

PERSON SPECIFICATION / EXPRESSION OF INTEREST

BOARD MEMBER, DESTINATION SOUTHERN LAKES INCORPORATED (DSL)

Purpose

This statement has been prepared to assist candidates who may be considering expressing interest in a role as a Board Member of **DESTINATION SOUTHERN LAKES INCORPORATED (DSL)** and will also be used by the DLS Board Appointments Panel in selecting appropriate candidates.

Introduction

DSL is the Queenstown Lakes destination management organisation (DMO). It will work collaboratively with the district's regional tourism organisations, Destination Queenstown (DQ) and Lake Wānaka Tourism (LWT), Queenstown Lakes District Council (QLDC) and other relevant third parties to support the implementation of initiatives from *Travel to a Thriving Future* - the destination management plan (DMP) for the Queenstown Lakes.

The destination management plan has the vision of a regenerative visitor economy by 2030 including the Carbon Zero 2030 ambition. The plan is an output and priority initiative of the region's Grow Well | Whaiora Spatial Plan.

The DMO will have a lead role in the management and implementation of the destination management plan, with the goal of a future focused, regenerative visitor economy across the Queenstown and Wānaka region. It will bring to life initiatives which support the visitor economy to add value across social, cultural, environmental, and economic measures. The DMO creates the environment to support the desire of our communities and businesses for change to a regenerative tourism model.

As a new entity, the DMO is seeking to appoint a Board comprising no more than seven Board Members, of which, one will be appointed as Chair at the first meeting of the Board. Applications are sought from suitably qualified candidates for these Board positions. Refer to the DSL constitution for further detail https://www.qldc.govt.nz/media/oi5hases/dsl_rules_12-5-23.pdf

The Role of Board Member

The Board Member will be selected based on a recommendation from the Board Appointments Panel to the DSL members at a Special General Meeting. The successful candidates will subsequently be announced publicly. The selection aims to ensure that a DMO board contains the skills necessary to enable and implement the destination management plan - *Travel to a Thriving Future* for the Queenstown Lakes region.

This is an exciting journey that brings opportunities for everyone in the region and greater wellbeing for people and the planet. Regenerative tourism goes beyond typical sustainability projects that minimise environmental harm. Instead, it contributes holistic value that benefits communities, the environment, and the economy.

In general terms, we look for people with a certain level of underlying skills such as financial literacy, good communication, strategic awareness, an ability to take a wide perspective on issues and an interest in the journey to a regenerative tourism future.

Specialist skills and experience that will be favorably considered for this specific vacancy include:

- prior experience as a director, trustee or in a similar governance role,
- knowledge and experience in destination management and marketing at an international, national and local level,
- knowledge and experience in the tourism sector in New Zealand,
- understanding and knowledge of the Queenstown Lakes region and importance of the visitor economy,
- someone who values and has a passion for regenerative tourism.

The following list, taken from the expectations required of directors of Crown owned companies, is illustrative of the skills generally desired:

- > An ability to add value.
- > An ability to clearly communicate orally and in writing.
- > A wide perspective on issues.
- > Integrity and a strong sense of ethics.
- > Common-sense
- > Organisational and strategic awareness.
- > An appreciation of the role of the Council, DoC and Iwi as stakeholders.
- > An ability to distinguish corporate governance from management.
- > Financial literacy.
- > A well-developed critical faculty.
- > The ability to be information orientated.
- > Knowledge of the responsibilities of directors duties.
- > An ability to work in a team and collaborate.

Additional Specific Skills Desirable at Present Time

Looking forward, the board of the DSL will find itself increasingly involved in dealing with:

- > Ensuring a strong relationship exists with DMO partnerships and key stakeholders.
- > Operational safety and efficiency and capital expenditure associated with continued implementation of the DMP.
- > Working with key partners and stakeholders towards strategic destination management and regenerative tourism.
- > Maintaining strong relationships with community and local residents.
- > Capital rationing and financial planning in order that the DMO can fund its strategic plans in order of priority, and continue to deliver positive outcomes for the region.

Factors to be considered

The following factors may assist individuals considering applying for this position:

- > A strong background in financial planning and management, audit and/or risk management will be a significant advantage in considering applicants for the current vacancy.
- > Residence inside the Queenstown Lakes District is not a prerequisite to appointment but is desirable. Priority in appointments will be given to the candidate who can best satisfy the requirements of the role.
- > All potential conflicts of interest must be disclosed in a candidate's expression of interest. Examples of conflict of interest include: a directorship or senior management role at an airport, RTO, New Zealand Tourism Board, an interest in development which might not align with the DMP, etc. Persons with potential conflicts should not feel discouraged from expressing interest but will be expected to resolve the conflicts before appointment if successful.
- > Persons not qualified to hold office as a director (e.g., an un-discharged bankrupt) should not apply.