
ORDINARY MEETING MINUTES

18 MARCH 2010

7 REPORTS DIRECT TO COUNCIL

7.1 FINANCE AND BUSINESS

7.1.1 TOURISM REFORM - TRANSITION ACTION PLAN

File No: 1-17275
Author: Senior Economic Development Officer – Tourism,
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Finance and Business
Appendix: App A - Industry Sanctioned Option 2 (OM Att Pg 3)
Attachments: Att 1 - TTAB Transition Action Plan Feb 2010 (OM Att Pg 5)
Att 2 - Option 2 (OM Att Pg 72)
Att 3 - Destination Desk Map (OM Att Pg 74)
Att 4 - Caloundra Tourism Letter to TTAB 12 02 10 (OM Att Pg 76)

OFFICER RECOMMENDATION

Council Resolution (OM10/048)

Moved: Councillor R Green
Seconded: Councillor L Brennan

That Council:

- (a) *receive and note the report titled "Tourism Reform – Transition Action Plan";*
- (b) *note the Tourism Transition Advisory Board Transition Action Plan document dated February 2010 (Attachment 1) and the extensive recommendations contained within this document;*
- (c) *acknowledge the significant contribution and commitment that the Tourism Transition Advisory Board members and the Project Manager have made in consulting and negotiating extensively with the regional tourism industry culminating in this report;*
- (d) *endorse the integrated industry sanctioned regional tourism Option 2 model (Appendix A) that has the capability to deliver Council, key stakeholders and the industry's desired outcomes;*
- (e) *be guided by the recommendations in the Transition Action Plan requests the Chief Executive Officer to:*
 - (i) *facilitate the establishment of a new company limited by guarantee as the legal structure to enable the formation of a single regional tourism entity for the region as determined in (d) above, a Destination Management Organisation owned by members to commence trading by 1 July 2010;*
 - (ii) *enter into a Service Level Agreement, which will include, amongst other things, Key Performance Indicators, between Council and the Destination Management Organisation; and*
 - (iii) *develop a joint government, industry and Council communication strategy;*

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- (f) *request the Chief Executive Officer, after consultation with stakeholders, provide a further report to Council:*
 - (i) *recommending seven (7) independent Non-Executive Board Directors for consideration to serve as inaugural directors of the newly formed Destination Management Organisation based on the skills identified in the Transition Action Plan on pages 26 and 27;*
 - (ii) *recommending a whole of region Tourism and Economic Development levy model for consideration during 2010/2011 budget process; and*
 - (iii) *recommending models for consideration that will deliver a more efficient and cost effective market driven regional Visitor Information Centre program, taking into account best practice and industry views;*
- (g) *invite the Tourism Transition Advisory Board to present the region's Annual Business Plan for consideration during the 2010/2011 budget process; and*
- (h) *request the Chief Executive Officer to provide a further report to Council outlining the establishment of the Major Events governance structure, providing details of the proposed charter, role, structure and membership prior to 30 June 2010.*

Carried unanimously.

