

Visitor Economy Advisory Committee

Terms of Reference

Approved: 27 April 2026



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1. Establishment of the Committee

- 1.1 The Visitor Economy Advisory Committee (hereinafter referred to as “the Committee”), is a formally appointed Advisory Committee of Latrobe City Council established for the purposes of providing advice to Council.
- 1.2 The Committee is an advisory committee only and has no delegated decision making authority.
- 1.3 The membership of this Committee and these Terms of Reference will be adopted by resolution of Latrobe City Council at a Council Meeting.

2. Objectives

- 2.1 The Committee’s role is to report to the Council and provide appropriate advice, information and feedback on matters relevant to this Terms of Reference in order to facilitate decision making by the Council in relation to the discharge of its responsibilities.
- 2.2 The Committee is established to:
 - 2.2.1 Provide strategic advice to Council on policies and strategies for furthering the development of tourism and major events within Latrobe City and an avenue for consultation and exchange between Council and the tourism and events industry regarding issues and maximising tourism opportunities.
 - 2.2.2 Strengthen relationships and engagement between the tourism and events industry and the local community.
 - 2.2.3 Advocate for tourism and events initiatives through members’ community, professional and sector networks.
 - 2.2.4 Provide feedback on opportunities, risks and emerging trends relevant to local tourism and event activities.
- 2.3 The Committee will carry out the following in order to achieve the objectives set:
 - 2.3.1 Support Latrobe City by sharing sector knowledge, community insight and professional expertise relevant to its operation and strategic direction.
 - 2.3.2 Promote awareness of visitor economy initiatives and projects through members’ community and professional networks.
 - 2.3.3 Provide advice on opportunities to strengthen local visitation and event participation within the municipality.
 - 2.3.4 Provide advice and support to Latrobe City to establish and maintain positive working relationships with other organisations and State governing bodies such as Tourism Victoria and the Victorian Tourism Industry Council and ensure that tourism development in Latrobe City is in line and in partnership with regional, state and federal strategies.
 - 2.3.5 Provide strategic direction to Latrobe City in regard to tourism and event related opportunities.
 - 2.3.6 Encourage an attitude of enterprise, creativity and sustainability in major event conceptual development and delivery, with a commensurate reduction in reliance on funding over time.
 - 2.3.7 Review and provide feedback on event proposals greater than \$25,000.
- 2.4 Policy and Strategy Development
 - 2.4.1 Provide advice as part of a policy, strategy (or other relevant document) review or development processes as required from time to time.
- 2.5 Perform other activities related to this Terms of Reference as requested by the Council.

3. Membership

Composition of the Committee

- 3.1 The Committee shall comprise of 13 members, being:
 - 3.1.1 Up to four Councillors.
 - 3.1.2 1 representative from the Latrobe City Business Chamber.
 - 3.1.3 1 representative of the Gunaikurnai Land and Waters Aboriginal Corporation (GLaWAC) where GLaWAC chooses to nominate a representative.
 - 3.1.4 Up to seven external representatives appointed via an expression of interest process, preferably with skills in key subject areas such as tourism, events, education, marketing, philanthropy and fundraising, business, sport or arts and culture.
 - 3.1.5 Members should reflect diversity in age, gender, background and lived experience.
 - 3.1.6 Latrobe City Council Events and Tourism representative/s (ex-officio) - Council Officers; as required to provide professional advice and administrative support.

Length of appointment

- 3.2 The Committee shall be in place for as long as Latrobe City Council sees fit, and the appointment of members shall be for a period of three-years.
- 3.3 Prior to the expiration of each term, there will be a call for nominations for the next term. Current Committee members are able to re-nominate.

Selection of members and filling of vacancies

- 3.4 Latrobe City Council shall determine the original membership of a Committee based on expressions of interest received from members of the community and nominations received from organisations.
- 3.5 The Committee may fill any vacancies that occur within the determined period of appointment, subject to the approval of the General Manager of the relevant division and endorsement of Council. Where a vacancy is filled in this way, the appointment shall be limited to the remainder of the period of the original appointment.

Co-option of members

- 3.6 With the approval of the Chair, the Committee may invite other individuals to participate in the proceedings of the Committee on a regular or an occasional basis and including in the proceedings of any sub-committees formed.

Attendance at meetings

- 3.7 All Committee members are expected to attend each meeting.
- 3.8 A member who misses two consecutive meetings without a formal apology may at the discretion of Latrobe City Council have their term of office revoked.
- 3.9 A member who is unable to attend the majority of meetings during the year may at the discretion of Latrobe City Council have their term of office revoked.

Resignations

- 3.10 All resignations from members of the Committee are to be submitted in writing to the General Manager of the relevant division, via email.

4. Proceedings

Chair

- 4.1 The nominated Councillor shall Chair the meetings.
- 4.2 If the Councillor delegate is unavailable, he/she shall delegate to the other nominated Councillor to chair the meeting.

- 4.3 If neither Councillor is available, the Chair may nominate a replacement from the current membership of the Committee to chair the meeting.

Meeting schedule

- 4.4 The Committee will determine its meeting schedule and times for each of the meetings. The duration of each Committee meeting should generally not exceed two hours.
- 4.5 Meetings of the Committee will be held bi-monthly or as may be deemed necessary by Latrobe City Council or the Committee to fulfil the objectives of the Committee. Special meetings may be held on an as-needs basis.

Meeting procedures

- 4.6 Meetings will follow standard meeting procedures as established in any guidance material and outlined in these terms of reference for Advisory Committees provided (see appendix one for the agenda template).
- 4.7 Members are expected to comply with the confidential information provisions contained in the *Local Government Act 2020* and must treat information they receive as confidential unless otherwise advised. Members must not use confidential information other than for the purpose of performing their function as a member of the Committee.
- 4.8 If a member has a general or material conflict of interest as defined in the *Local Government Act 2020* regarding an item to be considered or discussed by the Committee, the member must disclose this to the Chair if they are attending the meeting.
- 4.8.1 Once a declaration of either general or material conflict of interest has been made, the member must leave the room and remain outside until the conclusion of the relevant discussion. The time of leaving the meeting room and the time of their return must be recorded in the minutes or notes of the meeting.
- 4.9 All recommendations, proposals and advice must be directed through the Chair.

Quorum

- 4.10 A majority of the members constitutes a quorum.
- 4.11 If at any Committee meeting a quorum is not present within 30 minutes after the time appointed for the meeting, the meeting shall be deemed adjourned.

Voting

- 4.12 As the Committee has no decision-making authority, formal voting will not be conducted at meetings. Majority and minority opinions will be reflected in Committee minutes.

Minutes of the Meeting

- 4.13 A Latrobe City Officer or authorised agent shall take the minutes of each Committee meeting.
- 4.14 The minutes shall be in a standard format including a record of those present, apologies for absence, adoption of previous minutes and a list of adopted actions and resolutions of the Committee (see appendix two for the minutes template).
- 4.15 The minutes shall be stored in the Latrobe City Council corporate filing system (currently Ci Anywhere electronic document and records management system).
- 4.16 The agenda shall be distributed at least 48 hours in advance of the meeting to all Committee members, including alternative representatives.
- 4.17 A copy of the minutes shall be distributed to all Committee members (including alternative representatives) within 10 working days of the meeting.

Reports to Council

- 4.18 A bi-annual report to Council will be tabled on the Committee's progress towards the objectives included in this Terms of Reference, and will include details of major event opportunities, approvals and the economic and social outcomes delivered.

- 4.19 Reports to Council should reflect a consensus of view. Where consensus cannot be reached, the report should clearly outline any differing points of view.
- 4.20 Reports to Council will be co-ordinated through the General Manager of the relevant division that the Committee falls under.

5. Review of Committee and Duration of the Committee

- 5.1 The Committee will cease to exist by resolution of the Council, or once the objectives at item 2.3 are demonstrated to have been met, whichever occurs first.
- 5.2 A review of the Committee will take place at least once every three years at which time the Terms of Reference will also be reviewed.
- 5.3 A review will be conducted on a self-assessment basis (unless otherwise determined by Council) with appropriate input sought from the Council, the CEO, all Committee members, management and any other stakeholders, as determined by Council.
- 5.4 The review must consider:
 - 5.4.1 The Committee's achievements;
 - 5.4.2 Whether there is a demonstrated need for the Committee to continue; and
 - 5.4.3 Any other relevant matter.

6. Authority and Compliance Requirements

- 6.1 The Committee is a consultative committee only and has no executive powers nor does it have any delegated decision making or financial authority.
- 6.2 Failure to comply with the provisions outlined in this Terms of Reference may result in termination of the member's appointment.

Appendix 1: Agenda Template

Agenda



[Name] Advisory Committee

Date: 00/00/0000

Time: 00.00pm to 00.00pm


Location: [include specific meeting room and address]

Agenda items

No.	Item/description	Owner	Attachment
1	Welcome and introduction	Chair	N/A
2	Apologies	All	
3	Declarations of Interest Members of the Committee are to declare any conflicts of interest or any interests in matters listed on the agenda.	All	
4	Confirmation of Minutes Confirmation of the previous minutes of the meeting.		
5	Matters arising from previous meeting Review of action progress from previous meeting.	All	
6	Reports/items for consideration Matters being presented for discussion in accordance with the terms of reference. <ul style="list-style-type: none"> • List • List 		
7	General business <ul style="list-style-type: none"> • List • List 	All	

Next meeting: 00 January, 00.00am to 00.00am

Appendix 2: Minutes Template

Minutes	
	
<p>[Name] Advisory Committee Minutes</p> <p>Date: 00/00/0000 Time: 00.00pm to 00.00pm Location: [include specific meeting room and address] Chairperson: Name</p>	
No.	Item description
1	Present
2	Apologies
3	<p>Interest disclosures</p> <p>Members of the Committee declare any conflicts of interest or interest in matters discussed at the meeting.</p> <p>The following members of the Committee declared a Conflict of Interest at the meeting and left the meeting whilst the matter was being discussed:</p> <ul style="list-style-type: none"> • Name, Time left 00.00am/pm, Time returned 00.00am/pm • Name, Time left 00.00am/pm, Time returned 00.00am/pm • Name, Time left 00.00am/pm, Time returned 00.00am/pm
4	<p>Confirmation of minutes</p> <p>That the minutes of the meeting held on [date] of the [name] Advisory Committee be confirmed.</p>
5	<p>Matters arising from previous meeting</p> <p>List the item and action agreed and assign any follow up actions and expected timeframes.</p> <p>1. Item heading</p> <p>Action(s):</p> <ul style="list-style-type: none"> • List • List <p>2. Item heading</p> <p>Action(s):</p> <ul style="list-style-type: none"> • List • List
6	<p>Items for consideration</p> <p>List the item and action agreed and assign any follow up actions and expected timeframes.</p> <p>3. Item heading</p> <p>Action(s):</p> <ul style="list-style-type: none"> • List • List <p>4. Item heading</p> <p>Action(s):</p> <ul style="list-style-type: none"> • List <p>List</p>
7	<p>General business</p> <p>List the item and action agreed and assign any follow up actions and expected timeframes.</p> <p>5. Item heading</p> <p>Action(s):</p> <ul style="list-style-type: none"> • List • List <p>6. Item heading</p> <p>Action(s):</p> <ul style="list-style-type: none"> • List <p>List</p>
<p>Next meeting: 00 January, 00.00am to 00.00am, Location</p>	