

Tourism Events Stakeholder Reference Committee

Terms of Reference

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1. Background

- 1.1 By this Terms of Reference document, the Ballarat City Council (Council) establishes the Tourism Events Stakeholder Reference Group (Reference Group).
- 1.2 Council recognises the importance of stakeholder consultation in relation to Tourism Events within the Municipality and has established this Reference Group as a means of consultation for matters relating to Tourism Events.
- 1.3 The Reference Group has the functions and responsibilities as set out in this Terms of Reference document. The Terms of Reference document sets out the structure and basis on which the Reference Group can function.
- 1.4 This Terms of Reference document is authorised by a resolution R126/21 of Council passed on 23 June 2021 Council Meeting.

2. Purpose

The Reference committee is established for supporting Council to achieve the objective of the Ballarat Event Strategy 2018 - 2028. More specifically the purpose of the committee is:

- 2.1 Increase commercial sector participation and support of tourism events.
- 2.2 Seek to generate an economic return for the visitor economy from tourism events.
- 2.3 Assist to build Ballarat's profile as a leading destination for events in Australia, focused on building local capacity.
- 2.4 Provide expert guidance to support to review the Ballarat Event Strategy 2018 – 2028.
- 2.5 Use its best endeavours to ensure that events provide greater community participation and outcomes.

3. Roles and Responsibility

The role of the Reference Group is:

- 3.1 Provide a consultative forum for tourism events both scheduled and proposed
- 3.2 Participate in discussions at scheduled meetings of the Reference Group
- 3.3 Support the work of Council in developing partnerships with the wider community, the tourism sector and government sector to promote and develop tourism events.
- 3.4 Provide input to Council regarding future tourism event development through the Event Strategy Review; and.
- 3.5 Reference Group members are expected to keep confidential all sensitive, commercial and personal information that the members encounter while being a

member of the Group, and not to act in any way that would bring the Council into disrepute.

4. Duties and Functions

- 4.1 The Reference Group is a consultative forum and hence consensus or other decision-making processes are not required.

5. Membership

- 5.1 The Reference Group will consist of 8 members comprising of:

- 5.1.1. The Mayor of the Day and a Councillor as appointed by Council from time to time;
- 5.1.2. 3 members from the Victorian visitor economy sector as approved by Council;
- 5.1.3. 2 members from the Victorian creative sector as approved by Council;
- 5.1.4. 1 member of the community as approved by Council.

Visitor economy sector members and creative sector members will be selected on merit and expertise and appointed as individuals and not as representatives of a group or organisation. Selection will be based on demonstrated skills and experience in the following areas:

- 5.1.5. Demonstrated experience in developing and delivering major events including leveraging commercial opportunities.
 - 5.1.6. Some experience in either marketing, governance, visitor experience mapping or trend analysis.
 - 5.1.7 Proven ability to work cooperatively in advisory groups or selection panels.
- 5.2 The Chief Executive Officer shall appoint a Council Officer to provide administrative support and guidance to the Reference Group.
- 5.3 A Council Officer appointed under clause 5.2 is not considered a member of the Reference Group.
- 5.4 A Councillor appointed to the Reference Group will be the designated Chairperson of the Group.
- 5.5 Where the Chairperson is absent from a meeting, the other Councillor will chair the meeting, and in the event of their absence, the Mayor of the Day may appoint a representative to act as Chairperson for that meeting.

- 5.6 Any Councillor can attend the meeting as an observer.
- 5.7 Appointments of the Reference Group shall be for a period of 12 months.

6. Meetings

- 6.1 Unless Council resolves otherwise, Reference Group meetings will be conducted at the Group's discretion under the direction of the Chairperson.

The Reference Group shall meet on a quarterly basis and at such times and places as are necessary to enable it to exercise and discharge its functions as described herein.

- 6.2 The Chairperson will chair all Reference Group meetings.
- 6.3 The Mayor of the Day is the authorised spokesperson for the Reference Group.
- 6.4 The role of the Council Officer appointed under clause 5.2 includes:
 - 6.4.1. maintaining a Register of Reference Group members, their date of appointment, reappointment and official positions (if any) held as a Reference Group member;
 - 6.4.2. advising Reference Group members of term completion dates and their eligibility for reappointment as relevant;
 - 6.4.3. acting as the contact point between Council and the Reference Group; and
 - 6.4.4. assisting with meeting the Reference Group's reporting requirements.
- 6.5 A quorum of the Group will be half of the members plus one.

7. Reporting

- 7.1 The Reference Group is responsible for taking proper minutes of all meetings.
- 7.2 The Reference Group shall prepare and present to Council a report of its activities upon being requested to do so by Council.
- 7.3 In accordance with Council's Governance Rules, a Council Record of the matters discussed at meetings organised or hosted by Ballarat that involve Councillors and Council staff will be kept. The Record must be completed and sent to Civic Support within 48 hours.

8. Creation and Dissolution

8.1 These Terms of Reference:

8.1.1 come into force immediately the resolution of Council adopting them is made; and

8.1.2 remain in force until Council determines to vary or revoke them.

8.2 By these Terms of Reference, the Reference Group:

8.2.1 is established; and

8.2.2 has the responsibilities as set out in this Terms of Reference document.

8.3 The Reference Group can be dissolved by resolution of Council.

8.4. The Terms of Reference will be reviewed as required.

Dated: 23 June 2021