

# Terms of Reference: S355 Destination Coffs Coast Committee

## 1. PREAMBLE

The creation of this committee was based on the Action Plan of the *Marketing the Coffs Coast as a Tourism Destination* body of work, adopted by Council on 13 November 2014.

The inaugural Coffs Coast Tourism Strategic Plan 2020, adopted by Council on 26 May 2016, further defined the renewed terms of reference of this committee

The Committee is established under Section 355(b) of the *Local Government Act* 1993 (the Act) which states that a function of council may, subject to Chapter 12 of the Act, be exercised by a committee of the council.

## 2. THE VISION

A true collaboration model for guiding the strategic direction of tourism on the Coffs Coast.

## 3. SCOPE/ROLE

1. To provide advice on the strategic direction of tourism by:
  - a) Leading the development of a tourism strategic plan
  - b) Reviewing strategic performance
  - c) Participating in external monitoring and evaluation of the strategic plan
2. To advocate on behalf of the tourism industry by:
  - a) Liaising with tourism stakeholders and represent their views
  - b) Providing information, direction, advice and support to relevant tourism stakeholders
3. To lead and coordinate an industry development and engagement program on behalf of the tourism industry by:
  - a) Providing regular industry development, capacity building, service excellence training and other educational opportunities
  - b) Coordinating regular networking opportunities for tourism and hospitality operators

## 4. DELEGATIONS

The Committee has delegation to provide advice on the strategic direction of tourism to Council, advocate on behalf of the tourism industry, and provide industry development initiatives for the tourism industry.

The Committee has no financial delegations from the Council.

The office bearers have delegation to speak on behalf of the Committee to media and other agencies as outlined in the DCCC media procedure.

## 5. COMPOSITION OF THE COMMITTEE

The committee has 11 voting members consisting the following:

1. 1 x CHCC Councillor
2. 1 x BSC Councillor
3. 1 x Coffs Harbour Chamber of Commerce Board representative (Coffs Harbour LGA)
4. 1 x Bellingen Shire Chamber of Commerce representative (Bellingen LGA)
5. 1 x nature-based stakeholder organisation representative
6. 4 x Coffs Harbour tourism industry representative (Coffs Harbour LGA)
7. 2 x Bellingen tourism industry representative (Bellingen LGA).

Each voting member is required to sit on at least one of the sub-committees / working groups.

The committee also has five ex-officio members which are:

- a) CHCC Director Sustainable Communities
- b) CHCC Group Leader City Prosperity
- c) CHCC Section Leader, Industry and Destination Development,
- d) BSC Manager Economic and Business Development, and a
- e) DNSW representative.

Members with advanced leadership qualities, strategic planning expertise and knowledge of tourism in the areas of: financial management, tourism investment, industry development and capacity building, tourism marketing, regional tourism product and experience development, tourism visitor markets, nature-based tourism, events and festival organisation, and quality tourism and hospitality operations.

Potential members will be required to submit an application that addresses a set of criteria.

Committee members hold membership until they:

- i. Fail to attend three consecutive meetings without leave of absence; or
- ii. Move their permanent place of residence outside the Council or surrounding local government areas; or
- iii. Deliver their written resignation to Council; or
- iv. Receive written notification from Council that their membership of the Committee has been terminated.

## **6. MEETINGS OF THE COMMITTEE**

Meetings shall be held bi-monthly on a day and at a time to be determined by the Committee.

A quorum of members is required at all meetings and shall be over 50% of all voting members.

## **7. OFFICE BEARERS**

1. Chair – CHCC Director Sustainable Communities
2. Vice Chair – to be elected at the first meeting of the new Committee
3. Chairs of the Working Groups
4. CHCC to provide secretariat for the meeting

## **8. TERM OF OFFICE**

The Committee will serve a term of four (4) years which aligns with the local government electoral term.

A structural review of the Committee will take place towards the end of the term.

Council reserves the right to dissolve the Committee at any time by a resolution of Council.

## **9. SUB-COMMITTEE(S) / WORKING GROUPS**

The establishment of any sub-committees or working groups will be limited to provide advice and/or direction, based on their investigations, on the specific matters they are tasked with, only within the limitations of the terms of reference for the Committee. The scope / role is as follows:

1. Industry Engagement Working Group
  - a) To advocate on behalf of the tourism industry
  - b) To lead and coordinate an industry development and engagement program on behalf of the tourism industry
2. Nature Based Working Group
  - a) To provide advice on nature based tourism issues, projects, trends
  - b) To advocate on behalf of the nature based tourism industry
3. Accommodation Working Group
  - a) To provide advice on accommodation issues, projects, trends
  - b) To advocate on behalf of the accommodation providers

Meetings shall be held bi-monthly (in the alternate month to DCCC meeting) on a day and at a time to be determined by the Committee.

## **10. EXPENDITURE**

Unless expressly resolved by Council the Committee (including any sub committees) has no powers to commit nor expend any Council funds.

## **11. RECORD KEEPING**

Record keeping is the responsibility of the secretariat.

Agendas to be circulated 3 days prior to the meeting. Minutes to be circulated within 7 days.

## **12. ANNUAL REPORT**

An annual report on the Implementation and Evaluation Processes as defined within the Coffs Coast Tourism Strategic Plan 2020 will be prepared and submitted to Coffs Harbour City Council and other relevant stakeholders.

## **13. RULES, REGULATIONS AND PROCEDURES**

Refer Coffs Harbour City Council guidebook for S355 Community Committees (Appendix 2).