

## BRAND TASMANIA BOARD

# EOI: Board Members

October 2024

**ABOUT BRAND TASMANIA**

Brand Tasmania is the first statutory place-branding authority to be established in Australia. Because of the enormity of our ambition and the small size of our team, we operate as a client-service organisation, partnering with stakeholders across business, all tiers of government and the community to empower Tasmanians to tell their story in words, in images and, most importantly, through action.

Brand Tasmania is responsible for taking a best practice approach to ensure the Tasmanian brand is strengthened locally, nationally and internationally, and is promoted as a key asset of the Tasmanian community. Our mission is to inspire and encourage Tasmanians and those who want to be Tasmanian to quietly pursue the extraordinary. We help Tasmanians express the Tasmanian brand: at all levels of government, in business, and across the community. Our purpose is to bring more value to everything Tasmanian.

Explore our [website](#), learn about our [projects](#), and sign up as a [partner](#).

**ABOUT THE BOARD**

The Brand Tasmania Board (the Board) is established under Section 10 of the [Brand Tasmania Act 2018](#). The Board is a skills-based Board, comprising between 9 and 11 Members appointed by the Governor on the recommendation of the Minister.

Brand Tasmania has reached the end of its first five years. It is time to develop our next five-year strategic plan and the next phase in our work for and with Tasmanians.

The Tasmanian brand is a unifying cultural expression and strategy, built through research with Tasmanians and our customers in the rest of Australia and around the world. Our work encompasses trade, tourism, investment, workforce attraction, student attraction and – most importantly – community action.

That is, you and what you do.

The evolution of Brand Tasmania includes the evolution of the Brand Tasmania Board. We are inviting expressions of interest from community members to join our Brand Tasmania Board, our think tank, who can help us translate our research into strategy for the next five years.

The Brand Tasmania Board will meet approximately six times per year to help the Brand Tasmania team work through problems and opportunities to benefit our partners in business, in the community, and in all levels of government. We promise these conversations will be fun, challenging, and rewarding.

### SKILLS BASED BOARD

The Board is a skills-based Board and the Act specifies that the Board Members, collectively, are to have expertise relevant to the Authority's objectives and functions, in addition to qualifications or experience in, or including expert knowledge of, most of the following matters:

- 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.

### REMUNERATION

Remuneration has been set at \$500 per meeting for the Chairperson and \$370 per meeting for Members.

Board Members will also be reimbursed for reasonable, actual out-of-pocket expenses associated with attending Board meetings.

### HOW TO APPLY

Are you already a Tasmanian partner? Do you buy Tasmanian whenever possible? When you hear about a decision, do you already ask yourself, "Is it Tasmanian or not?" Do you already talk about what makes Tasmania different and special with your friends, family, and colleagues? Do you want to help Tasmania, and Tasmanians, quietly pursue the extraordinary?

If this sounds like you, we invite you to apply. Please provide the following:

- A cover letter of up to 2 pages, detailing your interest in joining the Board, and your relevant skills, experience, and interest.
- A resume supporting your application.

Please email your application to [welcome@brandtasmania.com.au](mailto:welcome@brandtasmania.com.au).

Applications must be submitted by 5pm AEST on Sunday 20 October 2024.

### MORE INFORMATION

For more information about this opportunity please contact Todd Babiak, CEO Brand Tasmania at [todd@brandtasmania.com.au](mailto:todd@brandtasmania.com.au)