

# BUNBURY GÉOGRAPHIE

Tourism Advisory Working Group

TERMS OF REFERENCE

July 2017

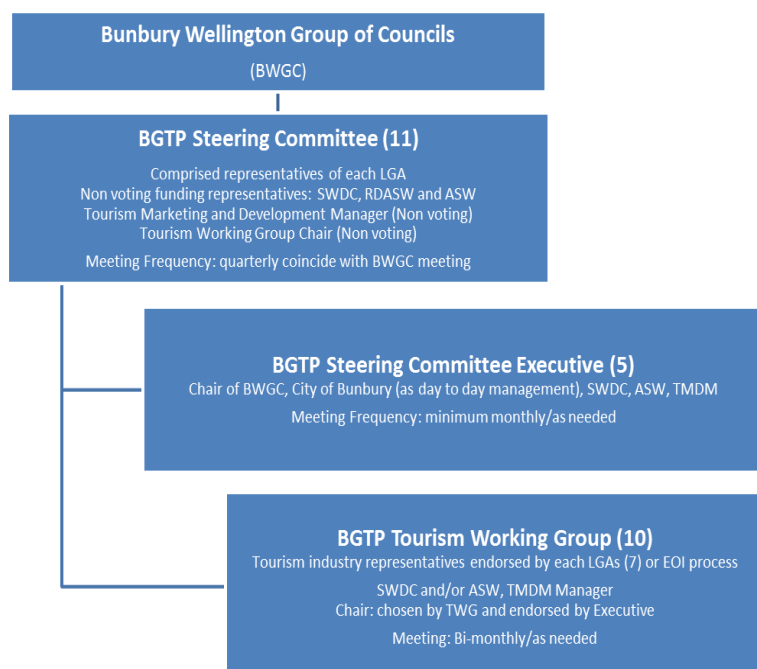
## INTRODUCTION AND BACKGROUND

In 2015, the Bunbury Wellington Group of Councils (BWGC) developed the Bunbury Wellington and Boyup Brook Regional Tourism Development Strategy and supporting Action & Marketing Plan to ensure the sustainable management, development and marketing of tourism in the region. The plan was developed with support from the South West Development Commission, Regional Development Australia, Tourism WA and Australia's South West.

One of the key directions of the plan under the heading of Strategic Destination Management is that BWGC should *lead and foster a strategic and cooperative approach to tourism*.

The plan also states that *best practice research for regional tourism destinations shows that planning and management for tourism involves a collaboration of industry, local government and community. The role of local government in tourism destinations is to support, facilitate, and help build the capacity of the local tourism industry in order for the industry to be sustainable, and to ensure the wellbeing of its residents.*

In June 2017, the Bunbury Geographe Tourism Partnership Steering Committee (the Steering Committee), consisting of the BWGC, and a representative from Australia's South West and the South West Development Commission, endorsed the formation of, and Terms of Reference for a Bunbury Geographe Tourism Advisory Working Group (the Working Group) to meet this key strategic direction.



## Tourism in Bunbury Geographe: Values and Vision

The following outlines the shared vision for tourism in Bunbury Geographe that was developed through the consultation process.

*Cooperate and support each other to achieve a sustainable and innovative tourism economic sector that: preserves our natural environment; fosters support from our community; celebrates and offers diverse and quality visitor experiences related to our natural environment, culture and heritage; and welcomes and cares for our visitors.*

*A leading nature and adventure gateway with quality boutique experiences in food, wine, culture and hospitality that inspires people to visit and indulge and indulge again.*

This vision is underpinned by the following values:

- Achieve a sustainable, innovative tourism economic sector;
- Preserve the natural environment;
- Cooperate and support each other;
- Communicate effectively with our community to foster acceptance and support for tourism;
- Celebrate and offer a diversity of quality visitor experiences related to our natural environment, culture and heritage; and
- Welcome and care for our visitors.

## TERMS OF REFERENCE

### **Purpose of the Working Group**

- Represent the Bunbury Geographe tourism industry.
- Advise and make recommendations to the Steering Committee and the Tourism Marketing and Development Manager (TMDM) on matters relating to tourism, the development of tourism and the future of tourism.
- Assist the TMDM deliver projects relating to the Regional Tourism Action and Marketing Plan
- Encourage industry and operator involvement with the Bunbury Geographe Tourism Partnership (BGTP)
- Raise community awareness of the value and benefits of tourism.

### **Title and Delegations**

- The committee shall be referred to as the Bunbury Geographe Tourism Advisory Working Group (TAWG or Working Group).
- The committee shall function as a non-voting advisory and working group.

### **Objectives**

- Inform and assist with the development, implementation and review of the Steering Group's priorities from the Regional Tourism Strategy Action and Marketing Plan.
- Advise and support TMDM and Steering Committee regarding tourism issues and make recommendations, as appropriate.

### **Tenure to the Committee**

- Representatives to participate on the TAWG will be given formal notification by their individual Council in writing.
- Representatives will be selected on a skills basis by their individual Council for twelve (12) month tenure or as required for the effective transition to an Industry and Skills-based Transition Board.
- Representatives not attending 2 consecutive meetings can be replaced at the discretion of the Steering Committee and the TMDM.
- Representatives must be willing to abide by the Terms of Reference for the Working Group.

### **Composition**

- 7 representatives of the tourism industry including a nominated Chair. One from each LGA
- TMDM

### **Optional Attendance**

- BWGC
- Representative of Australia's South West
- Representative of South West Development Commission
- Representatives of other relevant State Government Departments
- Representative of Regional Development Australia.

### **Responsibilities of Committee Members**

- To advise and make recommendations to Steering Committee on matters relating to tourism.
- Assist the TMDM implement the Regional Tourism Action and Marketing Plan
- To give advice to the best of their knowledge and ability that will help achieve the objectives of the working group.
- To provide general advice to the TMDM.
- Facilitate in a timely way any tasks allocated to and accepted by them.
- Behave in a manner that respects the interests and viewpoints of other members.
- To declare any potential or actual conflicts of interests on matters brought before the committee.
- All committee members will abide by the Local Government Policy for Code of Meeting Practice.
- To act in a manner that supports and encourages the development of the entire Bunbury Geographe region. Furthermore, they should be visitor focused when providing advice and recommendations.
- To provide a conduit to each local government area and the tourism industry for the TMDM.
- Assist in the creation of a successful, best practice, industry-driven Sub Regional Tourism Association as outlined in the Strategy.

### **Responsibilities of the Chairperson**

- To chair the meeting and exercise functions, as determined by the Working Group.
- To advocate for the Working Group and represent its decisions.
- To sign off minutes endorsed by the committee.
- Provide advice and feedback to the Steering Committee, as represented by the Working Group
- Extraordinary meetings may be called by the Chairperson.

### **Responsibilities of BWGC**

- Provide secretarial support, including minute taking, as appropriate. The ongoing role of the Working Group will be reviewed six-monthly. Relevant matters will be referred to the Working Group for consideration. Working Group recommendations will be referred to the Steering Committee for action.
- The Steering Committee at its discretion may review the role or structure of the Working Group.

### **General Meetings**

- The Working Group is to meet not less than bi-monthly, and at times and dates to be agreed at the first meeting. Additional meetings may be required to deliver projects in a timely manner.
- Replacement of members between terms will be nominated by the representing organisation/group.
- Other interested individuals may be invited to attend meetings as observers, or be invited to present to the meeting. However, they will only be recognised by consent of the Steering Committee, Chairperson and/or TMDM.

**Distribution of Information**

Recommendations of the Working Group are to be reported to the Steering Committee. Media releases are approved by the Steering Committee Executive and TMDM, and distributed by TMDM according to Local Government Media Policy.

The Chairperson and TMDM are the only spokespersons for the Working Group, on approval of the Steering Committee.

Individual Working Group members may not issue a media release on behalf of the advisory group.

**Variation to the Terms of Reference**

The *Terms of Reference* may be added to, repealed or amended by resolution of the Steering Committee, in consultation with or upon the recommendation of the committee.

**APPENDIX 1 - WEBSITES**

Department of Local Government and Communities Code of Meeting Practice

**Strategies and Supporting Documentation**

Bunbury Wellington Boyup Brook Regional Tourism Strategy

Bunbury Wellington Boyup Brook Regional Tourism Action and Marketing Plan