



KEMPSEY
Shire Council

DELEGATE'S REPORT

14th November 2006

DR1	MID NORTH COAST PROPOSED BOARD RESTRUCTURE
	FILE: 879 JACH { Folio No. * }

SUMMARY:

Reporting on the meeting of the Mid North Coast Strategic Workshop held on September 13, 2006.



DESCRIPTION:

In acknowledging the great support of the existing Board, the attendees at the Mid North Coast Strategic Workshop on September 13, 2006, suggested it was timely to look at the current Board / Marketing Committee structure and roles prior to the 2006 AGM. In view of the logistics, time restraints, overall management and other pressures the current situation presents for some Board members, it was proposed that a new structure be formed.

As the principal role of the Association is to market the region, it was suggested:

That the new board structure comprise eight (8) Tourism Managers or an alternative appointee from the LGA's , plus a maximum of four (4) direct tourism industry representatives, and a Tourism New South Wales representative. The four tourism industry representatives would hold their position for a maximum two (2) years and represent four different LGA's.

If the above course of action were to be followed the Marketing Committee in its current format would cease to exist.

Responsibilities of any new Board would include and not be limited to:

- Meeting all legal responsibilities of a registered Association,

e.g. hold annual General Meetings, appoint Office Bearers, and organize accounts, tax returns and staff contracts.

- Continuing to represent the 8 member LGA's with responsibility for pursuing the core long term objectives of the Association. Representation of any particular LGA is dependant on the member LGA's remaining financial members of the Association.
- Preparation and implementation of an annual fully costed Marketing Plan, based on the objectives written in the Mid North Coast Regional Tourism Plan Continuing to work with Tourism NSW, both as a major partner and funder of the Association, but also as a working partner for co-operative partnerships.
- Seek new partners who might offer assistance in cash or kind for cooperative partnerships.

In order that Kempsey Shire Council is continually represented and in the event that our appointee is unable to attend, I propose the following motion:

REPORT IMPLICATIONS:

- ***Environmental***

Nil

- ***Social***

Nil

- ***Economic (Financial)***

Ongoing commitment.

- ***Policy or Statutory***

Nil

RECOMMENDATION:

1. That the Mid North Coast Regional Tourism Organisation board structure comprise eight (8) Tourism Managers or an alternative appointee from the LGA's **(WITH AN ALTERNATE DELEGATE TO BE APPOINTED BY COUNCIL)**, plus a maximum of four (4) direct tourism industry representatives, and a Tourism New South Wales representative - 13 in total. The four tourism industry representatives would hold their position for a maximum two (2) years and represent four different LGA's.

2. That Council re-affirms Cr Hayes as the alternate delegate.