

# **Expressions of Interest**

Latrobe City Council Tourism and Major Events  
Advisory Committee

**Information Pack**  
**April 2022**

## About Latrobe City

Latrobe City lies in the heart of Gippsland in eastern Victoria within a two-hour drive east of Melbourne, along the Princes Highway. As Victoria's fourth largest city, it has a population of over 74,000 with a diversity of heritage and culture.

The city is made up of four major towns: Traralgon, Morwell, Moe/Newborough and Churchill, and seven rural townships of Boolarra, Glengarry, Toongabbie, Tyers, Traralgon South, Yallourn North and Yinnar.

In recent years the City has attracted major sporting, arts and cultural events, attracting 1.1 million visitors annually and creating 1,614 jobs, representing 5% of total employment. The City holds 18 major events and 512 community events that contributes over \$12 million in economic impact annually.

Latrobe City is a multicultural community, and all cultures are encouraged to be actively involved in presenting and participating in the events and experiences we offer. In particular, there is scope for the local Aboriginal community to be involved in events and tourism initiatives. Input and participation from Aboriginal organisations, individuals and businesses, as well as from members of the diverse cultures within our community, will enrich Latrobe's community and the offering for our visitors.

## Latrobe City Events and Tourism Strategy 2018 - 2022

The Latrobe City Events and Tourism Strategy 2018 – 2022 provides a strategic approach for the development and promotion of major events and tourism. It has the long-term objectives of extending the profile of Latrobe City to be known as an event destination and developing greater synergies between events and the wider tourism industry.

The strategy provides a cohesive framework aligning with Latrobe 2026: The Community Vision for Latrobe Valley; Latrobe City Council's Plan; Latrobe City Council Economic Development Strategy, and the Latrobe City Council Arts Strategy.

To provide a long-term competitive advantage and coordinated approach, the strategy is also aligned with event strategies for Latrobe Valley Authority, Destination Gippsland and Visit Victoria.

The document identifies five strategies to achieve the goals of economic growth, positive destination profile and community pride. These are:

- Develop distinct destination experiences
- Deliver hallmark and major events in a year-round calendar
- Develop branding and digital media platforms
- Increase product packaging and industry collaboration
- Ensure appropriate resourcing and governance

## About the Tourism and Major Events Advisory Committee

Latrobe City has established a Tourism and Major Events Advisory Committee to oversee the development and promotion of tourism, and to assess and make recommendations regarding the funding of major event proposals for the City.

### The Committee's Role

To report to the Council and provide appropriate advice, recommendations and feedback on matters relevant to the Terms of Reference in order to facilitate decision making by the Council in relation to the discharge of its responsibilities.

The Committee is established to:

- Provide advice to Council on policies and strategies for furthering the development of tourism within Latrobe City and an avenue for consultation and exchange between Council and the tourism industry regarding issues and maximising tourism opportunities
- Consider proposals for major event selection and funding applications received and make recommendations to Council in relation to the selection and funding of such events
- Provide advice in relation to the development and submission of event funding applications
- Provide advice to Council in relation to the planning and development of major events and major event infrastructure in Latrobe City

The Committee is an advisory committee only and has no delegated decision-making authority.

## About the positions

The Tourism and Major Events Advisory Committee shall comprise up to 13 members:

- Four (4) Councillors, one from each ward
- One (1) representative from each of the following sectors:
  - Latrobe City Business Chamber Inc (external appointment)
  - Latrobe City Economic Development representative (internal staff appointment)
  - Latrobe City Creative Venues, Events & Tourism Manager (internal staff appointment)
- Up to six (6) external representatives
- Latrobe City Council Events and Tourism officer/s (ex-officio) as required to provide professional advice and administrative support.

Latrobe City is seeking Expressions of Interest for the following positions:

- Up to four (4) external representatives with skills in key subject areas such as tourism, events, education, philanthropy and fundraising, marketing, small and large tourism enterprises, business, sport or arts and culture.

### **Meetings**

The Tourism and Major Events Advisory Committee meets bi-monthly on the first Wednesday of the month.

The duration of each meeting will generally not exceed two hours. Any special meetings would be held on an 'as-needs' basis.

### **Length of appointment**

All members are appointed to the Committee by Council for a term of four years.

### **Remuneration**

Positions on the Tourism and Major Events Advisory Committee are voluntary positions; Council does not offer any remuneration for participation.

### **Selection Criteria**

Latrobe City is seeking members who are able to demonstrate the following:

- Interest in tourism and events in Latrobe City
- Demonstrated skills in an area relevant to tourism and major events
- Understanding of the social and economic relevance of events and tourism in the regional context
- Ability to participate actively and attend the majority of meetings
- Acumen in the areas of creativity, lateral thinking
- Active and relevant networks

### **Expression of interest evaluation**

Following submission of your Expression of Interest, applications will be reviewed. The submissions will be shortlisted, and selected candidates will be recommended to Council on Monday 4 July 2022.

### Timetable

The following approximate dates are a guide only for the recruitment and appointment process.

<b>Opening date for Expression of Interest</b>	22 April 2022
<b>Closing date for Expression of Interest</b>	18 May 2022
<b>Review of applications</b>	late May 2022
<b>Interviews</b>	early June 2022
<b>Member induction</b>	July
<b>1<sup>st</sup> Meeting</b>	3 August

### Enquiries

Any questions regarding the Expression of Interest or other information required should be directed to:

Kylie Gore, Coordinator Events & Tourism:

Telephone: 0428 921 110

Email: [kylie.gore@latrobe.vic.gov.au](mailto:kylie.gore@latrobe.vic.gov.au)

### How to apply

The Expression of Interest is to include the following:

- Full name, postal address, contact details by phone and email
- Maximum two-page letter that details your interest in and qualifications for membership that addresses the Key Selection Criteria
- Other information in support of your suitability as a member of the Committee

### **Submission of Expression of Interest**

Expressions of Interest submissions must be marked:

**‘Expression of Interest – Tourism and Major Events Advisory Committee’**

and sent electronically to:

[kylie.gore@latrobe.vic.gov.au](mailto:kylie.gore@latrobe.vic.gov.au)

or by post to:

**Kylie Gore, Coordinator Events & Tourism  
Latrobe City  
PO Box 264  
MORWELL 3840**

Submissions **must** arrive by COB **18 May, 2022**.

Submissions received after this time will not be considered. It is the responsibility of applicants to ensure that submissions are received before the time and date set out above.

All information provided by the respondents in the course of, and following, the submission of their expression of interest will be treated as confidential.