

## MidCoast Destination Management Plan Review - Reference Group

### Background

The MidCoast Destination Management Plan Review - Reference Group has been established to provide leadership, strategic advice and feedback to Council and the business community around the detailed review of the MidCoast Destination Management Plan. It does not have delegated functions under Section 377 of the Local Government Act 1993.

The Reference Group was established by resolution 297/2022 of MidCoast Council on 24 August 2022.

### Purpose

The primary purpose of the Reference Group is to provide guidance, support and advocacy to ensure the timely review of the MidCoast Destination Management Plan.

### Key tasks

Specifically, the Reference Group has been established for the purpose of:

- Contributing to Council's strategic planning process in relation to Destination Management.
- Assisting to identify and document destination management opportunities, programs and actions required to be undertaken to support the sustainable growth of the tourism industry and visitor economy across the MidCoast region.
- Assisting with consultation on the review of the DMP.
- Helping create ownership of the final document.
- Cooperatively engaging with other relevant bodies including but not limited to Destination NSW and Destination North Coast, to gain maximum benefit for the local community and the region.
- Working with Council and Council staff to develop a comprehensive destination management plan.

### Roles & responsibilities

#### Membership

The membership of the Reference Group shall comprise:

- Up to two Councillors

- A representative of the MidCoast Business Chamber
- A representative of Destination North Coast
- Up to six (6) members of the Tourism Industry

#### *Additional Membership*

The Group may nominate up to two (2) additional persons, if it is considered that additional skills and experience would benefit over a specific period or add value to the general performance of the Group

From time to time, other people who have a clearly defined interest in the topics being discussed by the Group may be invited to the meetings to contribute to discussions.

#### *Appointment*

A member's appointment may be ended on the basis of one of the following:

- resignation of a member;
- regular non-attendance at meetings (note: members shall be considered to have vacated their position if they have been absent from three meetings without an apology); or
- failure to respect protocols, conflicts of interest and confidentiality requirements (set out below)

#### *Administration*

A Council staff member is to attend meetings as a non-voting administrative resource.

#### *Staff Attendance*

Staff representatives, primarily from Council's Growth, Economic Development & Tourism team will be able to attend to provide updates on the development of the MidCoast Economic Development Strategy.

#### **Chairperson**

The Reference Group shall be chaired by a Councillor.

If the nominated person is not available, the replacement Chair shall be the other Councillor.

#### **Committee members**

The members of the Reference Group will be appointed by Council following a publicly advertised process.

Members shall be expected to bring diverse knowledge, skills, experience and meet the following criteria.

- A strong understanding of destination management in the current competitive environment, both at a regional and national level;
- Strong tourism networks and linkages;

- An ability to constructively participate in an advisory capacity;
- An ability to represent a broad range of views that reflect the diversity of the community;
- A strong understanding of contemporary destination management both locally and regionally;
- A strong understanding of the supply and demand levers underpinning destination management and influencing the sustainable growth of the tourism industry.
- A willingness to contribute positively to meetings in a fair and unbiased manner;
- An ability to look beyond personal interests for the benefit of the community and residents of the MidCoast;
- An ability and willingness to encourage participation from and provide feedback to the community regarding destination management;
- A capacity to commit to the Group for the required duration;
- A willingness to celebrate the success and achievements made in relation to destination management across the MidCoast region;
- An ability and willingness to operate within Council's established values.

### **Council support**

To enable the Reference Group to operate effectively Council staff shall provide:

- any material and draft documents to undertake tasks / projects and an opportunity for discussion at meetings (as agenda items)
- regular updates
- procurement services to engage external providers to support the development of the plan within the available budget.
- expert advice from the different areas of Council, as required
- open and transparent communications on community inclusion and wellbeing issues
- secretariat services and venues for meetings

### **Dissolution**

Council may determine to dissolve the Reference Group. This may be initiated for the following reasons:

- the Reference Group has achieved its purpose for establishment
- the Reference Group has become unproductive
- the Reference Group can no longer maintain membership in line with its terms of reference

- Council has determined the Reference Group no longer services the priorities and/or core business of Council
- Legislation has changed the roles and responsibilities of Council

## Commitments

### Confidentiality

From time to time, members may be required to review and comment on draft documentation that has not been formally considered by the Council's decision-making body.

In these circumstances, it is crucial members understand the status of any documentation and the importance of maintaining confidentiality if they wish to have preliminary input. Discussion may also take place on matters subject to State or Federal Government protocols that need to be adhered to.

Members may also be privy to financial, legal or personal information, which cannot be disclosed outside of the group. Each member is required to agree to the confidentiality requirements of the membership.

### Meetings and Protocols

The group shall meet regularly, at a time and location agreed by the members, for a maximum of 2 hours, unless otherwise agreed by the group.

A quorum for attendance shall be a minimum of half of the membership plus one.

The following meeting protocols shall apply:

- members shall respect the role of the Chair in the conduct of the meetings
- members shall respect the right of every member to speak and put forward their views
- members shall respect the Chair's decisions (if a consensus is not able to be reached) in relation to agenda items and timeframes
- meetings are generally run through consensus, however, should the need arise for a vote, only the Councillors and community members shall participate (i.e. Council staff are not to participate in any voting), having one vote each. Where there is an opposing view the members can choose to have their name recorded in the minutes stating their position.
- agenda and supporting documentation will be distributed electronically (by email) five days prior to the meeting date
- minutes, providing an overview of discussions and actions to be progressed, shall be taken at each meeting and made available to members within two weeks of the meeting. Minutes will be maintained electronically and distributed to members via email and are to provide an overview of discussions and actions to be progressed. Minutes shall be made publicly available on Council's website; however, it is recognised that confidential items are not be made public.
- Meetings may be undertaken by teleconference if required
- where possible, members shall be notified in advance of any confidential items

Any items raised outside of formal meeting times will be provided to members via email for discussion and comment.

## **Limitations**

Whilst the Reference Group may provide leadership and guidance to Council on Destination Management, the Reference Group may not:

- incur expenditure by Council
- make any payment to members of the reference group other than the reimbursement of properly incurred expenditure
- accept public liability risk from another organisation
- make grant applications dependent on or committing Council to expenditure, either initial or ongoing
- bind Council
- become involved in the day to day operations of Council activities
- on Council's behalf agree to any acquisitions of land

## **Code of conduct & Conflict of interest**

All members are required to comply with Council's Code of Conduct (copy attached to this document) and participate in Code of Conduct training and an induction provided by Council.

In accordance with the Code and training, a member of the Reference Group who has a financial, commercial or economic interest in any matter before the group (conflict of interest) must disclose the nature of the interest to the meeting and must leave the meeting while the matter is being considered.

## **Contact with the media**

Media enquiries relating to the work or operation of the Reference Group are to be referred to and managed by Council's Engagement, Communication and Education team. Media statements cannot be made by members of the Group.

Where a member considers that there needs to be a media comment in relation to any items discussed by the Group, the member must bring the matter to the attention of the Council staff representative.

## **Review**

An annual summary report, which captures the actions of the Group, is to be provided each year for inclusion in Council's Annual Report. Additional reports to Council may also be necessary when key milestones are reached, or to progress elements of a specific project or specific recommendations to Council.

The membership and these Terms of Reference are to be reviewed at the end of the Council term, within three months of the Council election.

## Governance

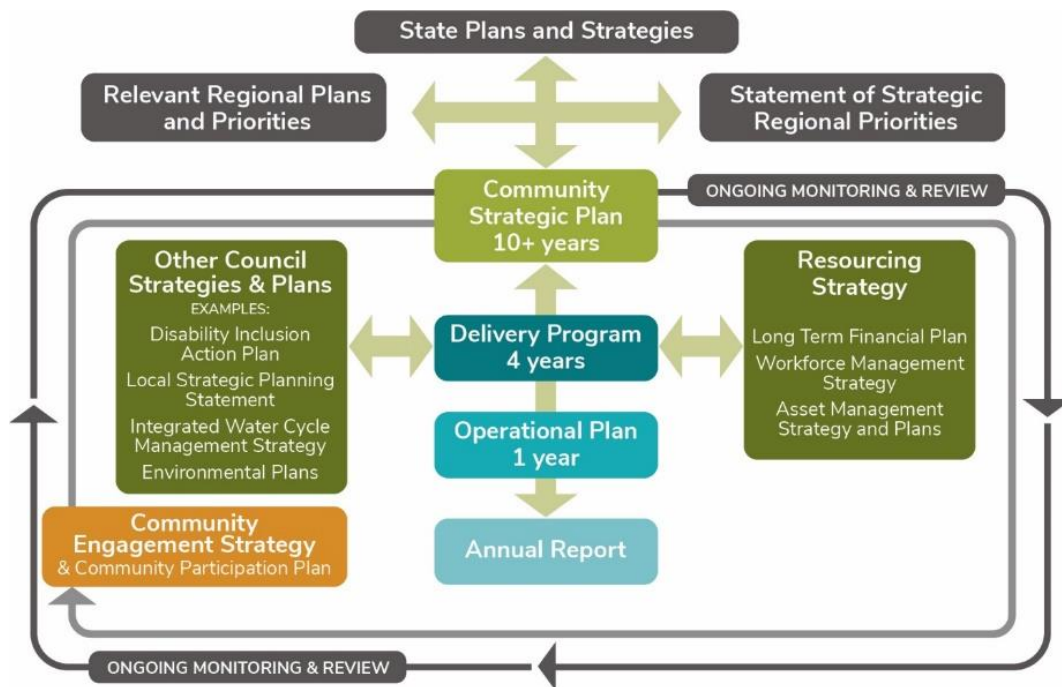
### Integrated planning & reporting requirements of Local Government

The scope of work for the MidCoast Destination Management Plan Review - Reference Group is to provide guidance, support and advocacy to ensure the detailed review of the Destination Management Plan.

Accordingly, the group supports the achievement of Delivery Program and Operational Plan strategies, focus areas and actions associated with supporting our towns and villages through sustainable economic growth.

This aligns with the Integrated Planning & Reporting Framework (shown below and outlined in the Local Government Act). All activities of the Group need to align with the outcomes in the Community Strategic Plan and subsequent endorsed Council strategies.

### Integrated Planning and Reporting Framework



### Attachments - [Policies Library - MidCoast Council \(nsw.gov.au\)](https://www.nsw.gov.au/policies-library)

- Code of Conduct
- Gifts and Benefits Policy

Version 2.0 – Increase tourism industry membership from five to six – resolution 396/2022