

## BACKGROUND

Tourism has been identified as a key focus area for the future growth of Greater Geraldton region in the Growing Greater Geraldton Growth Plan 2017. It continues to be a key focus of the updated plan – Jobs and Growth Plan for Greater Geraldton 2019.

Tourism Geraldton is made-up of Tourism Industry stakeholders in Greater Geraldton and established through the Growing Greater Geraldton Growth Plan process in May 2017.

Tourism Geraldton is working to identify and accelerate ‘transformational’ initiatives for growing Greater Geraldton Tourism. Its role is to foster greater collaboration and partnerships between industry and Government to attract the capital and expertise necessary to deliver ‘game changing’ tourism attractions, events and projects.

Its regional objectives closely align with, and support, the State Government’s objective of growing the annual economic benefit from the tourism sector in Western Australia.

Since its inception, Tourism Geraldton has managed to lift of the profile of Greater Geraldton and its tourism sector in the eyes of State and Federal Governments. The Abrolhos Islands Sub – Group has advocated for the sustainable development of Abrolhos Islands Tourism all the way to the Premier’s Office resulting in a financial commitment by the State Government to Abrolhos Islands Tourism.

Tourism Geraldton together with the City of Greater Geraldton hosted the region’s first Tourism Investment Summit in Geraldton May 28 2018. Around 250 delegates engaged with a panel of high profile tourism industry speakers about Growing Greater Geraldton Tourism at Queens Park Theatre, Geraldton.

The Summit provided an opportunity for industry, policy makers, regulators and funders to share information, understand the opportunities for success and help align on priorities for future industry development.

Guest speakers and VIPs arrived in Geraldton for the Summit on the first ever Qantas 737-800 charter from Geraldton to Perth funded by Broadwater Resort Hotel Geraldton. Flown by Qantas's Chief Pilot WA, passengers enjoyed a bird's eye view of the Abrolhos Islands at 1500ft.

## KEY RESULT AREAS (KRA) ACHIEVED 2017 - 2019

Tourism Geraldton achievements to date include the following from the previously prescribed Key Result Areas:

**KRA01 ‘Tourism Destination Management Plan’** – completed 2017.

**KRA02 ‘Tourism Destination Marketing Plan’** – completed in draft 2017.

**KRA03 ‘Tourism Action Plan’** - key recommendations and initiatives from both plans have been implemented through the City of Greater Geraldton Economic Development Department.

**KRA04 'Brand Geraldton'** – Tourism Geraldton voted to leverage further the Geraldton 'Take a Fresh Look' destination logo and slogan with industry now able to access it and implement it using the Brand Guidelines.

**KRA05 'Game Changing Projects'** – Tourism Geraldton has actively championed for initiatives to attract necessary funding and deliver 'game changing' attractions, events and projects to transform Geraldton into the most visited Tourism destination in regional WA.

**KRA06 'Visitor Experience Development'** – Tourism Geraldton has worked closely with Tourism WA and Australia's Coral Coast to improve the awareness of the diversity, uniqueness, quality and appeal of 'Visitor Experiences'.

**KRA07 'Tourism Training'** – Tourism Geraldton has introduced training and skills development programs for Tourism/Hospitality on an ad hoc basis i.e.: China Ready and Responsible Serving of Alcohol.

**KRA08 'Strategic Partnerships'** – Tourism Geraldton has worked to collaborate and partner with the City of Greater Geraldton, key Tourism operators, Regional Tourism Organisations, Industry Groups, Government and like-minded parties to identify, and deliver 'game changing' initiatives, events, projects (e.g. Abrolhos Islands, Kalbarri Sky Walk).

**KRA9 'Government Engagement'** – Tourism Geraldton has championed for key initiatives, events and projects not currently included in existing government or private sector planning (gaps) for the benefit of Tourism.

<b>NAME OF GROUP</b>
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The name of the Group is **Tourism Geraldton**.

<b>PURPOSE</b>
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In the context of **Greater Geraldton and the surrounding region**, Tourism Geraldton:

1. Leads and/or otherwise champions the identification, planning and implementation of key initiatives and projects to significantly increase the appeal of Greater Geraldton as a Tourism destination and the level of **Tourist visitation** and value of **Tourism related spending** in Greater Geraldton and surrounding region (**Tourism Economy**);
2. represents and speaks for the interests and objectives of the Tourism industry (**Tourism stakeholders**);
3. engages with local community to maximise participation in Tourism for mutual benefit (**Community engagement**);
4. collaborates and partners with the private sector and government to identify, attract necessary funding and deliver 'game changing' attractions, events and projects to create a viable and sustainable Tourism Economy (**Partnerships**).

## **KEY RESULT AREAS (KRA)**

The incoming Tourism Geraldton group will determine the priorities for the Key Results Area.

## **COMPOSITION OF TOURISM GERALDTON EXECUTIVE GROUP**

Tourism Geraldton comprises of seven (7) members who are senior representatives of the Tourism industry within Greater Geraldton and surrounding region representing the following:

1. Tours/Transportation
2. Food and Beverage
3. Accommodation (Hotels & Resorts)
4. Holiday Parks and Camping;
5. Retail
6. Attractions;
7. Events and Conferences

Approximately, fifty percent (50%) of representatives are required to remain as members on the Group every two years to ensure that continuity. Numbers 2, 4 and 6 and numbers 1,3,5,7 will be vacated and up for re-election in alternate years.

The role of Chair is to be filled by one of the seven (7) industry representatives and is to be voted in at the first meeting of the group by the group.

To nominate for a position on Tourism Geraldton must, nominees must:

- be a member of the Geraldton Visitor Centre;
- be the decision- maker within a tourism business that has been operating for two or more years;
- relevant board experience is desirable but not essential.

Nominees are elected onto Tourism Geraldton at an annual re-election meeting of the members of the Geraldton Visitor Centre at which ballot voting will occur.

## **COMPOSITION OF TOURISM GERALDTON PARTNERSHIP GROUP**

Tourism Geraldton will liaise with a partnership group who are senior representatives from Local, State and Federal Government within Greater Geraldton and surrounding region representing the following:

1. City of Greater Geraldton
2. Department of Biodiversity, Conservation and Attractions
3. Mid West Chamber of Commerce and Industry
4. Mid West Development Commission
5. Midwest Ports
6. Regional Development Australia Midwest Gascoyne
7. Department of Local Government; Sports and Cultural Industries

Tourism Geraldton may invite other stakeholders to meet with and/or attend meetings of the Group from time to time to assist with its deliberations and/or to provide advice on specific issues or projects.

As the Group's role is to champion for significant Tourism Destination development for Greater Geraldton and the surrounding region (based on a 'hub and spoke' destination model), the Group will adopt a number of guidelines used by Tourism Western Australia and other bodies in its planning by taking into account:

- Access - Drive Markets, Fly Markets, Cruise Ships, Local Tourism
- Accommodation - Resorts, Hotels, Motels, Backpackers, B&B, Caravan Parks, Camping
- Amenities - Public Spaces, Public Facilities,
- Attractions - Natural Attractions, Built Attractions, Theatre, Arts, Shopping,
- Training - Tourism, Guiding, Hospitality
- Transport - Plane, Bus, Train, Hire Cars, Taxis, Bikes, Self-Transport

## SUB-GROUPS

Sub-groups of the Group (listed in alphabetical order) may include but are not limited to:

- **Cruise Geraldton** - Local Port Facilities, Other WA Ports, and Shoreside Access & Attractions exists under Midwest Ports operations with the City of Greater Geraldton part funding the Cruise Officer role;
- **Cultural, Eco & Geo Tourism** - History, Natural Assets and Ecology, Creating a Tourism Zone (currently inactive);
- **Drive Tourism** - Caravan Parks and Camping, Vehicle Parking, Road Signage, eGuiding;
- **Fly Tourism** - Airline Capacity/Schedules/Fares, Air Tours, Geraldton Airport;
- **Food & Wine Tourism** - 'Crayfish to the Plate', Promoting Abundant Local Produce;
- **Indigenous Tourism** - Aboriginal History, Culture, Places, Food, Art;
- **Marine Tourism** - Abrolhos Islands, Boat Cruises & Charters, Watersports, Recreational Areas;
- **Attractions; Meetings & Events Tourism** - Sporting Events, Other Events, Festivals, Conferences, Trade Shows;
- **Retail Tourism & Hospitality** - Shopping, Restaurants, Cafes, Bars;
- **Sports Tourism** – including the Wind and Water
- **Tourism Training** - Vocational Training (TAFE), Indigenous Cadetships, Tertiary Qualifications

## ROLE OF MEMBERS

Tourism Geraldton does not have any delegated powers or authority under any law or regulation and cannot commit or bind its Members or other parties to any liability - except where any Member/s of the Group expressly agree to a particular commitment or liability to be accepted or performed on behalf of the Group.

Members of the Group have an important role in the success of the Group and are expected to:

- attend meetings of the Group in person or by Skype or telephone and actively participate in and contribute to discussions, deliberations and decisions of the Group;
- attend a minimum of 2 out of 3 (67%) of meetings of the Group (by attending in person, by Skype or telephone), with attendance of Members to be recorded in the Minutes of meetings with the average attendance of Members to be calculated after the sixth meeting of the Group;
- provide open, honest and objective feedback and advice to the Group about its activities and decisions;

- ensure the best interests of the Tourism industry take priority in all discussions and decisions of the Group;
- actively participate in and contribute to other events and activities of the Group between meetings; and
- promptly declare any conflict of interest, actual or possible.

Proxies are not permitted unless approved by majority vote of the Group, or approved by the Chair between meetings.

Members have the right to:

- request inclusion of an item of business on the Agenda for a Meeting;
- participate in discussion and voting on any motion put to a vote at a Meeting, except for any discussion or decision in which the Member has any conflict of interest;
- have their dissension, abstention or vote in favour of a motion recorded in the Minutes;
- request amendment to Minutes of a meeting on the grounds they are inaccurate or incomplete; and
- join any Sub-Group of the Group subject to majority agreement of other Members of such Sub-group.

Group Members have an obligation to:

- always act in good faith and in the best interests of the objectives of the Group;
- promptly advise the Chairperson or the Group at a Meeting:
  - of their resignation from the Group;
  - if they no longer hold the necessary qualifications or position to retain their role in the Group;
  - of their absence or unavailability to participate in Group business for a period of time; or
  - of any conflict of interest in any matter being discussed or dealt with by the Group.

## ROLE OF SECRETARY

The Secretary has an important role in the conduct and success of meetings and other business of the Group, with key responsibilities of the Group Secretary being to:

- attend all official Meetings of the Group to take minutes;
- draft accurate and concise Agendas and Minutes for Meetings of the Group;
- ensure any required catering, equipment and/or materials are in place for each Meeting;
- prepare discussion papers for consideration by the Group and summarise material referred to the Group to make such information as clear and easy to consider as practical;
- communicate decisions of the Group to relevant stakeholders quickly and effectively; and
- undertake other administrative tasks related to the role and activities of the Group.

The Secretary may participate in discussion of Group business, particularly if able to provide relevant information about any topic of discussion or decision-making, but the Secretary is not able to vote on any motion at any Meeting. The Growing Greater Geraldton General Manager & Manager Economic Development Tourism and Marketing, Trish Palmonari, will continue to act as Secretary.

## ROLE OF CHAIR

The Chairperson (**Chair**) will be appointed by majority vote of the Members at the first meeting of the Group and appointed thereafter in accordance with relevant policy for subsequent appointments.

The Chair has an important role in the conduct of meetings and success of the activities and business of the Group, as the Chairperson has responsibility to:

- call, cancel and/or adjourn Meetings of the Group;
- place items of business, notices or motions on the Agenda for Meetings;
- determine the order of business in the Agenda and at Meetings;
- approve the Agenda for dissemination to Members;
- approve the Minutes of Meetings for dissemination to Members;
- admit visitors and observers to Meetings (when appropriate); and
- determine the outcome of any vote on motions put to Members at a Meeting of the Group.

The Chairperson takes responsibility for decisions made by the Group.

## **APPOINTMENT OF MEMBERS**

The appointment of each Member of the Group will commence from the date of the first meeting of the Group and will end on a date to be determined by the Group at its next Meeting.

**The appointment of members will occur as follows:**

1. At least 21 days before an annual electors meeting, the secretary must send written notice to all the members —
  - a. calling for nominations for election to the group; and
  - b. stating the date by which nominations must be received by.
2. A member who wishes to be considered for election to the group at the annual electors meeting must nominate for election by sending written notice of the nomination to the secretary at least 7 days before the annual electors meeting.
3. A member may nominate for one or more specified positions.
4. Nominations are received by the secretary and are assessed against the criteria for membership.
5. Nominees may be required to provide a short presentation at the annual electors meeting.
6. Voting will take place at the annual electors meeting via secret ballot.

## **Election of Board Members**

1. At the annual electors meeting, a separate election must be held for each position of office holder of the Group.
2. If there is no nomination for a position, the chairperson of the meeting may call for nominations from the ordinary members at the meeting.
3. If only one member has nominated for a position, the chairperson of the meeting must declare the Member elected to the position.
4. If more than one member has nominated for a position, the ordinary members at the meeting must vote in accordance with procedures that have been determined by the group to decide who is to be elected to the position.
5. Each ordinary member present at the meeting may vote for one member who has nominated for the position.
6. A member who has nominated for the position may vote for himself or herself.
7. On the member's election, the new chairperson of the group may take over as the chairperson of the meeting.

## Filling Casual Vacancies

1. The group may appoint a member who is eligible to fill a position on the group that
  - a. has become vacant under; or
  - b. was not filled by election at the most recent annual electors meeting .
2. If the position of secretary becomes vacant, the group must appoint a member who is eligible to fill the position within 14 days after the vacancy arises.
3. Subject to the requirement for a quorum, the group may continue to act despite any vacancy in its membership.
4. If there are fewer group members than required for a quorum, the group may act only for the purpose of —
  - a. appointing group members; or
  - b. convening a general meeting.

## MEETING TYPES

Meetings of the Group are categorised into one of four types:

**Ordinary Meeting** means a meeting scheduled and convened on a regular/monthly basis at an agreed time.

**Adjourned Meeting** means a meeting that is reconvened to complete business that was not completed at a meeting of the Group. An Adjourned Meeting forms part of the same meeting it is held to complete.

**Special Meeting** means a meeting that is convened between Ordinary Meetings as necessary or desirable to deal with urgent issues that may arise and/or to progress key projects and initiatives.

**Sub-group Meeting** means a meeting of any Sub-group of the Group.

**Annual Electors Meeting** means an annual meeting that is convened for the election of members to the group.

## MEETING FREQUENCY

The Executive Group of Tourism Geraldton will meet monthly on the first Thursday of each month (**Ordinary Meetings**), with each Ordinary Meeting scheduled to commence at 11am and end at 12pm (unless otherwise agreed by the Group).

Tourism Geraldton will then invite members of the Partnership Group into the meeting scheduled to commence at 12.30pm and end at 1.30pm

Members may be required to attend other meetings as necessary or desirable to deal with urgent issues that arise or to progress key projects and initiatives, subject to suitable prior notice being provided to Members.

Additionally, Sub-groups of the Group will meet as agreed between Members of each Sub-group.

## MEETING PROTOCOLS

### AGENDA FOR MEETINGS

For **Ordinary Meetings**, an Agenda will be prepared and distributed to Members at least seven days prior to the Ordinary Meeting to which the Agenda relates.

For **Special Meetings**, an Agenda will be prepared and distributed to Members as early as practical prior to the Special Meeting.

For **Sub-group Meetings**, an Agenda will be prepared and distributed to Members as agreed between members of each Sub-group prior to the Sub-group Meeting.

Under certain circumstances, a supplementary Agenda may be required and in such case should be distributed to Members as early as practical prior to the Meeting.

Additionally, the Agenda for each Meeting should attach any relevant documents and/or background information as appropriate for consideration by the Group.

#### **ATTENDANCE AND APOLOGIES**

The attendance of Members at Meetings and any apologies for Members who are unable to attend the Meeting must be recorded in the Minutes of the meeting.

#### **CONFIRMATION OF MINUTES**

The Minutes of the immediately previous Meeting of the Group need to be distributed to all Members as early as practical following each Meeting and at the next following Meeting the Minutes from the immediately previous Meeting need to be adopted with or without amendment as determined by the Group.

#### **ACTIONS ARISING FROM MEETINGS**

Actions arising from each Meeting must be recorded in the Minutes and included as an action plan as an attachment to the Minutes for ongoing action and monitoring until fully completed. The Member or Members assigned responsibility for each such Action Item, its agreed priority, its' targeted completion date and other relevant information must be included in the Action List.

#### **DECLARATION OF MEMBERS INTERESTS**

Any Member of the Group having any conflict of Interest (actual, potential or perceived) in any discussion and/or decision by the Group must declare any such conflict of interest to the Group as the earliest practical time before or after any such discussion and/or decision making by the Group commences.

Any Member having a conflict of interest in any matter being discussed and/or considered by the Group must not participate in any such discussion and/or decision-making and may be asked to leave the Meeting while such discussion or decision making takes place.

#### **MATTERS REQUIRING RATIFICATION**

Matters requiring ratification of any action properly undertaken by the Chair between meetings not previously been agreed by the Group should be included for approval of the Chair's actions by the Group.



