



Murray River Lakes & Coorong Tourism Alliance

Information for Board Members

July 2017

<p>Organisation</p>	<p>The Murray River Lakes & Coorong Tourism Alliance (MRLCTA) was established in 2016 by its regional tourism stakeholders; Rural City of Murray Bridge, Coorong District Council, Mid Murray Council, Alexandrina Council and Regional Development Australia Murraylands & Riverland (RDAMR) as a Regional Tourism Organisation (RTO).</p> <p>MRLCTA is not a legal entity in itself; it is auspiced by Regional Development Australia Murraylands & Riverland. Its core operations are funded by the above mentioned stakeholders under a three-year Funding Agreement and by the South Australian Tourism Commission (SATC) under an annual Funding Agreement (specifically related to employment of a Tourism Development Manager (TDM)).</p> <p>MRLCTA is responsible for the holistic development of tourism, including marketing and promotion, destination development and advocacy in the Murray River Lakes & Coorong region. MRLCTA takes a destination management approach to the development of tourism in the region to consolidate and build the visitor economy. MRLCTA plays an important role in consolidating the strategic direction of the tourism industry for the region.</p> <p>MRLCTA provides a vehicle and core resources to facilitate collaboration and cooperation between industry (both tourism and non-tourism), all levels of government, community groups and relevant industry associations to optimise the economic value of tourism in the region.</p>
<p>Term</p>	<p>Half of the persons elected to the inaugural Board of MRLCTA were appointed for one year with remaining members appointed for two years (determined via ballot). All persons subsequently elected to the Board shall remain members of the Board for a period of two years and half of such members shall retire from the Board each year.</p> <p>A retiring Board member shall be eligible to stand for re-election without nomination.</p>
<p>Location</p>	<p>The Murray River Lakes & Coorong region comprises the local government areas of Rural City of Murray Bridge, Coorong District Council, Mid Murray Council, Alexandrina Council, District Council of Karoonda East Murray and Southern Mallee District Council.</p> <p>Meetings for MRLCTA are usually held at the Murray Bridge offices of RDAMR or alternate location(s) as determined by the MRLCTA Board.</p>
<p>Core functions</p>	<p>The core focus areas for MRLCTA are:</p> <ul style="list-style-type: none"> • Destination marketing: Communicating with potential visitors to influence their destination preference, intention to travel and ultimately their final destination and product choices; • Destination development: Coordination and development of amenities, facilities, products and services that support the region to deliver quality experiences for visitors and enhance residents' well-being; and • Destination management: Coordination of tourism, industry, government and community leaders in planning for the future and management of the region as a destination.

Board structure	<p>MRLCTA is governed by a skills-based board comprised of industry and stakeholder representatives. The Board comprises 5 to 8 members (maximum) including:</p> <ul style="list-style-type: none"> • An independent Chair; selected via an Expression of Interest (EOI) process in line with required skills and experience set out in a separate Position Description; • Two members are nominated from amongst the four funding councils (Rural City of Murray Bridge, Coorong District Council, Mid Murray Council and Alexandrina Council) as agreed between the Councils and in line with the skills requirements set for industry/community members (refer below); and • Between two and five industry/community members are selected via an independent EOI process in line with the skills requirements set out below. <p>The Deputy Chair shall be nominated by the Board from amongst its Members.</p>
Staffing	<p>A full-time Tourism Development Manager is employed by RDAMR under a three-year contract. RDAMR has full operational responsibility for the staff member who is based at the RDAMR office. The TDM reports directly to Chief Executive Officer of RDAMR against a work-plan agreed with the MRLCTA Board.</p> <p>The TDM acts as Executive Officer to MRLCTA Board and provides reports against the agreed work-plan and against the Strategic Plan, Business Plan, Marketing Plan and budget.</p>
Meeting frequency	<p>Meetings are held bimonthly or more frequently as may be determined by the Board as required. Meeting dates, times and location(s) will be determined by the Board the commencement of each calendar year.</p> <p>Special meetings may be called by the Chairperson or at least two Board members at any time.</p>
Board Member responsibilities	<p>The Board is responsible for facilitating development of the Murray River Lakes & Coorong tourism economy through identifying strategic priorities, securing partnership funding, and ensuring that there is an alignment between tourism related objectives and activities of the various local partners and between local and regional initiatives.</p> <p>The Board will review matters, establish priorities and oversee the implementation of initiatives as set out in its guiding plans.</p> <p>It is expected that members will:</p> <ul style="list-style-type: none"> • Attend and actively participate in each meeting using existing skill and knowledge sets, and available resources to support MRLCTA. • Actively maintain communication and relationships to support MRLCTA including liaising in a timely way with relevant stakeholders (and proxies if required). • Contribute to setting the agenda for meetings and developing key plans. • Behave in a manner that respects the interests and viewpoints of other members. • Declare any potential or actual conflicts of interests on matters that are brought before the Board. • Actively participate in Board sub-committees and working groups. • Facilitate in a timely way any tasks allocated to and accepted by them.

<p>Skills, experience and attributes of Board Members</p>	<p>The Board as a collective will have a range of skills and experience including:</p> <ul style="list-style-type: none"> • financial management • legal / corporate governance • marketing & promotions • environmental management • tourism industry (including events) • business management (general) • previous Board / committee experience <p>Each Board Member is expected to meet the following attribute requirements:</p> <ul style="list-style-type: none"> • Ability to work with a diverse team to achieve outcomes • Strategic outlook • Effective communication skills • Ability to influence and generate support • Ability to contribute time for meetings and be involved in working groups <p>Knowledge of the Murray River, Lakes & Coorong tourism region would be an advantage.</p>
<p>Remuneration</p>	<p>Board members serve as volunteers without remuneration.</p>