



Gippsland Tourism Industry Leadership Program

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The Gippsland Tourism Industry Leadership Program (GTILP) is a ground breaking industry development initiative.

Auspiced by Destination Gippsland Ltd, the annual program provides a diverse range of businesses with the opportunity to develop vision, passion and drive. This not only helps them in their own business, but aims to provide inspirational training and motivation to build ongoing leadership for the region's tourism industry.

The broad goals of the program are to:
Develop leadership relevant to the tourism industry
Build individual leadership skills
Build leadership networks
Strengthen leadership capability within the industry

Expectations of the GTILP are:

- *For the participant:*
 - Confidence, personal gain, new skills and knowledge, building capacity to achieve in their life and learning positive leadership.
- *For the participant's business*
 - Developing networks and being with operators with the same mind set.
- *For the participant's community*
 - Impacting with their Regional, Local and Business Tourism Associations (RTA, LTA and BTA) and supporting the whole of the Community
- *Regional benefits*
 - Unity, commonality, bridging gaps with a unified regional agenda



Participants are required to apply for admission to the program. They are not only required to be very 'switched-on', but to also be able to see the bigger picture.

It's expected that they will form an ongoing network and will play a key role in providing positive leadership in their part of Gippsland.

The annual GTILP comprises six full-day workshops, held every three weeks, a mid-year reflection and an opening and closing two-day 'residential'.

The program imparts theoretical knowledge as well as practical learning, but not in a text book or lecture room sense. It involves much discussion, debate and conversation.

A variety of locations, venues, themes and activities are integral to the success of the program.

Most of it is concerned with personal challenge and reflection, rather than strategy and technique.

Each workshop involves two to four specialist speakers who are recognised leaders in their field, plus personal development exercises.



The concept of the GTILP has assisted with the development of the Melbourne Tourism Industry Leadership Program, and has inspired plans to launch the Grampians Tourism Industry Leadership Program in 2010.

There has also been considerable interest to develop a leadership program in Western Australia, Queensland and Northern Territory.



Key findings:

- *Effective tourism destinations need strong and visionary leadership to thrive.*
- *There needs to be vision and leadership displayed by the industry from the coalface to the regional level. One does not work well without the other.*
- *Some people are born leaders, while many others need some nurturing to bring out latent ability.*
- *Techniques for community leadership and facilitation can be taught, but good leadership programs are more about self development of personal and interpersonal skills.*