

## CITY OF BUSSELTON

### MARKETING & EVENTS REFERENCE GROUP

#### Terms of Reference

##### **1. Background**

A strategic priority of the City of Busselton Strategic Action Plan 2010 – 2020 is to assist and provide for the economic development of the region. This is achieved through the development of initiatives aimed to promote the City as the *Events Capital of Regional WA*, and as a premier destination for tourism, lifestyle and business.

In accordance with this strategic priority, the City has developed a diverse annual calendar of events that attracts a number of sporting, arts, cultural and community events to the region. Additionally, as the peak regional tourism industry body, the City significantly contributes to the funding of the Geographe Bay Tourism Association to provide visitor servicing throughout the City. The Association also implements a range of regional tourism and marketing initiatives with the aim of attracting intrastate, interstate and international visitors to the region and further building on the region's calendar of events.

Recognising the positive economic and social benefits events and tourism has on the region, at its meeting of 22 June 2011, Council resolved to implement a differential rating proposal wherein properties rated within the Industrial and Commercial Zone Groups and the Commercial Land Use Group, directly contribute toward the City's continued support of tourism, marketing and events activities.

Funds raised through the differential rating scheme will be evenly directed towards the development and implementation of a regional events strategy that aims to advance the region as the *Events Capital of Regional WA*, and promote the region as an attractive destination for tourism, business and events, including the branding of the region in a local government sense.

##### **2. Purpose**

The Reference Group provides a formal mechanism for the City to consult with key stakeholders, seek specialist advice and enable community participation in the development of initiatives aimed to attract tourism, business and events to the region.

The key roles of the Reference Group are to:

- (a) Develop a Regional Events Strategy aimed to promote and market the region as the *Events Capital of Regional WA*, for endorsement by Council;
- (b) Stimulate the City's cultural development and tourism potential by providing appropriate support for events;
- (c) Develop and administer an events sponsorship application programme;
- (d) Make recommendations to Council, via the Council's Finance Committee, on the sponsorship of events as part of the events sponsorship programme;
- (e) Ensure that the sponsorship of events in the Shire provides the best possible return on investment;
- (f) Support the development and improvement of existing events within the City of Busselton;

- (g) Facilitate formal and informal communication and consultation processes regarding regional events;
- (h) Maintain strong links with the private sector, government and the local community to achieve high levels of stakeholder investment and activity required to realise the events potential of the City of Busselton;
- (i) Build on opportunities to advance the corporate image of the City of Busselton with significant public events, marketing and business development initiatives;
- (j) Develop and implement a range of initiatives aimed to promote the region as a premier destination for events, tourism and business;
- (k) Provide advice to Council on issues and initiatives aimed to promote events, tourism and business to the region;
- (l) Develop and make recommendations to Council on a range of infrastructure developments and marketing initiatives aimed to attract visitors and events to the region and to promote the region as an attractive place to visit, hold events and conduct business;
- (m) Identify and source funding and sponsorship opportunities for events, and the implementation of marketing strategies, and business and infrastructure development initiatives.

### **3. Membership and Term of Appointment**

The Marketing and Events Reference Group will consist of:

- 1 x Mayor of the City of Busselton, or his/her delegate;
- 1 x Councillor of the City of Busselton;
- 1 x Director Community and Commercial Services, City of Busselton;
- 1 x Events Coordinator, City of Busselton;
- 1 x Environmental Health Officer, City of Busselton
- 1 x Representative, Geographe Bay Tourism Association;
- 1 x Representative, Busselton Chamber of Commerce and Industry;
- 1 x Representative, Dunsborough Yallingup Chamber of Commerce;
- 1 x Representative, Busselton Jetty Environmental and Conservation Association

In the event of being unable to attend a meeting, representatives may nominate a deputy member, endorsed by the representative organisation. The Mayor of the City of Busselton will Chair the Reference Group, and in the event of the Chairperson being unable to attend a meeting, the Director Community and Commercial Services will Chair for that meeting.

The Reference Group may request the attendance of any other person or representative for advisory purposes only.

The Reference Group may be wound up at any time by resolution of the Council.

#### **4. Member Responsibilities**

In order to fulfil the Reference Group's objectives, members are expected to:

- (a) Keep informed of current developments, issues and concerns in the events, tourism, marketing and business development sectors;
- (b) Be conversant with relevant plans and policies within the City of Busselton, particularly those related to events, tourism, marketing and business development;
- (c) Be aware of the activities, interests and concerns relating to events, tourism, marketing and business development sector organisations and groups within the City;
- (d) Prepare for and actively participate in regular Reference Group meetings;
- (e) Have an understanding and experience in the events, tourism, marketing and business development sectors;
- (f) Act in the best interest of the City of Busselton;
- (g) Maintain confidentiality of meetings held and activities undertaken.

If a Representative has any conflicts of interest, they need to declare these to the Reference Group prior to discussing any relevant issues.

Representatives must not make any public statements in reference to the Marketing and Events Reference Group's activities unless prior approval has been provided by the City's Communications Officer.

#### **5. Reporting Procedures**

The Marketing and Events Reference Group is not a formal Committee of the City of Busselton, but rather a Reference Group that is established by the City. Minutes of meetings, including recommendations, are to be submitted to the City through the Finance Committee as a formal report. Reports and recommendations to Council made by the Group must be formally approved at scheduled Council meetings before being fully endorsed and enacted.

#### **6. Administrative and Support Services**

The City of Busselton will provide administrative support to the Reference Group:

- Agendas and minutes, along with special reading material, will be forwarded to members prior to the meeting;
- Attending meetings and taking minutes of proceedings;
- Any item from a meeting requiring action by Council officers will, in the first instance, be communicated to the relevant officer/s for consideration and/or action. Actions will be communicated at the next meeting.

#### **7. Extent of Authority**

The role of the Events and Marketing Reference Group is to provide advice and make recommendations to the City of Busselton in respect to the expenditure of funds raised through the differential rating scheme towards matters related to events, tourism, marketing, and business and infrastructure development.

The Group may only act within the Terms of Reference and procedural arrangements endorsed by the City of Busselton.

The City of Busselton will ultimately determine actions, having regard to the advice and recommendations of the Reference Group. The Reference Group is not intended as a definitive tool of consultation for events and marketing, and the City of Busselton may consult with other stakeholders outside of the Group.

The Reference Group has no authority to:

- Expend moneys on behalf of the City;
- Commit the City to any arrangement;
- Consider any matter outside its specific reference; and
- Direct City Officers in the performance of their duties.

