



Ningaloo Tourism Advisory Group Terms of Reference & Expression of Interest Application

Background

In late 2019 the Shire of Exmouth (the Shire) assumed responsibility for a number of the key functions of the Exmouth and broader Ningaloo destination including direct management of the Ningaloo Visitor Centre and the establishment of a new governance model to lead tourism development.

At the September 2019 Ordinary Council Meeting the Exmouth Shire Council formally endorsed the creation of the Ningaloo Tourism Advisory Group (NTAG) as a committee of council to operate under an appropriate terms of reference. The structure and composition of the NTAG will comprise a combination of representatives from the tourism industry, stakeholder government agencies and the Shire of Exmouth.

Expressions of Interest are now being sought for the appointment of Tourism Industry skills-based representatives to the NTAG for terms of up to 2 years.

1. EXPRESSION OF INTEREST – APPLICATION

Role of the Ningaloo Tourism Advisory Group

As a NTAG Industry Representative you will help drive the development of tourism for Exmouth and the Ningaloo region by leading industry vision and strategy including pursuing infrastructure, product development, marketing and developing relationships with a wide range of stakeholders.

The NTAG will meet as often as required and in the first year of establishment likely to be on quarterly basis with meetings held in Exmouth.

Selection Criteria

In addition to the above mentioned skills, applicants will be assessed by the selection panel on the following criteria:

- A strong understanding of the regional, national and international tourism environment.
- Demonstrated capacity to contribute to the decision making of the group at a strategic planning level.
- The ability to network and act as an ambassador promoting and advocating for Exmouth and the Ningaloo region to a range of stakeholders in the Tourism industry and/or Government.
- Ability to regular attend board meetings and important related meetings, with adequate preparation for meetings including reviews and comments on minutes and reports.
- Active participation in evaluation and planning efforts, volunteering for and willingly accepting additional projects and duties.

EOI Assessment

Applications for initial appointment will be reviewed by a panel selected by the Shire of Exmouth President with recommendations then made to the full Exmouth Council for endorsement.

Appointments will be made based on skills and not geographic or sector representation. Interviews may be held for short-listed applicants. It is expected appointments will be finalised by the end of February 2020 with the first meeting of the NTAG held in March 2020.

These are voluntary positions however a modest allowance is available to assist with travel and for legitimate reimbursements incurred in attending meetings.

How to Apply

Applicants should provide a covering letter addressing the selection criteria detailed above plus their resume and send via email the documents marked confidential by close of business Friday 14 February 2020 to:

Mr Cameron Woods
Chief Executive Officer
Shire of Exmouth
ceo@exmouth.wa.gov.au

All enquiries should be made to the Shire of Exmouth Executive Manager Commercial and Community, Matt Bird at emcc@exmouth.wa.gov.au, 08 9949 3000 or 0417 909 280.

2. NINGALOO TOURISM ADVISORY GROUP TERMS OF REFERENCE

Purpose

The Ningaloo Tourism Advisory Group is established to provide;

- Advice and strategic oversight of the tourism development and marketing of the Ningaloo destination, and support the ongoing development and implementation of initiatives (infrastructure, marketing, events, tourism experiences) to achieve the strategic tourism and economic objectives of the Shire of Exmouth.
- Support the marketing success and financial sustainability of the Ningaloo Aquarium and Discovery Centre and ensure engagement with the broader region in driving the success of this important tourism asset.

Responsibility of the Ningaloo Tourism Advisory Group

The Advisory Group is responsible for:

- Facilitating the exchange of information; providing advice and the development of relationships that assist in identifying potential pathways and synergies with National, State and Local Government organisations.
- Ensuring appropriate expertise is sourced on destination marketing; event; infrastructure and tourism product development initiatives and programs that support and promote the tourism, cultural and heritage values of the Ningaloo region.
- Identify and facilitate engagement and leverage opportunities with surrounding local government authorities and key partners to assist with the development of packages and promotional activities.
- Assist with identifying funding opportunities to enhance the product offering by providing

new, and refreshing existing experiences.

- Raise the profile of the Ningaloo Centre and the broader Ningaloo destination brand as an iconic tourism asset and build upon its current success in increasing visitation to the region.
- Ensure the Ningaloo Aquarium and Discovery Centre interpretative component remains relevant, refreshed and consistent with a high quality contemporary museum standard.

Authority of the Advisory Group

The Advisory Group will have delegated authority to approve strategic direction, appoint and apply resources deemed necessary including allocated funding for the effective marketing and promotion of the Ningaloo region.

The Shire of Exmouth has established a dedicated "Tourism Development Fund" Reserve that will have funds allocated on an as needs basis. This Reserve will be designed to attract and hold any third party partner funds in trust where appropriate. Once held in the Shire of Exmouth "Tourism Development Fund" Reserve these funds cannot be used for any other purpose. The Advisory Group will report regularly to the Shire Exmouth as per the requirements of a Committee of Council.

Structure and Composition of the Ningaloo Tourism Advisory Group

Ningaloo Tourism Advisory Group Membership;

- The Advisory Group shall consist of a minimum of five (5) members and a maximum of nine (9) members, with the Shire of Exmouth President (or nominated Shire Councilor) being a permanent member representing the Shire of Exmouth.
- The term of appointment for membership will be 2 years, with the exception of the Shire President (or nominee) which will be ongoing.
- Group members may be nominated for re-appointment upon expiry of their term up to a maximum of a further two consecutive terms. Should a vacancy occur during the term of appointment, the appointment to fill the casual vacancy will be filled by an invitation from the Advisory Group and subsequently endorsed by the Shire representative (the CEO).
- Representatives have a responsibility to attend meetings of the Advisory Group, contribute to discussion and vote on matters. A member of the Advisory Group may resign at any time. The resignation must be in writing in the form of a letter or email addressed to the designated Executive Officer, stating the member's intention to resign from the Advisory Group. Resignations will be acknowledged by the designated Executive Officer and Shire CEO.
- The Advisory Group may invite one or more persons to join the advisory group "by invitation" where it is deemed by the group that a specific expertise is missing in other members. The person may be a regular "standing" invitee or simply an invitee for a particular item or items. The invitee is not a committee member and does not hold voting rights.

Industry Representation;

A maximum of four (4) industry members will be sought on the basis of expertise, interest, understanding and commitment to the Exmouth and Ningaloo tourism and business sector, and enhancing the marketability of the Ningaloo region. To ensure continuity from current approach the Ningaloo Visitor Centre Management Committee will be asked to seek nominations and make recommendations to fill two of the four "industry representative" positions from its current membership with one of these positions being the NVCMC Chair.

Stakeholder Representation;

The following agencies and groups will be invited to nominate an Advisory Group member which should be at CEO/Board level or similar:

- Department Biodiversity Conservation & Attractions (DBCA)
- Exmouth Chamber of Commerce and Industry (ECCI)

- Australia's Coral Coast / Tourism WA (ACC/TWA)
- Gascoyne Development Commission

Council Representation:

The Shire President or their nominee will represent the interests of the Council.

Chair:

The Chair will be elected from the Advisory Group membership for a two-year period. The Chair will be able to demonstrate the high-level skills necessary for chairing a board or committee structure. Qualifications such as the Australian Institute of Company Directors or experience in chairing boards or committees in the public and private sector are highly desirable.

Deputy Chair:

The Deputy Chair will also be elected from the Advisory Group membership for a two year period.

Council Staff Involvement:

The Shire Chief Executive Officer (CEO) and the designated Shire Executive Officer, from time to time, may nominate staff involvement on the Advisory Group. Council staff required to attend the Advisory Group will participate and contribute to the discussion and debate but will not have any voting rights.

Advisory Group Support:

The designated Shire Executive Officer will arrange for administrative support for the Advisory Group. Such support will include the preparation and distribution of the agenda, notice of meeting and business papers and recording of the minutes. The Advisory Group secretariat is also responsible for arranging meeting venue, refreshments and coordinating any presentations.

Expertise:

Membership of the Advisory Group is generally to consist of senior representatives from DBCA, ACC, ECCI and GDC.

The Industry representatives will be invited to nominate for a position on the Advisory Group based on their expertise or experience in the following areas:

- A significant and relevant understanding of the Tourism Industry.
- A significant relevant understanding of the marketing of iconic tourism assets.
- A significant relevant understanding of commercial business practices, including but not limited to business development and sponsorship.
- A significant interest in tourism related development of the region.

Role of Chair:

The Chair of the Advisory Group will be appointed from amongst the Advisory Group as elected by the voting members of the advisory group and endorsed by the Shire of Exmouth Council.

Should the Chair of the Advisory Group be absent from a meeting and no acting Chair has been appointed, the members of the Group present at the meeting have the authority to choose one of their number to Chair the meeting.

Voting Members:

All of the following have 1 voting right per position;

- Industry representatives (4 voting positions)
- Exmouth Chamber of Commerce and Industry (1 voting position)
- Shire of Exmouth Council representative (1 voting position)

Other members will not have voting rights. In the event of a split vote the Chair will cast the deciding vote.

Operation of the Ningaloo Tourism Advisory Group Executive Officer:

The Shire's designated Executive Officer is responsible for:

- Preparing the agendas for the Advisory Group, on behalf of, and in consultation with the Chair.
- Taking and writing the minutes of the Advisory Group meetings.
- Preparing the Advisory Group Reports and Recommendations for consideration and decision of the Group.

Frequency and Location of meetings / minimum number of meetings:

For the first year the Advisory Group will meet quarterly as a minimum and as frequently as is deemed necessary to undertake its role effectively. Meetings will be held at the most cost effective location.

A notice of each meeting confirming the date, time, venue and agenda will be forwarded to each member of the Advisory Group as soon as practicable prior to the meeting date. Advisory Group meetings are permitted to be held other than in person, by any technological means as consented to by all members of the Advisory Group.

Attendees:

Any elected member of the Shire of Exmouth Council may attend and speak at an Advisory Group Meeting.

Quorum for meetings:

The minimum quorum for an Advisory Group meeting is 50% or more of the voting members.

Advisory Group Members out of pocket expenses:

Advisory Group members are volunteers however are entitled to travel and out of pocket expenses for attendance at meetings and official functions.

Advisory Group member interest:

Members of the Advisory Group will not participate in discussions and will not vote on any issues in respect of which there is an actual or perceived conflict of interest. Members' interest in matters to be discussed at meeting are to be disclosed as prescribed under section 5.65 of the Local Government Act 1995 and the Local Government (Administration) Regulations 1996. An interest is defined under regulation 34C of the Local Government (Administration) Regulations 1996, being:

"Interest" means an interest that could, or could reasonably be perceived to, adversely affect the impartiality of the person having the interest and includes an interest arising from kinship, friendship or membership of an association.

Where an interest must be disclosed, the disclosure is to be made at the meeting immediately before the matter is discussed or at the time the advice is given, and is to be recorded in the minutes of the meeting.

Access to advice:

The Advisory Group has the authority to investigate any matters within its terms of reference as set out in the Advisory Group's terms of reference, with the resources it needs to do so and with the right of access to information including external professional advice as necessary.