

Draft Visitor Economy Strategy Advisory Group (VESAG) Terms of Reference

Tourism in South Gippsland

South Gippsland Shire is located 90 minutes south east of Melbourne and has so much to offer! Visitors can enjoy Wilsons Promontory National Park, spectacular coastline and beaches, boutique food and beverage experiences, rail trails, a vibrant arts community and unique towns and villages.

Tourism is an important local economic driver that creates employment, and is estimated to contribute \$100 million per annum to the local economy. Approximately 1.2 million people visit South Gippsland each year. The Greater Gippsland region receives over 7 million visitors who spend an estimated \$1 billion. Visitor projections indicate that Gippsland could receive 8.5 million visitors by 2030. South Gippsland's proximity to Melbourne and unique tourism offering means that it is well positioned to attract and increase its share of Victoria's tourism market.

As competition for market share continues to grow, particularly in response to Covid-19, it is critical that South Gippsland continues to plan to meet the current and future needs of the visitor economy, recognising the benefits it offers South Gippsland's community.

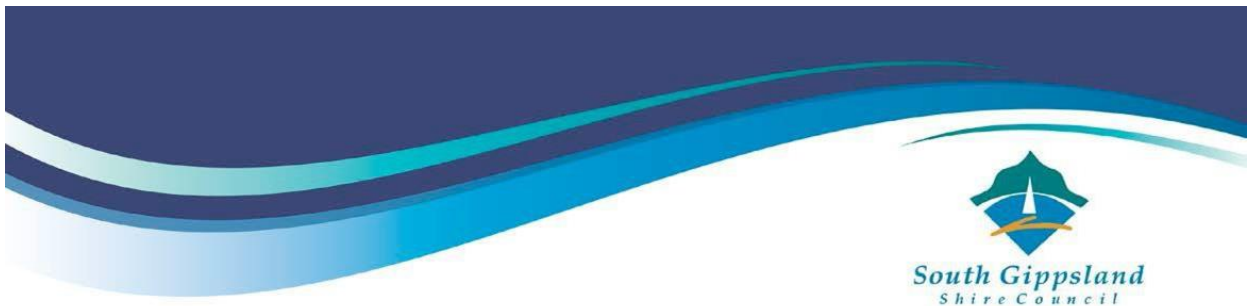
Future tourism priorities include creating high value experiences that encourage new visitors to the region, extending length of stays, building shoulder season opportunities and attracting higher yielding markets, as well as maintaining existing markets.

Goal

The Visitor Economy Recovery and Strategy Group (VESAG) will provide Council with high level input that leads to the development of a Visitor Economy Strategy. The strategy will align to regional, Victorian, Federal tourism objectives and target local economic growth.

Council and the VESAG will work together to position South Gippsland as a key destination by:

- Leveraging natural and physical tourism assets;
- Growing existing and attracting new businesses and events; and
- Identifying strategies that increase visitation and spend over the next 10 years.



Membership

The VESAG will comprise of eight members, seven independent members and one member of Council's Executive. One independent member will be selected as Chair.

Independent members are appointed by Council following an Expression of Interest (EOI) undertaken by the Chief Executive Officer. Members will be recommended to Council on the basis of their specialist skills and knowledge.

Members may terminate their membership at any time. Notice of termination is to be provided in writing to Council.

Remuneration

Independent members will receive an honorarium of \$500 per meeting and the Chair will receive \$750 per meeting.

Resources

The VESAG will be supported by Council's Economic Development and Tourism team which includes secretarial and administrative support.

Assisting Membership

Subject matter specialists will be invited to provide advice to the VESAG during the Strategy development.

Consultation

Consultation will occur with industry experts and business leaders. A draft Visitor Economy Strategy will be developed for public comment.

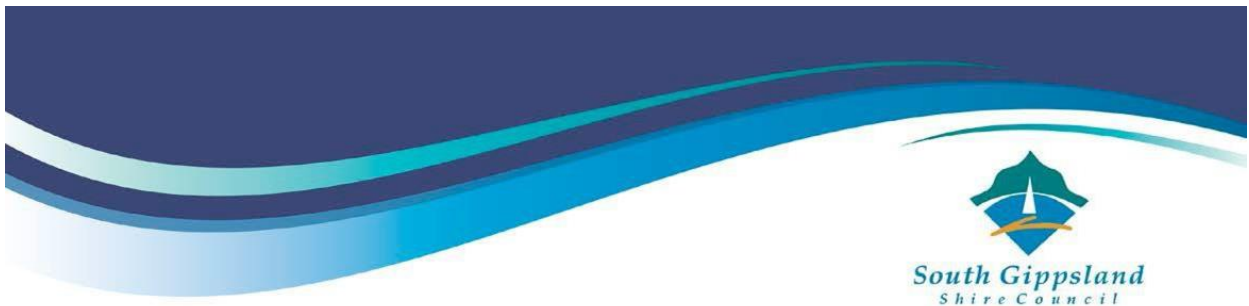
Term

Membership will commence on the formal appointment by Council and conclude on 30 June 2020. There are two stages:

- Year 1 Strategy Development
- Year 2 Implementation

Vacancy

In the event of a member vacancy, a replacement by Expression of Interest, will be appointed by Council. This may include using the EOIs to establish the VESAG.



Termination

A member may be removed at the discretion of the CEO if they are considered to be working outside the interests of the group or in breach of relevant South Gippsland Shire Council policies.

Meetings

There will be 5 meetings for the duration of the first year. The schedule of meetings will be developed in consultation with Council and the members of the group.

From time to time, a joint meeting with the Economic Development Strategy Advisory Group (EDSAG) may be coordinated to take advantage of the invited specialists.

Governance

An agenda will be circulated to the VESAG five days prior to the meeting and members are encouraged to contribute to agenda items. Minutes will be recorded by Council and will be circulated to the committee within two weeks of each meeting.

The VESAG will comply with the South Gippsland Shire Council policies in relation to:

- Conflict of interest
- Code of Conduct
- Antidiscrimination, bullying and harassment
- Grievance management.

Intellectual Property

The Member, in performing their duties, must use their best endeavors not to breach the intellectual property rights of any third party.

Reporting

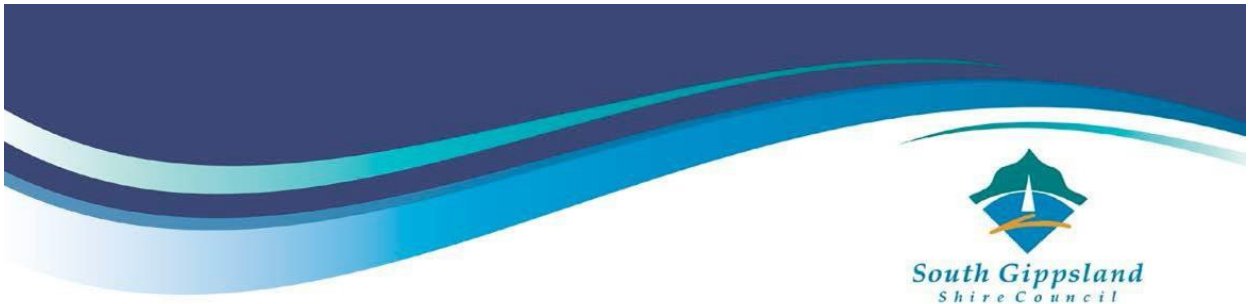
With the assistance of Council staff, the VESAG will prepare the following reports to Council:

Year 1 – Strategy Development

1. Draft Visitor Economy Strategy
2. Final Visitor Economy Strategy

Year 2 – Strategy Implementation

1. Visitor Economy Strategy Implementation Progress Report
2. Visitor Economy Strategy Implementation Final Report



Instrument of Agreement

THIS AGREEMENT made thisday of, 20.....

BETWEEN

of

("the Member")

- and -

SOUTH GIPPSLAND SHIRE COUNCIL
of **9 SMITH STREET, LEONGATHA 3953**

("the Council")

Executed by the parties on the date set out at the commencement of this Instrument of Agreement:

SIGNED SEALED AND DELIVERED BY:

By On behalf of

..... Witness

SIGNED SEALED AND DELIVERED

By Authorised Officer

(South Gippsland Shire Council)

..... Witness