



BYRON SHIRE COUNCIL

TOURISM ADVISORY COMMITTEE

CONSTITUTION

Preamble

The Tourism Advisory Committee is an advisory Committee of the Council and does not have executive power or authority to implement actions.

The role of the Tourism Advisory Committee is, independently of management, to report to Council and provide appropriate advice and recommendations on matters relevant to tourism in the Shire.

Purpose

The purpose of the Tourism Advisory Committee is:

- To lead and implement the strategies and actions of the Byron Shire Tourism Management Plan
- Foster links and engagement between Council, industry and community interests
- Work cooperatively with local, state and regional government departments and agencies, local tourism and business organisations, environmental stakeholder organisations and the community
- To advise Byron Shire Council in the sustainable development, marketing and management of tourism, including events and other cultural initiatives, representing the interests of both the tourism industry and resident communities across the Shire, with regard for the social, environmental and economic benefit of the Byron Shire community.
- Act as a focal point (external reference point) and forum for tourism businesses, organisations and individuals involved in the tourism industry in the Byron Shire Council area.
- Be aware of industry trends and statistics across local, regional, domestic and international platforms.
- Prepare an annual report to Council, stakeholders and the community to report on the progress in the implementation of the strategies and actions of the Tourism Management Plan. This annual report will serve as a performance review of the groups' effectiveness.
- To provide an annual budget for adoption by Council
- To provide direction to the various sub-committees established by the Tourism Advisory Committee to work on individual areas
- To consider the reports prepared by sub-committees and refer appropriate policy and strategic direction to staff for their appropriate action, including formal submission to Council

Membership

- Four tourism industry members, of whom at least one is to be associated with the tourism industry in Byron Bay, at least one associated with the tourism industry in Brunswick Heads, at least one is to be associated with rural tourism and at least one is to be associated with a small, family type tourism operation.
- One member from the Arakwal Corporation.
- Three community members who are not associated with the tourism industry and of whom at least one is from a rural area.
- One member from an environmental organisation.
- Two Councillors.

Members represent the sub-sector/ precinct identified, not a particular organisation.

Invited Guests

The Advisory Committee Convenor may request to seek further expertise and consultation as agreed to by the Group and if necessary arrange attendance of a person providing the expertise at a meeting. Any request for information to be at no cost to Council unless a budget is allocated by Council.

Term

- Appointments to the Tourism Advisory Committee are in a voluntary capacity only.
- Council provides for a term of 2 years, for the 2011 and 2012 calendar years.
- A Committee member shall hold office for a maximum of four years (the term of the current Council) after which they must stand down.
- Members standing down are eligible to re-nominate if they have not exceeded a four year term.
- Members standing down may hold office up to three months (transition period) after the Council election.
- The Committee may be dissolved/ created by Council resolution at any time. Council will appoint all representatives to the Committee, who shall be determined after a call for nominations by advertisement or through industry networks.
- Extraordinary vacancies on the Committee may be filled by Council appointment on the advice of the Committee, or through public advertisement or as resolved by Council.
- Members of the Committee shall cease to hold office:
 - If Council dissolves the Committee
 - By the death, mental incapacitation, bankruptcy or serving of a sentence for any offence but failure to pay a fine.
 - If a member provides a written resignation
 - If a member is absent for three consecutive meetings without having obtained leave of absence beforehand. An apology does not constitute approved leave of absence.

Pecuniary Interest

Any members of the Committee having a pecuniary interest in any matters being discussed by the Committee shall declare same at the meeting of the Committee and refrain from participating in the discussion. The interest will be recorded in the minutes.

Quorum

A quorum of the Committee will be 50% plus one of the appointed members, which must include at least one Councillor. If a quorum is not reached within half an hour of the appointed starting time, the meeting will be adjourned to a time determined by the Chairperson.

Confidentiality

Members of the committee will, in those circumstances where confidential matters are subject to deliberation, maintain confidentiality.

Audio Taping of Meetings

A meeting may be recorded to assist with administering the group meeting. If the meeting is being recorded, all members will be advised of this and it will be noted in the Report of that meeting.

Privacy

All group members are to abide by Council's Privacy Management Plan (#664918) relating to their access to personal information.

Election of Chairperson

The position of Chairperson is to be elected from Councillors comprising the committee

Voting

Each member of the committee is to have one vote. Staff members participating on the committee do not have any voting entitlements.

A majority decision of the committee comprises a majority of elected members present and voting on any item subject to the requirements of a quorum being met at the meeting.

Convening Meetings

At least quarterly meetings will be held.

A meeting of the committee may be convened in response to either the direction of the Byron Shire Council or by the Chairperson of the Committee.

Meetings operations

- Minutes of Tourism Advisory Committee meetings will be serviced by the Sustainable Communities Team via the Executive Tourism Officer and will be kept and presented to Council at its next meeting.
- Meeting notes shall be circulated to Committee members at least five days prior to subsequent meetings, together with an agenda and such reports to the Committee as required. Council's standard format for Committee meeting reports/ minutes will be adopted. Late correspondence or business items will be considered by the Committee if ruled by the Chairperson to be a 'matter of urgency'. The Servicing Officer to provide the Committee with details in a timely manner.
- Members of the Committee shall speak through the Chairperson.
- Consensus or show of hands, when required will decide matters.
- With the consent of the Committee, external agencies may be invited to address the Committee as required.
- Subject to Council's 'Code of Meeting Practice' (Policy No. 1.3, #835530) meetings of the Committee shall be open to the media and public as can be reasonably accommodated. Access may be denied in any case where the Committee, by resolution, so decides on the grounds that information/ items under discussion may prejudice Council's or an individual's interest.
- Members of the Committee are to abide by Council's Code of Conduct (Policy No. 1.8 #790333) at all times.
- Meetings will be held principally at Byron Shire Council administration office in Mullumbimby.

Role of Committee - research and policy development

The Committee is to facilitate strategic policy development and implementation on a range of tourism issues within the Byron Shire Local Government area and to make recommendations to Council accordingly, within the context of the Tourism Management Plan.

Project Groups

Project Groups may be established at the direction of the Tourism Advisory Committee to address issues clearly identified in the Tourism Management Plan.

The terms of reference for the Project Groups will be developed on a case-by-case basis and will clearly identify the role, the function and the reporting process and the expiration date of the Project Groups.

The Chairperson of a Project Group must have research or extensive practical experience and/or technical skills relating to tourism. The Secretary of a Project Group must have experience with

minute taking and report preparation and be familiar with relevant computer applications. Members of Project Groups must be able to demonstrate in their expression of interest relevant qualifications, skills and experience in sectors linked to the topic being addressed by the Sub-Committee.

Minutes of Project Group meetings will be kept on a Council database and presented to the Committee at least annually. These become part of Council's corporate records.

Project Groups will be expected to report to the Tourism Advisory Committee on a quarterly basis. The Tourism Advisory Committee may wish to feature the work of one or more Project Groups at its quarterly meeting. Key items from the Project Group report will be presented to Council via a report from the Tourism Advisory Committee.

Section 377 Delegation

The Tourism Advisory Committee does not have any delegated functions pursuant to section 377 of the Local Government Act (1993) and does not have the power to direct staff.

The Committee may make recommendations with regard to expenditure of budgeted funds and on policy relevant to Byron Shire Council's tourism industry. These recommendations will be submitted to Council for resolution.

Insurance

Council has in place 'Councillors and Officers Liability Insurance'. The terms of this insurance provide that, among other things, coverage applies to 'committee members of any special or advisory committee established by the policyholder under the Local Government Act'.

Grievance Procedure

Grievances relating to matters before the Committee will be dealt with according to the Complaint Handling Procedures and Sanctions in Council's Code of Conduct (Policy No. 1.8 #790333).

Publicity

Publicity relating to matters before the Committee and programs adopted by the Committee should be in the name of Byron Shire Council Tourism Advisory Committee and in accordance with Council Policy authorised by the Chairperson and the Media Communications Officer.

Selection Criteria

- Committee members will have an interest in Tourism.
- Committee members will have strong communication skills, a willingness to contribute, and be capable of informing and motivating others.
- Members will have ability and readiness to act solely in the best interests of sustainable Tourism in the Shire, without regard to personal interest or benefit.
- Members will bring their personal knowledge and experience to bear on issues of relevance.
- Members will have the ability and willingness to be an ambassador for the Shire and to represent the Shire positively to media, tourism organisations and visitors.
- It is highly desirable that Committee members have expertise in ONE or more of the following:
 - Marketing
 - Business development
 - Tourism business operation
 - Tourism association membership/ involvement
 - Knowledge of the tourism industry structure at a local, regional, state and national level
 - Knowledge of tourism distribution systems
 - Knowledge of the Shire's tourism product

- An understanding of the current and future needs and requirements of the tourism industry sector
- An understanding of the current and future needs and requirements of the Shire regarding the management of tourism
- Experience or working knowledge of tourism issues as an employee, resident or student
- An understanding of tourism issues from a community development or community services perspective
- Experience with a historical society, chamber of commerce, arts/ culture/ events, other local/ state/ regional organisation (eg NPWS, Economic Regional Development or Tourism Boards/ Committees) or from an industry that appreciates tourism as a secondary function to their core business.