

# Warren Blackwood Alliance of Councils

## Local Tourism Organisation Steering Group



## Terms of Reference

### Overview

The Warren Blackwood Alliance of Councils (WBAC) represents the Shires of Bridgetown - Greenbushes, Manjimup & Nannup.

A Local Tourism Organisation Steering Group will be appointed to develop and grow a Local Tourism Organisation (LTO) to act as a peak body for all tourism stakeholders in the WBAC and neighbouring regions.

The proposed aims of the LTO are to create a sustainable, prosperous and healthy tourism industry; to attract more visitors to our region, celebrate our culture and offer a quality visitor experience.

The LTO will have the capacity to represent its membership and act in a leadership role, liaising with local, State and Federal Governments, Regional Development, tourism bodies and regional developers and investors for best outcomes.

The LTO will develop networking opportunities for all members and organisations involved in the LTO to support each other for the benefit of the WBAC region and to grow their own enterprises.

Until the establishment of an incorporated LTO with board of management, the WBAC will be the overarching body for the LTO. Once the following objectives and outcomes have been met, the LTO board will have full control.

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# The Local Tourism Organisation Steering Group

## 1. Goals & Objectives

- Become the collaborative body of tourism, industry, local government and community.
- Develop strong collaborative partnerships between the tourism stakeholders in the WBAC region and surrounding regions.
- Develop a unified brand for the LTO and WBAC region.
- To develop opportunities for collaborative advertising and marketing activities (such as a presence at consumer expos, shows, digital campaigns and seasonal promotions).
- Develop a networking system for information sharing and tourism development opportunities including events, experiences and visitor services.
- To create a comprehensive tourism database.
- Audit all regional tourism websites and social media sites and all tourism stakeholder websites and social media sites.
- To create an incorporated body for the LTO with defined objectives, aims, purpose, values, vision and responsibilities.
- To have a paid membership base for the LTO within 12-18 months of formation.
- Plan for the development of a single regional tourism website.
- Plan for the development of regional tourism social media pages where applicable.
- To seek suitable grant opportunities to further develop the tourism potential of the region.
- Make recommendations to the WBAC towards maximising strategies which create and develop a coordinated approach to promoting the WBAC region and surrounding shires.
- Encourage development and education within the tourism sector.
- Develop a recommended budget for consideration by WBAC.
- Foster development of new and innovative tourism products to enhance service delivery.

## 2. Values & Vision

*To cooperate with and support WBAC tourism stakeholders to achieve a sustainable and innovative tourism sector that fosters support from the local community, promotes and encourages visitation, celebrates and offers diverse and quality visitor experiences, preserves our natural environment, culture and heritage, understands and supports tourism and welcomes and cares for our visitors.*

The vision is underpinned by the following:

- Achieving a sustainable and innovative tourism sector;
- Preserving and building on the heritage and historical aspects of the WBAC region;
- Cooperating with and supporting tourism stakeholders;
- Communicating effectively with the tourism stakeholders to foster acceptance and support for the LTO;
- Offering a diverse range of quality visitor experiences and new products;

- Celebrating the natural environment, local culture and heritage of the WBAC region;
- Welcoming and caring for visitors and residents;
- Fostering an ongoing collaborative partnership with the WBAC shires and surrounding shires.
- Improvement of service delivery models.

### **3. Purpose**

- Represent the tourism industry
- Advise and make recommendations to the WBAC on matters relating to tourism, the development of tourism and the future of tourism in the WBAC.
- Raise awareness of the value and benefits of tourism.
- Develop and grow a Local Tourism Organisation (LTO).
- Undertake actions in partnership with the WBAC to promote tourism.

### **4. LTO Steering Committee**

- The LTO Steering Group will guide the development of an LTO for the WBAC region.
- The LTO Steering Group aims to ensure the goals and objectives of the group are achieved.
- The LTO Steering Group will report to the WBAC.
- The LTO Steering Group shall be referred to as the Warren Blackwood Alliance of Councils Local Tourism Organisation Steering Group.
- The LTO Steering Group shall function as an advisory and working group.
- The WBAC Executive Officer will administrate the steering group.
- A quorum of 6 committee members are required for a meeting.
- If a member resigns, the replacement member will be nominated by the WBAC.
- Other interested individuals may be invited to attend meetings as observers, or be invited to present to the meeting.

### **5. Structure & Composition**

The LTO Steering Group committee members will comprise of representatives from:

1. Visitor Services
2. Accommodation
3. Attractions and Tours
4. Events
5. Business
6. Agri-business
7. Hospitality
8. South West Development Commission
9. Australia South West
10. Department of Parks and Wildlife
11. Western Australian Aboriginal Tourism Operators Council (WAITOC)
12. WBAC board member
13. Local Government CEO
14. WBAC LG Councillor

- The chair and deputy chair of the committee to be elected at the inaugural meeting.
- Positions 1-7 on the board must have even representation across the local government areas.
- Positions 8 - 11 will be ex-officio members.
- Positions 12 - 14 will be ex-officio and have no voting rights.
- Individuals will nominate themselves to their LG to be an industry representative on the steering group, the LG's will then review the nominations and make recommendations to the WBAC who will select the final steering group committee members.

## **6. Steering Committee Meetings**

The Committee will meet monthly for the first twelve months, times and dates to be agreed at the first meeting.

The location of the meeting will be rotated around the Shires of Bridgetown - Greenbushes, Manjimup & Nannup.

## **7. Responsibilities of the Steering Committee**

- To advise and make recommendations to the WBAC on matters relating to tourism and financial projects.
- To give advice to the best of their knowledge and ability that will help achieve the objectives of the committee.
- 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 that are brought before the committee.
- Individual committee members may not issue a media release on behalf of the committee or WBAC.

## **8. Responsibilities of the Chairperson**

- To chair the meeting and exercise functions, as determined by the committee.
- To be the spokesperson for the committee, as directed by the committee.
- To advocate for the committee and represent its decisions.
- To sign off minutes endorsed by the committee.
- Extraordinary meetings may be called by the Chairperson.

## **9. Responsibilities of WBAC**

- The WBAC Executive Officer will provide administrative support, as appropriate, for the first twelve months of the entity's operation.
- The ongoing role of the committee will be reviewed every six-months, or earlier if necessary.
- Relevant matters will be referred to the committee for consideration and information.

- Committee recommendations will be received by the WBAC for agreement and action.

## **10. Expected Outcomes of the Steering Group**

After a 12-18 month period it is expected that:

- An incorporated not-for-profit Local Tourism Organisation for the WBAC region will be formed.
- The name of the regional LTO will be decided.
- A membership structure will be finalised and regional positioning of membership determined.
- A comprehensive and current database of tourism stakeholders for the WBAC region and surrounding region has been completed.
- The LTO model will be refined and the functions defined.
- A budget for the delivery of the LTO model will be finalised.
- There has been careful management of tourism stakeholders which has been well co-ordinated, strategic, progressive and informative.
- Structure and formation of an LTO board recommended to WBAC.

*These Terms of Reference may be varied or revoked at any time by the WBAC if, in the view of the board, the WBAC Local Tourism Organisation Steering Group is not operating in accordance with its objectives or in the best interests of the stakeholders or WBAC. The WBAC shall not exercise this power of revocation unless all reasonable attempts at negotiation have been exhausted between the WBAC and the Local Tourism Organisation Steering Group.*

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