the skills of applicants and the needs of the Board. Interviews will be conducted for short-listed applicants.

WEBSITES

Corporate: <https://www.visitphillipisland.com.au/destination-phillipisland>

Consumer: <https://www.visitphillipisland.com.au/>

FOR INFORMATION ABOUT SERVING ON THE BOARD

Please contact: Jeff Webb – Chair

E: jeffwebb@jnw.au

HOW TO APPLY

Expressions of Interest (by way of Cover Letter, Resume, and details of referees) should be **submitted by email no later than Thursday 2 April 2026** to Kim Storey, General Manager Destination Phillip Island dpi@visitphillipisland.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 Phillip Island and the Phillip Island tourism industry?
 - What is your interest in joining the Board?
2. Their **Resume** demonstrating relevant skills and experience
3. Details of **referees** (name, position/business, contact phone)
4. Your **contact information** (address, phone, email, mobile)