

# Camden Haven Tourism & Marketing Co-operative Committee

## Terms of Reference

### 1.0 Purpose

The Camden Haven Tourism and Marketing Co-operative (herein referred to as the 'TMC') is a subcommittee of the Camden Haven Chamber of Commerce.

The purpose of the TMC is promote sustainable tourism development in the Camden Haven area and market the Camden Haven as a destination.

### 1.1 Vision

For the Camden Haven region to be a desirable, vibrant and strong visitor economy which claims a strong strategic market position within a unified brand that makes sense to both visitors and locals.

### 1.2 Mission

- To engage and unify all stakeholders and encourage accountability and transparency.
- To partner with all stakeholders to provide unified stewardship and focus to enable strategic growth.
- Capitalise on geographical, environmental, cultural, historical and social attributes.
- To adopt a visitor-centric approach in improving infrastructure, information and resources and preservation the Camden Haven's unique selling points such as natural environment.
- To align with appropriate stakeholder projections targets and initiatives to maximise funding, support and opportunities.

### 2.0 Function

The TMC is responsible for:

- Marketing and branding of the Camden Haven region.
- Lobbying for tourism-related issues.
- Providing relevant networking and professional development events to tourism-related businesses.
- Representation at Greater Port Macquarie Tourism Association (GPMTA) board meetings.
- Managing local events calendar.
- Managing Visit Camden Haven digital platforms including the website and social media.
- Liaising with Council on tourism-related issues for the Camden Haven.
- Liaising with North Coast Destination network.

### 3.0 Authority

The TMC has the authority to:

- Make recommendations to the Chamber of Commerce for approval, specifically anything requiring financial support or with a medium or greater risk to reputation.
- Authorise actions or make decisions that align with the function of the TMC and bear a low risk.
- Guidance to be provided by the Chair on the level of risk for each decision or action.
- Authorise expenditure in line with the approved annual TMC budget and goals.

## 4.0 Structure and Composition

### 4.1 Membership

The TMC is a subcommittee of the Camden Haven Chamber of Commerce and therefore does not have its own membership base, but rather comprises of members of the Chamber of Commerce.

### 4.2 Committee Roles & Responsibilities

The only identified role in the committee is the Chair. All other responsibilities to be delegated to active committee members as appropriate.

#### 4.2.1 Chair

The Chair is appointed by the Chamber of Commerce. The Chair cannot be the Chair of the Chamber of Commerce.

Responsibilities of the Chair:

- Provide leadership and direction to the committee
- Ensure compliance with committee terms of reference and/or other governance documents
- Chair TMC meetings
- Distribute / assign tasks as required
- Primary point of contact for TMC and spokesperson
- Ensure that goals, budget and strategic plan are in place
- Assist in developing relationships with other committees and organisations that are related to or have goals relevant to the committee
- Be aware of current issues that may affect the organisation
- Represent Camden Haven on GPMTA board or nominate delegate from TMC

#### 4.2.2 Other Responsibilities

The other key responsibilities to be assigned amongst the committee include:

- Maintain and manage records of the TMC
- Prepare and distribute minutes
- Schedule meetings
- Develop and distribute agenda in consultation with other committee members
- Provide regular communication to the relevant stakeholders and members
- Ensure up to date records of membership are kept
- Report on TMC financials
- Support any required auditing processes
- Administrate Visit Camden Haven Facebook and Instagram accounts
- Administrate Visit Camden Haven website
- Provide analytics reports on social media and website
- Liaise with Port Macquarie-Hastings Council on tourism-related issues
- Manage and collate repository of Camden Haven Events and publish events calendar

## 5.0 Operation

### 5.1 Administration

TMC documentation to be stored in the Chamber of Commerce Google Drive.

## 5.2 Agenda Items

An agenda for each meeting is to be issued prior to the meeting to all invitees. Input into agenda by all committee members.

## 5.3 Minutes

Minutes from meetings will be distributed to all members or attendees within 3 business days of meeting. The minutes of the committee meetings shall be made available to the Chamber of Commerce after each meeting.

## 5.4 Meetings

- Chamber of Commerce executive can attend any TMC meeting.
- Meeting chair can be delegated to another member.
- Meetings including networking events to be held minimum four (4) times per year.
- Committee members cannot vote on any issues if in respect of which there is an actual or perceived conflict of interest.

## 5.5 Communication & Reporting

- Report on TMC to be provided to Chamber of Commerce prior to each Chamber executive meeting. This may be presented as a copy of the last TMC meeting minutes.
- E-mail or correspondence sent from the Chamber of Commerce Google account will be the primary form of communication for meeting invites, agendas, minutes.

## 5.6 Financial Management

- TMC-related income and expenditure will be deposited into and paid out of the TMC sub-account that is owned by the Chamber of Commerce.
- Two signatories are required to make any withdrawal from the TMC sub-account.
- Any requests for reimbursement from TMC members must meet the Chamber's Reimbursement Guidelines.
- Financial management and reporting will follow the relevant Chamber policies, procedures and guidelines.

## 6.0 Review

- Terms of reference to be reviewed annually by the TMC and Chamber of Commerce executive.
- The TMC shall perform an annual evaluation of its performance and provide that information to the Chamber of Commerce. The Chamber of Commerce executive will evaluate the performance of the committee as appropriate.