

Independent Chairperson and Board Member Positions

Brand Tasmania

Are you looking for a unique leadership opportunity? Brand Tasmania, the first statutory place branding authority to be established in Australia, is seeking expressions of interest to fill up to 10 Board Member positions, including the Chairperson. This is an exciting opportunity for people with the right skills to shape and nurture one of our State's most important assets – our brand.

Brand Tasmania is responsible for taking a contemporary best practice approach to ensure that Tasmania's image and reputation is strengthened locally, nationally and internationally, and is promoted and protected as a key asset of the Tasmanian community.

Brand Tasmania is established under the *Brand Tasmania Act 2018*, which specifies its statutory objectives, functions, powers and responsibilities.

The Brand Tasmania Board is a skills-based Board. People who are passionate about Tasmania and have any of the following skills are encouraged to apply for Board positions:

- place branding and public diplomacy;
- heritage conservation, biosecurity, environmental conservation, and natural resource management;
- trade and exporting from Tasmania;
- industry development;
- brand marketing and communications, including research and digital technologies;
- community engagement;
- corporate governance, including finance, accounting and strategic planning;
- legal and commercial skills; and
- public sector administration.

As a governing Board, the Board of Brand Tasmania is responsible for ensuring effective systems and processes are in place to shape, enable and oversee management of Brand Tasmania to achieve its statutory objectives. Applicants will need to provide a written application detailing how their relevant skills, knowledge, attributes, experience and qualifications are relevant to the role.

Applications are encouraged from all regions of Tasmania.

Board members will be paid in accordance with the *Tasmanian Government Board Fee Policy*.

Location: Brand Tasmania is a statewide organisation, as such Board meetings will occur around the State.

How to apply: For more information about the Chairperson or Board Member positions, please visit www.dpac.tas.gov.au/divisions/policy/brand_tasmania_project

Queries can be directed to Ms Mel Gray, Director Policy, DPAC by phone on

(03) 6232 7141 or by email at mellissa.gray@dpac.tas.gov.au

Expressions of Interest close **5pm Friday 25 January 2019**.