

# Terms of Reference: Destination Coffs Coast Committee

## 1. Purpose and/or Objectives

The purpose and objectives of the Destination Coffs Coast Committee are follows:

1. To provide a true collaboration model for guiding the strategic direction of tourism on the Coffs Coast.
  2. 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
  3. 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
  4. 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

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.

## 2. Scope

The scope of the Destination Coffs Coast Committee is to provide strategic advice, advocacy, leadership and coordination in regards to the committee's purpose and objectives in relation to tourism for the Coffs Coast Region.

## 3. Meeting Arrangements

The Destination Coffs Coast Committee will hold bi-monthly on a day and at a time to be determined by the Committee. The Chairperson can call a special meeting at any time with reasonable due notice (5 working days).

## 4. Committee Composition

The Destination Coffs Coast Committee membership has 13 voting members and consists of the following:

- Three CHCC Councillors
- One Coffs Harbour Chamber of Commerce Board representative
- One Sawtell Chamber of Commerce Board representative
- One Woolgoolga Chamber of Commerce Board representative
- One nature-based stakeholder organisation representative
- Four Coffs Harbour tourism industry representative
- Two from the broader visitor economy industry (retail, hospitality, transport etc.)

The composition of the committee is to include 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.

The Destination Coffs Coast Committee also has the following five ex-officio (non-voting) members:

- i. CHCC Director Sustainable Communities
- ii. CHCC Group Leader City Prosperity
- iii. CHCC Section Leader, Industry and Destination Development,
- iv. Destination North Coast representative
- v. DNSW representative

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

A Council support staff member will be provided to assist and advise the committee and chairperson (e.g. meeting procedure, minutes etc.).

The Destination Coffs Coast Committee will consist of the following office bearers:

- a) Chairperson
- b) Deputy Chairperson
- c) Chairs of the Working Groups

The term of office for the Chairperson and Deputy Chairperson shall be twelve months (12) months. In the event that either the Chairperson or Deputy Chairperson retires or resigns, their replacement shall be by a majority vote of the Destination Coffs Coast Committee

The role of the Chairperson is detailed in the Council Committee Handbook.

#### 4.1 Sub-committees

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

Sub-committees / working group 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.

## 5. Length of Appointment

The committee members will serve a term of (4) years which aligns with the local government electoral term, or will mirror the electoral term if other than 4 years.

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

## 6. Delegations and Expenditure

The office bearer of the DCCC Committee (not sub-committees) have delegation to speak on behalf of the Committee to media and other agencies.

This Committee and any subcommittees, do not have any financial delegation.

## 7. Policy and Procedural requirements

All members of the Destination Coffs Coast Committee must, in all circumstances abide by the following:

- a) Council's Code of Conduct Policy
- b) Council Committees Handbook
- c) Destination Coffs Coast Committee Terms of Reference

Failure to meet the above requirements will be managed in accordance with the Council Committees Handbook and Code of Conduct.