

Terms of Reference

Committee Program: Business Development, Events and Marketing Program
Responsible Directorate: Community and Commercial Services **Version:** DRAFT

1. INTRODUCTION

- 1.1. The Business Development, Events and Marketing Program (BDEMP) is established for the purpose of representing the business community of the City of Busselton.
- 1.2. BDEMP provides strategic direction on the allocation of the Business Development, Events and Marketing Funding Program for the development of initiatives aimed to provide social benefit to the community, and to attract events, additional visitation, increase investment and produce economic outcomes to the region.
- 1.3. Recognising the positive economic and social benefits events and tourism has on the region, the City has implemented a differential rating scheme wherein properties rated within the Industrial and Commercial Zone Groups and the Commercial Land Use Group, directly contribute toward the City's continued support of tourism, marketing and events activities through the Business Development, Events and Marketing Funding Program. A proportion of revenue raised through the Holiday Home fees also contributes to the scheme.
- 1.4. These funds are allocated to the development and implementation of a regional events strategy and economic development activities that aim to advance the region as the Events Capital WA, and promote the region as an attractive destination for tourism, business, and events, including the branding of the region in a local government sense.
- 1.5. The BDEMP acts in accordance with the provisions of the City's Local Laws, policies and these Terms of Reference.

2. OBJECTIVE

- 2.1 The objectives of the BDEMP are to support the achievement of the following strategies:
 - a. **Diversity Strategy** – Goal: a City offering year-round events for both community and visitors with an inclusive, diverse and vibrant event calendar, developing a varied and sustainable portfolio of events (type, locations and timing).
 - b. **Localise Strategy** – Goal: a City that celebrates its unique cultural, social and economic strengths by engaging with local content, characters and infrastructure. Encourages events that actively engage with local businesses and community to deliver economic and social outcomes.
 - c. **Hallmark Strategy** – Goal: a City that partners with and support events that increase visitation and local economic impact. Attract and retain sustainable, high-quality events for maximised direct economic return.
 - d. **Venues Strategy** – Goal: an event program that showcases the City's unique venues and natural environment as a sustainable competitive advantage.

- e. **Economic Development Strategy** – Goal: a City that supports business and industry through the implementation of promotions, programs and activities aligned with the City’s Economic Development Strategy.
 - f. **Funding Strategy** – Goal: the City supports the identified strategies by structuring funding allocation to retain existing strong events, attract new events to address gaps in the variety and distribution of the events calendar, and to preference events that provide high quality, local and unique experiences. The funding strategy will also focus on business and economic development initiatives that aim to enhance the City’s economic environment.
- 2.2 The BDEMP achieve these objectives by:
- a. making recommendations to Council on the sponsorship of events and activities as part of the BDEMP Funding Program;
 - b. ensuring that the sponsorship of events in the City provides the best possible return on investment;
 - c. supporting the strategic development and sustainability of existing events and multi-year funded activities within the City of Busselton;
 - d. facilitate formal and informal communication and consultation processes regarding events and activities considered to be funded from the [funding program BDEMP](#);
 - e. maintain strong links with the private sector, government, and the local community to achieve high levels of stakeholder investment and activity required to realise the events potential of the City of Busselton;
 - f. building on opportunities to promote community and economic outcome focussed events, and a range of economic development and marketing initiatives aimed to attract increased visitation and investment to the region.

3. MEMBERSHIP

- 3.1. The membership of the BDEMP shall consist of the following voting members:
- a. Three City of Busselton Councillors;
 - b. One representative – Margaret River Busselton Tourism Association;
 - c. One representative – Busselton Chamber of Commerce and Industry;
 - d. One representative – Dunsborough Yallingup Chamber of Commerce and Industry.
- 3.2. The following City of Busselton officers shall be non-voting members of the BDEMP:
- a. Director of Community and Commercial Services;
 - b. Manager Events and Cultural Services; and
 - c. Events Coordinator.
- 3.3. Business and community representatives nominated by BDEMP members can be invited to join the BDEMP Advisory Group. [BDEMP](#) Advisory Group members will receive copies of all agendas and minutes and have opportunity to attend BDEMP meetings and speak to agenda items of interest.
- 3.4. In the event of a BDEMP member being unable to attend a meeting, [representatives-members](#) are required to nominate a deputy member, endorsed by the representative organisation.
- 3.5. The BDEMP may request the attendance of any other person or representative for advisory purposes only.
- 3.6. In order to fulfil the objectives of BDEMP, members are expected to:
- a. Keep informed of current developments, issues and concerns in the events, tourism, marketing and business development sectors;
 - b. Be conversant with relevant plans and policies within the City of Busselton, particularly those relating to events, tourism, marketing and business, and economic development;
 - c. Be aware of the activities, interests and concerns relating to events, tourism, marketing, and business and economic development sector organisations and groups within the City;
 - d. Prepare for and actively participate in regular BDEMP meetings;

- e. Have, or an ability to gain, an understanding and experience in the events, tourism, marketing and/or economic and business development sectors;
 - f. Act in the best interests of the City of Busselton; and
 - g. Maintain confidentiality of meetings held and activities undertaken.
- 3.7. Members must disclose any conflicts of interest on matters before the BDEMP, and declare these prior to any discussions relating to the matter.
- 3.8. Representatives must not make any public statements in reference to BDEMP activities unless prior approval has been provided by the Director Community and Commercial Services or their representative/s.
- 3.9. Membership of the BDEMP shall, unless determined otherwise, cease on the day of the next ordinary Council election.
- 3.10. Council shall appoint new members to the BDEMP in accordance with paragraphs 3.1 at the next practicable meeting of Council, following the Council election.
- 3.11. The membership of a member may be ceased in accordance with the Act.

4. PRESIDING MEMBER

- 4.1. The Presiding Member will be a Councillor nominated to the position by the BDEMP, at the first meeting to be held following an ordinary election.
- 4.2. In the event of the Presiding Member being unable to attend a meeting, an alternate Councillor member will deputise for that meeting.

5. MEETINGS

- 5.1. The BDEMP shall meet at every two months and on an as required basis.
- 5.2. The BDEMP shall report to Council in accordance with clause 2.10 of the *City of Busselton Standing Orders Local Law 2018*.
- 5.3. Notice of meetings shall be given to members at least five days prior to each meeting, with the agenda papers to be provided to members not less than 72 hours prior to the meeting.
- 5.4. The Presiding Member shall ensure that detailed minutes of all meetings are kept in accordance with the Part 14 of the *City of Busselton Standing Orders Local Law 2018*.
- 5.5. The City of Busselton will provide administrative support to the BDEMP through the provision of agendas and minutes.
- 5.6. Any item from a meeting requiring an action by Council officers will, in the first instance, be communicated to the relevant officer/s for consideration and/or action by the Director of Community and Commercial Services. Actions will be communicated at the next meeting.
- 5.7. The minutes of all BDEMP meetings, including its reports and recommendations, shall be included in the agenda of the next practicable Council meeting.
- 5.8. The recommendations of the BDEMP must be endorsed by Council before they take effect and be acted upon.
- 5.9. All members of the BDEMP shall have one vote. If the vote of the members present is equally divided, the Presiding Member shall cast a second vote.

6. QUORUM

6.1. The quorum for a meeting shall be at least 50% of the number of offices of membership, whether vacant or not.

7. DELEGATED POWERS

7.1. The BDEMP has been established by a decision of Council, but does not have any delegated powers.

7.2. Any recommendations made by BDEMP are not binding on Council and must be endorsed by Council to take effect.

8. EVALUATION OF COMMITTEE'S EFFECTIVENESS

8.1. At the meeting of the BDEMP prior to the ordinary Council elections, the BDEMP shall undertake a review to evaluate its effectiveness, and as a guide the following should be determined:

- a. Is the purpose and objectives of the BDEM being met?
- b. should the purpose and objectives be amended?
- c. is the BDEM functioning effectively?
- d. are the BDEM members regularly attending meetings?
- e. review the Terms of Reference, including membership.

9. TERMINATION OF COMMITTEE

9.1. Termination of BDEMP shall be:

- a. In accordance with the Act; and
- b. By an absolute majority decision of Council.

10. APPROVAL

Council Adoption	DATE		Resolution #	
Previous Adoption	DATE		Resolution #	