



## NEVT Committee Membership Policy (2008)

### 1. Background

North East Victoria Tourism Inc is the association which forms the Campaign Committee for the tourism region of Victoria's High Country in North East Victoria. The committee is charged with the responsibility of ensuring effective development and marketing of regional tourism, and is majority funded by grants from Tourism Victoria.

Our primary goal is to work cooperatively to increase visitation, yield, and length of stay in North East Victoria. This is achieved through the concerted marketing of our key product strengths of food & wine, touring, adventure, and ski.

The Campaign Committee comprises skills-based representatives from across the North East. The aim is to ensure that committee members bring a range of skills to assist the committee achieve its goals. The committee requires members to possess a regional approach, and who have a demonstrated history of leadership, lateral, and strategic thinking. Typically, the committee seeks a mix of members with tourism industry related strengths such as marketing, PR, planning, finance, food, wine, research, economic development, and management.

Geographically, the region encompasses the municipal boundaries of:

- Alpine Shire
  - City of Benalla
  - Indigo Shire
  - Mansfield Shire
  - Murrindindi Shire
  - Rural City of Wangaratta
  - Strathbogie Shire
  - Tawonga Shire
- and the Alpine Resorts of:
- Mount Buller
  - Mount Hotham
  - Falls Creek
  - Lake Mountain

Representing the key product strengths of food & wine, touring, adventure, and ski are a range of partner organisations including, but not limited to:

- The Great Alpine Road Marketing Inc
- North East Valleys Food & Wine group
- High Country Adventure
- Board of Alpine Resorts Tourism
- Murray to the Mountains Rail Trail
- Milawa Gourmet Region
- Alpine and Mount Buffalo National Parks
- Ned Kelly Country

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#### North East Victoria Tourism Inc.

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##### Executive Officer – Will Flamsteed

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## 2. Membership of the Campaign Committee

Member terms are for a period of two years, with approximately half of the committee positions expiring at each AGM.

Members are required to attend (generally) monthly meetings which are held most often in Wangaratta or Melbourne, and usually take between 3 and 4 hours. Should three consecutive meetings be missed, the member may be asked to step down from the committee.

Membership is entirely voluntary and intending applicants should understand the necessity for regular time and travel commitments at their own expense.

All paperwork (agendas, briefing papers, and minutes) is distributed electronically thus members need regular and reliable access to email and printing facilities.

There is a requirement for representation from the committee to various reference groups as established by Tourism Victoria and committee members may be asked to be involved in various extra duties as needs arise.

The committee is supported by part-time Executive, Administration/Finance, and Project Officers. At various times through the year, as funding allows, we may also engage other short-term contractors to assist in marketing delivery.

## 3. Application and Selection Process

Applicants should demonstrate their experience in working as a member of a committee, and their understanding of regional cooperative marketing in tourism.

Each applicant should also supply **letters of support** from any applicable regional tourism association, local government body, or employer, along with a **brief CV**. Selection to the NEVTi committee is based upon the applicant's demonstrated skills and experience. Members should possess demonstrated skills in the following areas:

- Experience in marketing, public relations and communications
- High level regional perspective
- Ability to think laterally and strategically
- Team spirit
- Leadership qualities
- Proven business ability and experience in the private sector and /or Public sector agency experience in a tourism related field

NEVTi seeks applicants who bring regionally focused attributes to a cooperative team environment, and who are in a position to encourage the local tourism industry to invest in co-operative marketing opportunities. Committee members need to also demonstrate an appreciation of the needs and interests of the tourism industry, State and Local Governments as well as visitors to the region.

**Applications** should be submitted electronically to the Admin & Finance Officer at [admin@nevt.com.au](mailto:admin@nevt.com.au). **Covering letters** should be addressed to: Helen Moran, Chairman, North East Victoria Tourism Inc, PO Box 502, Bright Vic 3741 and sent to the email above.

Applications will be reviewed by a panel consisting of the Chairman of North East Victoria Tourism Inc., a Tourism Victoria representative, and a third nominee. The panel will recommend appointments based on skills and experience. In the instance where the Chairperson's position is being renewed, the Deputy Chair or a continuing NEVT member will sit on the review panel.