

SUPPLEMENTARY AGENDA

Extraordinary Meeting of Council



We're with you

Wednesday, 26 June 2024

Council Chambers, Wingecarribee Shire Council Civic Centre

68 Elizabeth Street, Moss Vale at 3:30 pm

**AGENDA OF THE EXTRAORDINARY MEETING OF COUNCIL
WEDNESDAY 26 JUNE 2024**

1 REPORTS3

 1.1 Visitor Economy Advisory Panel3

1 REPORTS

1.1 Visitor Economy Advisory Panel

Report of: James Borbone
Acting Manager Business and Property Services

Authorised by: Pav Kuzmanovski
Acting Director Corporate Strategy and Resourcing

PURPOSE

The purpose of this report is to provide Council with an overview of the selection process to determine the membership of the Visitor Economy Advisory Panel (VEAP). The report also provides the outcomes of the selection process, nominated panel members and the next stages for commencing the VEAP.

OFFICER'S RECOMMENDATION

THAT Council:

1. Endorse the following individuals to form the Visitors Economy Advisory Panel:
 - a. Stefano Marvella
 - b. Nathan Ponder
 - c. Max Mason
 - d. Kellie Stapleton
 - e. Ally Seymour
 - f. Amanda Fry
 - g. Natalie Dare
 - h. Ben Shephard
 - i. Richard Sainsbury

2. Note the first VEAP meeting will be schedule in July 2024.

REPORT

BACKGROUND

At the Council meeting held on 13 December 2023, Council resolved the following in relation to Destination Southern Highlands and Visitor Servicing Review:

THAT Council:

1. *Note the Destination Sydney Surrounds South Futureproofing Visitor Servicing in NSW using Wingecarribee as a Pilot Report*
 2. *Establish a Visitor Economy Advisory Panel of representatives of industry subsectors of the Wingecarribee Shire Council area and endorse the Terms of Reference as contained in Attachment 4.*
 3. *Delegate to the Visitor Economy Advisory Panel the following functions to be executed in accordance with the Operational Plan and budget as adopted by Council through the annual planning process.*
-

AGENDA OF THE EXTRAORDINARY MEETING OF COUNCIL WEDNESDAY 26 JUNE 2024

- a. *develop and implement a Visitor Economy Action Plan that aligns with the goals of the Destination Strategy 2020 - 2030 subject to receiving budgetary allocation in the 2024/25 budget*
- b. *present for consideration by Council an annual strategic marketing campaign to ensure the delivery of the Action Plan.*
4. *Adopt the following additional recommendations of the Destination Sydney Surrounds South report:*
 - a. *the Southern Highlands Visitor Information Centre (VIC) continues to deliver services in the current physical location.*
 - b. *Destination Southern Highlands improve the sense of place for visitors to the centre by developing its visitor experience to attract more travellers.*
 - c. *Destination Southern Highlands grow the premium local brand merchandising offer.*
5. *Write to the Destination Sydney Surrounds South Chair and General Manager to advise of the outcome and thank them for their support.*
6. *Write to the Visitor Servicing workshop participants to thank them for their engagement and contribution.*
7. *A further report to Council will be provided to Council in the first quarter of 2024 to appoint the members of the Visitor Economy Advisory Panel.*
8. *Attachment Four to the report be amended to provide that the General Manager allocates appropriate resources for the Visitor Economy Advisory Panel secretariat, delete references to Council and Destination Southern Highlands in Relationships to Council (p3) with General Manager and replace any references in the document to Council Officers to General Manager.*
9. *A short discussion paper be presented to Council in the new year on opportunities for volunteering at the Visitors Centre.*

This report addresses the points in the resolution relating to the Visitor Economy Advisory Panel (VEAP) and the process undertaken to appoint VEAP members.

At its meeting held on 19 June 2024 Council considered a report on the appointment of individuals to the VEAP. At the meeting Council resolved as follows:

THAT Council defer the matter to the 26 June 2024 Extraordinary Meeting of Council.

This allowed Council the opportunity to seek advice from the Probity Advisor in relation to the selection process. Based on the advice of the Probity Advisor, Council was provided with documentation for the panel selection process. This report is resubmitted for Council's consideration, noting that the information has been provided.

REPORT

This report covers the process that has been undertaken to determine the membership of the VEAP. Details are provided below on the outcomes of the process, including the probity measures instilled throughout the process.

Expression of Interest

In February 2024, an Expressions of Interest was advertised, through an application process via Participate Wingecarribee, Wingecarribee Shire Council EDM, Destination Southern Highlands Industry News EDM, social media posts by Wingecarribee Shire Council and Destination Southern Highlands, Wingecarribee Shire Council media release, and a radio advertisement on 2ST seeking nominations for VEAP members. As a part of the application process, applicants were asked to complete a series of questions relating to:

- Vision for tourism in the Southern Highlands
- What you will bring to the VEAP.
- Local Tourism exposure including opportunities.

AGENDA OF THE EXTRAORDINARY MEETING OF COUNCIL WEDNESDAY 26 JUNE 2024

- Business Experience including current business experience.

The application process was open for 28 days and closed on 4 March 2024.

Selection Panel

Prior to the applications being circulated for shortlisting, a panel was established with the following members:

- Acting Director Corporate Strategy and Resourcing
- Acting Business and Property Services Manager
- Tourism and Events Coordinator
- Business Development Manager - Visit Wollongong
- Tourism and Economic Development Manager - Shoalhaven Council

An external probity advisor from SHOP Consulting was appointed to oversee the governance of the process. It is noted that the Tourism and Events Coordinator declared a conflict of interest and was subsequently omitted from the remainder of the process once the conflict was declared.

Shortlisting and Interview Process

Once all panel members had completed the relevant probity documentation, the applications were released for review and shortlisting. There were 22 applications received, including one (1) application which was non-conforming. Scores were compiled and prioritised to form a shortlist. 13 applicants were shortlisted and invited to be interviewed. Interviews were held on the 28 and 29 May 2024, where applicants were asked to present a ten-minute presentation, elaborating on their vision for the VEAP along with a series of questions. The panel scored each applicant on their performance during the interview which was based on their presentation and responses to each question.

Recommended VEAP Members

Upon completion of the interviews, the panel compiled their scoring to develop a final listing of nine VEAP members. The final listing of VEAP panel members is as follows (in no specific order):

- Stefano Marvella
- Nathan Ponder
- Max Mason
- Kellie Stapleton
- Ally Seymour
- Amanda Fry
- Natalie Dare
- Ben Shephard
- Richard Sainsbury

The recommended VEAP members all meet the criteria established in the adopted Terms of Reference. A balance of relevant industry sectors are covered by the applicants based on their past and current experience. It is recommended to endorse the VEAP members to form the initial VEAP.

Probity

A probity advisor was appointed during the process to ensure all matters were conducted in a transparent manner. The probity advisor was from SHOP Consulting and observed the process including all interviews. A probity report was provided that identified no significant probity matters were raised during the process.

Next Steps

If resolved by Council, it is proposed that the initial VEAP will be conducted in July 2024. The initial meeting will primarily focus on inducting VEAP members and electing a chair (and other positions) in accordance with the Terms of Reference. Further procedural documentation will be provided to the VEAP to ensure the administration functionality can be governed appropriately.

**AGENDA OF THE EXTRAORDINARY MEETING OF COUNCIL
WEDNESDAY 26 JUNE 2024**

COMMUNICATION AND CONSULTATION

Community Engagement

Nil

Internal Communication and Consultation

Nil

External Communication and Consultation

Expressions of Interest were called for the initial applications for VEAP membership.

SUSTAINABILITY ASSESSMENT

Environment

There are no environmental issues in relation to this report.

Social

There are no social issues in relation to this report.

Broader Economic Implications

The purpose of the VEAP is to provide a platform for tourism and economic development to stimulate the GDP of the Shire.

Culture

There are no cultural issues in relation to this report.

Governance

There are no governance issues in relation to this report.

COUNCIL BUDGET IMPLICATIONS

There are no budget implications directly associated with this report. It is noted that a quarterly budget adjustment will be required to fund a marketing campaign once determined by the VEAP in the 2024/25 financial year.

RELATED COUNCIL POLICY

Nil

CONCLUSION

A process has been undertaken to determine the proposed membership of the VEAP. If endorsed by Council, it is envisaged that the VEAP will conduct its first meeting in July 2024.

ATTACHMENTS

Nil