



TOURISM, EVENTS & MARKETING ADVISORY COMMITTEE

Terms of Reference

Policy No:	Terms of Reference - 003
Council Resolution Ref:	130/24
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Version No:	2
Responsible Officer:	Chief Executive Officer

1. Purpose

The Murweh Shire Council Tourism, Events and Marketing Advisory Committee ('the Committee') has been established to provide advice and recommendations on:

- The implementation of the Tourism Master Plan
- Opportunities to maximise tourism, marketing, and visitor servicing of the Murweh Shire Council area
- Strategies to develop and enhance the local tourism product
- Emerging themes and visitation trends applicable to the region
- Opportunities to enhance the coordinated delivery of tourism services

2. RESPONSIBILITIES

The Murweh Shire Council Tourism, Events and Marketing Advisory Committee is an Advisory Committee of Council and has been established under the framework of s265 of the *Local Government Regulation 2012*.

The Committee is empowered to do the following:

- Provide feedback and make input into the implementation of the Tourism master plan and other tourism initiatives identified by council
- Provide expert advice regarding opportunities and hindrances impacting on visitation and dollar spend of visitors within and from outside the region
- Recommend opportunities for increased service coordination between council and local businesses
- Recommend the allocation of funding support to eligible enterprises and groups

The Committee does not have the power to commit Council to any decision or action, or to direct Council staff in their duties. The Committee may make recommendations for consideration by Council, but Council reserves the right to accept or reject recommendations from the Committee.

3. MEMBERSHIP

Committee membership shall consist of (2) two Murweh Shire Council Councillors (with one (1) being elected the Chairperson), and a maximum of ten (10), and a minimum of five (5) additional people which could include the following:

- Councillor, Murweh Shire Council (Chairperson)
- Councillor, Murweh Shire Council
- Director of Economic Development
- Tourism Manager
- Corporate Marketing & Events Officer
- Cosmos Centre Manager
- WWII Secret Base Museum Manager
- Bilby Experience Manager
- Charleville Visitor Information Centre Manager
- Community Members (Maximum of 2)
- If required, the remainder to be made up of representatives with relevant tourism industry knowledge and / or experience.

The intent of the committee makeup shall be to encourage as wide a range of relevant representation as possible.

The makeup of the committee will have a preference for a gender and age balance and from a geographic range within the municipality. Industry experience from the following sectors will be considered:

- Retail sector
- Accommodation sector
- Food services sector
- Environmental sector
- Sport, Leisure and Recreation Sector
- Attractions sector
- Events sector

Ex Officio Attendees (not all are required, dependent on reports and agenda)

- Mayor and all Councillors
- Chief Executive Officer
- Director of Corporate Services



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- Morven and Augathella Visitor Information Centre Coordinators

Participating Organisations

Nominated member organisations will be contacted by the Chairperson (or nominee) and invited to identify a representative for the Committee.

3.1 Council Officer

Council Officers (Tourism Manager or delegates) will attend meetings as required and at the following meeting of Council will report the Committee's recommendations, with comments where necessary and appropriate.

3.2 Selection

Any external representatives of the Tourism, Events and Marketing Advisory Committee will be selected through an application process, advertised in a local newspaper, on Council's website and Council's social media channels.

Applications should include details of community involvement, previous experience of committee membership, relevant skills and reasons for nominating for the Advisory Committee.

If the number of applications does not exceed the number of vacancies, the Council will have the discretion to approve or not approve nominations, with consideration of the composition of the Committee as identified in Section 3. In the event of more than the required number of applicants for the available positions, recommendations will be forwarded to Council for determination.

3.3 Alternative Representatives

As required, alternative representatives may attend meetings on behalf of the named user groups. Alternative representatives are entitled to vote if the main representative of the user group is not present.

If a named representative is unable to attend three or more consecutive meetings, the Chairperson will contact the member and if required a new representative will be identified.

3.4 Council Endorsement of Nominations

Recommendations regarding the filling of any vacancies of the Committee will be submitted to Council for approval, subject to the requirements of "Section 3. Membership" being met.

3.5 Specialist Advice

Individuals and groups may be invited to attend Advisory Committee meetings to provide specialist advice. They must not be involved in the decision making process and cannot vote on any issue

3.6 Committee

The Committee will:

- Confirm the Councillor as representative of Murweh Shire Council to be the Chairperson
- Develop a schedule of Advisory Committee meetings and notify the Council
- Distribute information of relevance from the Committee to their member organisations and user groups



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- Confirm the accuracy of minutes at the next meeting of the Committee. The Chairperson must sign a copy of the confirmed minutes
- Actively participate in activities that support the achievement of the Purpose of the Committee

3.7 Attendance at Meetings

It is expected that members will attend all meetings. In the event of a committee member missing a meeting they should contact the Chairperson with notice of their absence and this will be recorded in the minutes.

If the member of the Committee misses three consecutive meetings without explanation the Chairperson will contact the member to determine if they wish to continue their participation on the Committee.

If a member resigns from the Committee, their position will be filled by a nominee from the same representative/user group.

3.8 Confidentiality

Information discussed, received, used or created by the Committee may be confidential. A Committee member must not disclose, discuss or otherwise make public confidential information, unless authorised by the Officer supporting the Committee.

Council may terminate a Committee member's appointment if they have been found to breach confidentiality requirements.

3.9 Conflicts of Interest

Conflicts of interest must be declared and the declaration must be recorded in the minutes.

The person declaring the conflict of interest shall not vote on the issue being considered and is required to leave the meeting for the purposes of discussion in private by the rest of the Committee.

3.10 Media

The Chairperson is empowered to be spokesperson for the activities of the Committee.

In the absence of the Chairperson, the other Councillor or Tourism Manager is empowered to be the spokesperson for the Committee.

Media releases, flyers, brochures, pamphlets or other sources of information distributed by the Committee must be first approved by the Tourism Manager, or nominee.

3.11 Chairperson

The Chairperson will be a Councillor representative from Murweh Shire Council.

The Chairperson may nominate a deputy chairperson being another Councillor representative or council officer from the Murweh Shire Council who will perform the duties of the Chairperson if the Chairperson is absent or unable to perform their duties.

The Chairperson is elected for the full four-year term or for their term as Councillor, and can renominate for a second or subsequent term on the Committee.



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4. OPERATING PROCEDURES

4.1 Meetings

At the beginning of each calendar year, the Committee will agree on a regular schedule of meetings.

Meetings will be held a minimum of four (4) times each year and may also be held over at certain times if it is agreed that there is no business to be dealt with by the Committee.

Additional, special meetings may be called as required. Committee members must be provided with two days' written notice of a special or additional meeting and the purpose of the meeting must be clearly stated.

4.2 Quorum and Decision Making

The quorum is a majority of representatives from the membership. However, if the number of members is an even number, one-half of the number is a quorum. No quorum will exist if the Chairperson or nominated replacement deputy Chairperson is not present.

No formal business shall be conducted by the Committee unless a quorum exists. If a quorum is not present, the Chairperson may decide that the committee meet for discussion only.

In forming recommendations consensus decision making is preferred. However, all members are entitled to vote and a matter may be voted upon at the discretion of the Chairperson. Committee members shall have one vote. The Councillor must vote.

If there is an equal division of votes, the Chairperson or Deputy Chairperson shall have a second or casting vote.

4.3 Councillor report

The Chairperson will report the key issues of each meeting to the next meeting of Council.

4.4 Recommendations and Actions

The Tourism Manager will authorise actions within their delegated authority and will refer other recommendations and requests to Council departments and/or Council for discussion and approval.

5. EVALUATION AND REVIEW

The composition, activities and Terms of Reference of the Committee will be reviewed at least every two years, or as required.

The results of any review shall be reported to Council prior to the second year of operation or earlier, if a quorum is unable to be formed for three successive meetings. The report shall consider:

- The Committee's achievements;
- The Purpose and Responsibilities of the Committee;
- Composition of the Committee;
- Whether there is a demonstrated need for the Advisory Committee to continue;
- Any other relevant matter.



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5.1 Cessation

An Advisory Committee ceases to exist at the conclusion of the period specified in the Terms of Reference, unless Council resolves that it continue.

Council may also disband a Committee following a review at any time during its operation.

6. RESPONSIBILITY

Responsible Officers:

Director of Economic Development

Tourism Manager

Corporate Marketing & Events Officer

7. Version Control

Version No.	Date	Approved	Amendment
1.0	21 June 2024	CEO	Terms of Reference