



Visitor Economy Advisory Committee – terms of reference

PURPOSE OF COMMITTEE:

- To provide expert advice and recommendations on all tourism-related matters;
- Conduct tasks and projects to strengthen the visitor economy on WCC behalf;
- Build and enhance relationships and partnerships of the visitor economy; and
- Collect, evaluate and determine trends and outcomes to enable evidence based advice.

TERM

Initially 1 year with a review for subsequent years up to 3 year maximum term.

COMMITTEE STRUCTURE:

The committee will comprise at least five but no more than eight industry representatives, two Councillors and two senior officers.

The expertise and experience being sought for the committee is:

- destination marketing and promotion experience;
- tourism attraction/operator experience;
- product and industry development experience;
- broad business or government experience; or
- experience on regional tourism boards or similar

Selection criteria for community membership:

- ability to represent and advocate for different segments of the tourism industry;
- knowledge and experience of tourism operations, marketing and infrastructure issues;
- extensive knowledge, experience and proven success in a strategic tourism position or advocate role or wider related industry;
- demonstrated commercial acumen, innovation and entrepreneurial flair;
- experience in dealing with tourism operators, LGA's and the wider industry; and,
- experience on similar boards, committees or roles.

COUNCIL MEMBERS:

Cr Owen and Cr Herbert are the Councillors appointed to this Advisory Committee.

The Manager, Visitor Economy will provide administrative support and secretariat tasks to the committee.

APPOINTMENT OF CHAIR

The Chair will be the nominated Councillor, as appointed by Council.

MEETING TIME AND FREQUENCY

The committee will meet monthly but no fewer than 10 occasions annually.

MANAGING CONFLICT OF INTEREST

Members must be aware of and manage their own conflict (and potential conflict) of interest relating to matters discussed by the committee, bearing in mind that the committee is advisory in nature.

REPORTING REGIME

Minutes of each meeting will be presented to Council at the subsequent Council meeting.

MEETING PROCESS – Quorum

A quorum is the Chairperson (or Acting Chairperson) and at least half of the ordinary members.

If a quorum is not present within 20 minutes of the time appointed for the commencement of the meeting, the meeting shall lapse.

If a quorum fails after the commencement of the meeting, the meeting shall lapse.

Business that is unfinished at the completion of a meeting may at the discretion of the Chairperson be referred to the next meeting of the Committee.