



## **LITHGOW CITY COUNCIL Seven Valleys Tourism Committee (SVTC)**

### **Terms of Reference**

#### **Establishment**

This Seven Valleys Tourism Committee (SVTC) reports to the Council and Economic Development Committee which is established under section 355 of the Local Government Act 1993 which states:

*A function of a council may, subject to this Chapter, be exercised:  
(b) by a committee of the council*

#### **Delegations**

The SVTC will have no delegation from the Council and no member of the SVTC will have authority to speak on behalf of Lithgow City Council.

#### **Financial Arrangements**

The SVTC will have no power to commit or expend any Council funds.

#### **Term of SVTC**

The SVTC shall operate from the date of establishment and will operate until or unless resolved by Council to cease. The SVTC's continuation and currency will be reviewed on an annual basis.

#### **SVTC Responsibilities**

The principal responsibilities of the SVTC will be to:

1. Foster networking, collaboration and partnerships, between Council and the tourism industry to enable growth opportunities for the region.
2. Work with Seven Valleys Tourism to support and guide the implementation of destination marketing initiatives that will have practical and beneficial impacts on local tourism businesses.
3. Garner local tourism industry support, approval and involvement for destination marketing and industry capacity-building initiatives in the region.
4. Establish broader alliances (regional and state) that help to support local destination management decision making that leads to beneficial collaborative outcomes.

## **SVTC Membership/Appointment**

Members of the SVTC will need to be financial Seven Valleys Tourism members and will be appointed via an expression of interest process conducted every two years. Members shall be appointed for a period of two years.

The SVTC will comprise not less than six (6) nor more than nine (9) tourism industry members, and will be chosen on a skills/competencies basis, as follows:

- Identified local tourism industry peer networks.
- Experience in the development and execution of marketing campaigns.
- Tourism stakeholder contacts at a Regional and State level.
- Understanding of digital and social media usage in destination marketing.
- Understanding of different visitor target market segments.
- Awareness of Council's role in the tourism/visitor economy
- The desire to work with Council and industry in a positive and collaborative manner to further destination management and marketing initiatives.

## **Mid-term appointment of SVTC Members**

In the case of a mid-term resignation of an SVTC member, expressions of interest will be sought from the financial Seven Valleys Tourism members and decided upon by the existing SVTC members based on the skills listed above and the need for representation from the industry sector they represent. Examples of industry sectors are listed below.

- Accommodation
- Food and Beverage
- Retail
- Arts
- Tours/Transport
- Heritage
- Indigenous
- Outdoor recreation

Upon selection of the desired candidate/s by the existing SVTC members, the name/s of the nominated candidate/s will be put forward to the Economic Development Committee/full meeting of Council for endorsement.

## **SVTC Member Responsibilities**

- Observation and compliance with Council's Code of Conduct.
- Observation and compliance with Council's WHS system objectives and Instructions.
- Social Media Policy

## **Executive Support**

The Tourism Manager is the Executive Officer to the Committee. The Executive Officer shall ensure the provision of executive support for the life of the SVTC and

specifically:

- be responsible for preparing the agenda and minutes of the SVTC meetings;
- be responsible for preparing a report to the Council containing the minutes; and, providing staff comment on the recommendations made by the SVTC to the Council; and
- provide to the SVTC the outcome and resolutions of the Council

## **MEETING PRACTICE**

### **1. Code of Meeting Practice**

The meeting procedures outlined in the Council's Code of Meeting Practice shall guide the meeting procedures of the SVTC unless otherwise outlined below.

### **2. Office Holders**

The Chair and Deputy Chair of SVTC shall be elected representatives (councillors). These positions shall be determined by calling for expressions of interest from councillors before the first meeting of the term of the SVTC and every 2 years therefrom in line with the appointment/re-appointment of members.

### **3. Frequency of Meetings**

Meetings shall be held as determined by the SVTC. Desired frequency is monthly where possible.

### **4. Meeting Protocol**

- An agenda will be prepared and distributed 5 working days before each meeting, together with the minutes of the previous meeting.
- A quorum of members is required at all meetings and shall be 50% plus one of all members

## **Social Media**

All committee members are to observe and comply with Council's Model Social Media Policy 2022.

## **Minutes and Reports to Council**

- Minutes of the SVTC meetings will be kept of all meetings and will be reported to the Economic Development Committee.