

Tourism Central Otago: Destination Advisory Board

Terms of Reference

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Background

In 2018 a review and subsequent recommendations were made on how the tourism function of Council was managed and governed. The review found there was significant benefit to retaining the tourism function within Council, rather than pulling it out as a standalone regional tourism organisation (RTO) or economic development agency (EDA).

A significant change was made by introducing an external advisory board, which could give additional support and assistance to the existing tourism team in an advisory capacity. Councillors remained the key decision makers regarding mandate and funding of the tourism function.

To date the support of the Tourism Advisory Board has enabled the tourism team to thrive, bringing in significant connection to national and international initiatives and widening the view of the collective to look at opportunities beyond Central Otago.

The function of the tourism team within Central Otago District Council (Council) is primarily promotion and management of tourism in the **district**. The tourism advisory board appointments were made in order to strike a balance between promotion and management, providing additional in-region and out-of-region expertise.

Looking forward

As the tourism function of CODC evolves to enable the delivery of the Central Otago Destination Management Plan, the governance structure now needs to change.

Leadership both at a governance and management level, and pulling the correct stakeholders into the right conversations, will be critical to the success of destination planning. Where previously tourism knowledge was an important consideration for Tourism Advisory Board members, it does not carry the same importance when applying a destination management lens.

More important considerations will be standing within the community, strategic vision for Central Otago, knowledge of funding functions, project management, knowledge of Central Government processes, values of Regional Identity and Kai Tahu, partnership with mana whenua, youth leadership.

Preference remains to have the majority of the governance group living within the Central Otago region, whilst acknowledging the value of having an out-of-region view to provide balance.

Structure

Chairperson

Independent Chair appointed via an interview and appointment process run by Council's Chief Executive Officer and Tourism General Manager.

Board

Made up of 2 appointed roles and 4 co-opted roles. The co-opted positions will represent:

- CODC Mayor or Elected Councillor
- Kai Tahu
- Tourism business owner/senior manager based in Central Otago

- Youth representative (aged between 18-30)

Intern

Intern role established to provide experience and knowledge for a secondary school tourism student. This role would carry no voting rights but would be invited to participate in discussions and to provide their point of view.

Term

With the exception of the inaugural governance group, the normal term of each role would be 3 years, with members able to complete 3 consecutive terms before stepping down for a minimum of one term.

It is recommended to stagger the terms of the inaugural governance group to ensure future continuity:

- 3 x two year
- 3 x three year

The Elected Member and Kai Tahu roles would not be subject to term limitations.

Meeting frequency

Anticipated to hold 5 meetings per annum, with a break taken between December-February.

Indicative schedule: March, May, July, September, November

Costs

A \$500 payment per meeting attended for all members, with the exception of Council Elected Members and the Intern role.

Reasonable travel costs would also be covered.

Delegation

The governance group is delegated by Council to set the strategy and framework of priority projects as identified in the Central Otago Destination Management Plan. The governance group does not have the delegation to commit Council to expenditure outside of what is approved by Councillors in the Annual Plan or Long-Term Plan processes.

Any spending outside of those allocations would require a report to, and supporting resolution from, Council.

Advisory Board handover

Once the new governance appointments have been confirmed the existing Tourism Advisory Board will carry out a handover meeting with the new governance group before being disbanded.

Advisory Board support

A discussion paper was put to the current Tourism Advisory Board during their July 2022 meeting. The proposed governance structure is reflective of the Tourism Advisory Board's preference.

Sub-committees

With the broad range of projects identified within the Destination Management Plan, it is anticipated sub-committees will be utilised to bring in expertise not within the governance group.

Sub-committee roles would be unpaid unless private contractors are required to fulfil a specific skillset or project. Any such funding is subject to Council's regular budgeting and procurement processes.