

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 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 Strategy 2023 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:

- two 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.)

Voting members have 1 vote each and decisions are made by majority vote.

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.

In addition to the Committee membership the following are invited to be regular attendees, but not voting members, of the Committee:

- i. General Manager
- ii. Section Leader Economic Development and Tourism
- iii. Team Leader Economic Development and Tourism
- iv. Destination North Coast representative
- v. DNSW representative

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.

4.1 Quorum and voting

As this Committee has delegations, the Quorum for meetings to proceed is 50% + 1 voting members. In the event that voting is required (e.g. appointing an office bearer), each voting member has 1 vote only.

4.2 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. Sustainability and 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 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.

5.1 Attendance

Attendance and continuity is integral to ensuring this committee meets its objectives and adds value to the City and community. In the event a member is absent for 3 consecutive meetings the City reserves the right to seek a replacement member. In the event that the member is the Councillor representative, the City will table a report to Council seeking a replacement Councillor representative, or if required, dissolve the committee.

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.

Decisions made by this committee under and within the committee's delegation and budget are to be forwarded to the City's Executive representative who is to allocate the actions to a City staff member to complete in accordance with the City's relevant Policies and Procedures (e.g. the Procurement Policy).

Any decisions or recommendations outside of this Committee's delegation will be forwarded to the City's Executive representative for tabling with the Executive Leadership Team for determination.

7 Review and assessment of the Committee

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

In the event that a committee fails to meet quorum requirements for 2 consecutive scheduled meetings, a report may be tabled with Council seeking to either refresh the committee membership or dissolve the committee.

8 Member Obligations

All members of this Committee must, in all circumstances follow:

- a) The City's Code of Conduct
- b) The City of Coffs Harbour Committee Management Policy
- c) The Committee's Terms of Reference
- d) Any relevant details in their letter of appointment

In the event a committee member fails to meet their obligations as detailed in the documents listed above, the City may terminate the committee members position and seek a replacement member.