

Destination Gippsland Ltd – Background

The need for a peak industry body for the Gippsland tourism industry was acknowledged in the Gippsland Sustainable Tourism Project and at the Gippsland Tourism Open Space Summit in June 2007. It is also one of the founding objectives of the highly successful Gippsland Tourism Industry Leadership Program.

A working party was formed to progress its potential establishment. The working party, comprising nine members, participated in a workshop, held September 14, 2007 to develop the peak body's role and charter.

The working party members included members from:

- Tourism industry – Mike Nichols
- Local government – Lyndon Webb and Glenn Patterson
- Gippsland Tourism Industry Leadership Program – Emma Harry
- Destination Gippsland Inc – Ken Hore
- State Government – Paul Albone (Tvic)
- Tourism managers – Phil Rickards
- Land managers – Chris Rose (Parks)
- Gippsland Tourism – Chris Buckingham

The terms of the current General Service Agreement signed by the six members of the Gippsland Local Government Network, Parks Victoria and Tourism Victoria, that underpins the General Manager Gippsland Tourism role expires in June 2008.

In light of the progress made through Gippsland Tourism, the Steering Committee appointed through the General Service Agreement committed to develop a proposal for the formation of a new peak body.

Under a company structure, charitable or not-for-profit organisations will generally be registered as public companies that are limited by guarantee. Limited by guarantee means the liability of the company's members is limited to the amount the members undertake to contribute to the property of the company if it is wound up.

Destination Gippsland Ltd is a simple yet innovative way of providing leadership. It will be the independent peak body for the Gippsland Tourism Sector. It will be established as a 'not for profit' company limited by guarantee with a skills based board of directors.

Destination Gippsland Ltd will drive the development of tourism in Gippsland by leading industry strategy and pursuing infrastructure, marketing and relationship development on behalf of members, stakeholders and the community.

Its funding will come primarily from Gippsland's six local governments and State Government through a series of General Service Agreements to be entered into for three year terms. There will also be substantial contributions made by the industry through co-operative marketing activities undertaken on behalf of the Gippsland tourism sector.

The *core activities* of Destination Gippsland Ltd will drive and deliver 3 key elements for the tourism sector in Gippsland:

Marketing

- Encourage identified target markets to visit the region in order to grow yield and encourage dispersal

Product and industry Development

- Enhance the visitor experience by building a adaptive, resilient and professional industry

Infrastructure and Investment

- Ensure development of sustainable infrastructure and investment by identifying and facilitating the strategic gaps and priorities to ensure our competitiveness

Destination Gippsland Ltd will enter into contracts with, and provide services to the tourism sector including business, Local Government and State Government Agencies

Beneficiaries

Destination Gippsland Ltd will provide a range of benefits to the following benefactors:

Industry - Collective voice, Influence – more effective lobbying for local government support through the Gippsland Local Government Network, optimise resources, greater return on investment, opportunity for growth, interdependency, etc

Local Government - Triple bottom line outcomes, strengthen and enable the industry (Industry steps up), infrastructure investment, optimise resources, easy to build a case to continue to invest in tourism, one point to engage, breaks down parochialism, encourage interdependency, etc

State and Federal Government - Single point of reference, some grant programs become more accessible, enhances opportunity to partner, strengthens concept of Jigsaw, provide business case to support state and federal decision making it improve resource allocation, etc

Land Managers - One voice with priorities presents a better opportunity to realise industry's desired outcome, strengthens partnership, supports lobbying on issues/opportunities, etc

Our Communities - Demonstrate the value of tourism, community strengthening through their engagement, developing a broader perspective about the region, etc

The proposal to establish a Peak Industry Body for the Gippsland Tourism Sector has widespread support from key stakeholders.

The success of Destination Gippsland Ltd will depend on the way it works together with key stakeholders and ensures that the momentum generated by the sector over the last 2-3 years is maintained. It will require the support of the industry, government and community in order to deliver.

Below is a diagram of Destination Gippsland Ltd's Governance model. Extensive consultation has been undertaken in the development of the model.

If you have any questions please contact Chris Buckingham General Manager Gippsland Tourism on 0429 869 638

Governance Model

Members

Members will include the Six Local Governments

Members will self select, agree to the Company objects, appoint the Chairperson and Directors. Risk will be mitigated through a limited guarantee company with constitutional indemnification for Members, Directors and Officers.

**Destination
Gippsland Ltd
Board**

Directors will be appointed for their skills. The Board will be the Peak Body for Gippsland Tourism Sector and will ensure Industry strategy is implemented and provides a single point of leadership, coordination and representation.

**Chief Executive
&
Employees**

Initial Operational
Functions

Marketing

Product and
Industry
Development

Infrastructure and
Investment

**Consultation and Relationship Development with Tourism
Operators and Stakeholder**

Governments

Possible joint venture
Partners, related
Industry groups and
others

