



Visitor Economy Advisory Committee Operational Model

Purpose

The purpose of the Visitor Economy Advisory 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.

Mission statement

To provide expert guidance and support in realising the goals of the EDAP 2023–2028, ensuring the visitor economy remains dynamic, sustainable, and responsive to emerging trends.

Scope and role

The advisory 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.

The committee is advisory in nature, not managerial. Members are expected to be actively involved in the visitor economy and contribute local knowledge, industry experience, and forward-thinking ideas to help shape practical, tangible outcomes aligned with the EDAP.

Meeting procedures

- Members will be expected to meet a minimum of four times per annum.
- The group will act in an advisory capacity.

Member expectations

- Members are to advise Council on matters relating to the visitor economy, particularly tourism and events.
- They should give advice to the best of their knowledge and ability that will help achieve the priorities and actions of the EDAP 2023-2028.
- Members should facilitate in a timely way any tasks allocated to and accepted by them.

- Members are expected to behave in a manner that respects the interests and viewpoints of other members.
- Members must be willing to abide by the terms of reference for the advisory committee.

Communication

- A WhatsApp group facilitates informal communication among community members.
- Meeting agendas and notes will be compiled and distributed by Council staff.
- Regular updates from the group will be shared with the industry via Council's tourism and other relevant newsletters.

Strategic planning

- A core objective is to inform the implementation of the EDAP 2023-2028 and to advise and support Council regarding emerging visitor economy issues and opportunities relevant to the priorities and actions of the EDAP.
- The selection criteria for members are related to their strategic expertise and skills relevant to the implementation of the EDAP.
- Members are expected to give advice that will help achieve the priorities and actions of the EDAP.

Risk management

- Members are required to declare any potential or actual conflicts of interests on matters that are brought before the committee.
- Potential for conflicts of interest due to members' active involvement in the local tourism industry was identified by members. Suggestions for managing conflict risk included operating at a higher, strategic level rather than a detailed level, the group having no direct control of budget but making recommendations, and ensuring high transparency regarding the setup and ongoing operations, including membership and recommendations. Conflicts of interest was a discussion point for the Terms of Reference.

Ethical standards

- All members will abide by Council's Code of Meeting Practice and Code of Conduct.
- The selection criteria require potential members to be of generally good character, with no notable history of criminal conviction, business impropriety or financial misconduct.

Diversity and inclusion

- Representatives are selected on a skills basis, addressing the need for specific knowledge and expertise across various areas of the visitor economy.
- There is potential for two to three positions being reserved for sub-regional representation, ensuring geographic representation across the LGA.
- Applications for membership will be advertised.

Review and evaluation

- The advisory committee will regularly review and evaluate this operational model to ensure it remains relevant and effective.
- A clear measurement and evaluation framework will be developed to determine the performance and success of the committee and guide decision-making.
- The committee will provide a formal activity report to Council annually.