



**LITHGOW CITY COUNCIL
Seven Valleys Regional Marketing Cooperative
(SVRMC)**

Terms of Reference

Establishment

This Seven Valleys Regional Marketing Co-operative (SVRMC) reports to the 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 SVRMC will have no delegation from the Council and no member of the SVRMC will have authority to speak on behalf of Lithgow City Council.

Financial Arrangements

The SVRMC will have no power to neither commit nor expend any Council funds.

Term of LRMC

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

LRMC Responsibilities

The principal responsibilities of the SVRMC 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 Lithgow 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.

SVRMC Membership/Appointment

Members of the SVRMC will need to be financial Lithgow 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 SVRMC 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:

1. Identified Lithgow tourism industry peer networks.
2. Experience in the development and execution of marketing campaigns.
3. Tourism stakeholder contacts at a Regional and State level.
4. Understanding of digital and social media usage in destination marketing.
5. Understanding of different visitor target market segments.
6. Awareness of Council's role in the tourism/visitor economy
7. 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 LRMC Members

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

1. Accommodation
2. Food and Beverage
3. Retail
4. Arts
5. Tours/Transport
6. Heritage
7. Indigenous
8. Outdoor recreation

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

Mid-term election of the Chairperson/Deputy Chairperson

The Chairperson/Deputy will be selected via a call for nominations from the SVRMC members.

In the instance of there being only one nomination and the nomination is accepted, the name of the nominated person will be put forward to the Economic Development Committee/full meeting of Council for endorsement.

In the instance of there being multiple candidates of the position of Chairperson, a vote among the SVRMC members will be held. Should there still be no clear outcome the position of Chairperson/Deputy will be decided upon by the council executive.

LRMC Member Responsibilities

- Observation and compliance with Council's Code of Conduct.
- Observation and compliance with Council's WHS system objectives and instructions.

Executive Support

The Tourism Manager shall be appointed as Executive Officer to the Committee. The Executive Officer shall ensure the provision of executive support for the life of the SVRMC and specifically:

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

1. MEETING PRACTICE

Code of Meeting Practice

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

2. Office Holders

The Chair and Deputy Chair of SVRMC shall be members of the SVRMC. These positions shall be determined by an election at the first meeting of the term of the SVRMC 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 SVRMC.

4. Meeting Protocol

- An agenda will be prepared and distributed 3 working days before each meeting, togetherwith the minutes of the previous meeting.
- A quorum of members is required at all meetings and shall be 50% plus one of all members.

Minutes and Reports to Council

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