

DRAFT Visitor Economy Advisory Committee Terms of Reference

Purpose of the Visitor Economy Advisory Committee

The purpose of the committee is to work collaboratively with Council to advise on, support, and help implement key priorities from the Eurobodalla Destination Action Plan 2023–2028 (EDAP).

The committee also plays a vital role in raising awareness of the value of tourism—both within industry and across the wider community—by championing sustainable practices and visitor experiences that enhance the region’s appeal.

Title and delegations

- The committee shall be referred to as the Visitor Economy Advisory Committee.
- The committee shall function as a non-delegated advisory committee of Council. Refer to Council’s Guidelines for Meeting Practice – Advisory Committees for further detail.

Objectives

The committee serves as a strategic, industry-led advisory body that works in partnership with Council to grow the value of the visitor economy through considered and sustainable development.

The committee provides a vital link between Council, local operators, and stakeholders by offering practical insight, coordinating engagement, and identifying opportunities that deliver positive, long-term outcomes for both visitors and the community.

Key responsibilities include:

- **Leading and coordinating industry development and engagement programs in collaboration with Council staff**, including regular training, capacity-building opportunities, and networking events for tourism and hospitality operators
- **Advising on initiatives that enhance the visitor experience**, support destination servicing, and encourage innovation in tourism products and infrastructure
- **Encouraging collaborative action** to increase visitor spend and improve visitation patterns in ways that avoid peak-period pressures and preserve the region’s lifestyle, culture, and environment.

Membership of the committee

- Community members and the nominated councillor will have voting rights.
- The Chairperson is a community member and has voting rights. The Chair is elected by the committee.
- Ex-officio members do not have voting rights.

Composition

- Seven skills-based industry representatives
- One ex-officio representative Destination Southern NSW
- One Councillor representative, plus one designated alternate (selected by Council)
- Two ex-officio Council staff (Chief Operating Officer and Visitor Economy Manager)

General meetings

- The committee is to meet a minimum 4 times per annum.

- In the event the Chairperson is absent from a meeting, an alternate Chair may be nominated by the Chair or the committee.

Delegations of Committee

To advise Council. Refer to the Council's Guidelines for Meeting Practice – Advisory Committees for further detail about delegations.

Contact officer

The Visitor Economy Manager is the committee's contact officer.

Variation to the Terms of Reference

The Terms of Reference may be added to, repealed or amended by resolution of the Council, in consultation with or upon the recommendation of the committee.

Governance

The Committee is governed by the Guidelines for Meeting Practice – Advisory Committees, adopted by Council on 17 December 2024.

APPENDIX 1 - WEBSITES

- Eurobodalla Shire Council's Code of Meeting Practice

<https://www.esc.nsw.gov.au/council/governance/council-policies>

- Division of Local Government Model Code of Conduct for Local Councils in NSW

<https://www.esc.nsw.gov.au/council/governance/council-policies>

- Strategy

[Destination Action Plan 2023-2028](#)