

# TOURISM NOOSA

## BOARD DIRECTORS 2025

### ELIGIBILITY CRITERIA

#### General Skills of All Directors

1. Effective and proven planning skills
2. Ability to successfully execute plans
3. Experience in management of people
4. Effective people leadership and communications
5. Ability to prioritise activities and initiatives
6. Ability to project culture and values into Board and Business activities

#### Desirable skills:

##### 1. Financial and business management acumen

- a. Ability to read and analyse financial statements
- b. Ability to create financial models and cash flow-based dashboards
- c. Strategy execution skills and planning
- d. Operational risk identification and management
- e. Ability to define and allocate resources against strategic outcomes

##### 2. Legal and Compliance and Company risk management

- a. Experience in corporate governance and familiarity with NFP sector
- b. Ability to review and assess contracts and legal agreements
- c. Ability to guide discussions of legal options
- d. Ability to identify and assess regulatory risks
- e. Ability to define mitigation strategies for primary legal and compliance risks
- f. Familiarity with relevant Australian Regulations including Consumer Law

##### 3. Experience Tourism and Destination Management

- a. Practical application of experiential marketing and regenerative tourism
- b. Proven skills in driving a strong brand that aligns with the customer experience and shared destination values
- c. Effective communication with internal and external stakeholders to build stakeholder relations and organisational reputation

##### 4. Future Focused

- a. Maintains a strong interest in technology innovation
- b. Has a broad understanding of global impacts in relation to tourism
- c. Ability to identify and convert tourism opportunities for the benefit of the destination

##### 5. Community Engagement and Stakeholder Relations

- a. Demonstrated experience in fostering meaningful engagement between the tourism sector, local government, business operators and residents.
- b. Ability to navigate differing perspectives and address concerns about visitor impacts
- c. Ability to contribute to balanced, sustainable tourism strategies that respect Noosa's environmental and community value.