



Terms of Reference

For

Ipswich Tourism Operators Network

Ipswich City Council
July 2011

Ipswich Tourism Operators Network

1. INTRODUCTION

Since 1981 the Ipswich City Council has worked in partnership with local tourism operators via the Ipswich Visitors and Tourism Association Ltd (IVTA).

Over recent years, membership of the Board of the IVTA has reduced with local tourism operators not having the time to invest in the administration of the Association. These operators have expressed a continued interest in working with Council and collaboratively amongst themselves on outcome-driven projects to attract more visitation to Ipswich and to further develop the industry within the City.

Council also established the Ipswich Tourism Advisory Group (ITAG) initially to consult on the development of the Ipswich Destination Management Plan and now with the ongoing role of providing industry advice and support on Council's tourism operations. Specific businesses, representing sub-sections of the local tourism industry, were invited to participate on the ITAG.

At recent ITAG Meetings, participation was extended to include a broader range of tourism operators.

Council's Tourism Branch acknowledged the need for a more direct channel of communication and active engagement with stakeholders in the tourism industry.

Based on this, the intent of the Ipswich Tourism Operators Network (ITON) is to provide a forum through which all eligible Tourism Operators, in Ipswich and the surrounding regional council areas of Lockyer Valley, Somerset, Scenic Rim, Logan and Brisbane, can provide feedback of and participate in Council's tourism development and destination marketing activities.

2. CHARTER

2.1 Mission Statement

The Ipswich Tourism Operators Network is a project and outcome driven group of eligible tourism operators that actively engages in, and provides an advisory role to, Ipswich City Council's tourism operations including developing the tourism industry in the City and enhancing tourism's economic and community benefits.

2.2 Objectives

The key objectives of the Ipswich Tourism Operators Network (ITON) is to encourage a cohesive tourism industry network that will partner with Ipswich City Council to deliver the following objectives:

- ñ Promote Ipswich as a great place to visit and hold business events.
- ñ Provide resources and opportunities for professional development of tourism businesses.
- ñ Encourage and support new tourism investment.
- ñ Foster community and industry support and awareness for tourism.
- ñ Work closely with other key tourism and industry bodies.
- ñ Encourage and champion the development of more soft and hard infrastructure benefiting tourism in Ipswich.

- ñ Provide comprehensive and accurate visitor information and services.

3. PARTICIPATION AND ADMINISTRATION

3.1 Operator Participation

- ñ Any tourism business that operates within the Ipswich local government area would be eligible to be involved in ITON through meeting participation and project work.
- ñ Tourism businesses from bordering local government areas will also be eligible to participate in the ITON in order to encourage regional industry collaboration.
- ñ Eligibility criteria (see Appendix for eligible business categories)
- ñ Participating operators are required to pay an annual marketing fee to Ipswich City Council
- ñ Participating Operators will receive:
 - ITON certificate;
 - ITON decal sticker to be displayed in the business premises;
 - Inclusion on the distribution database for marketing/professional development opportunities;
 - Receipt of the two-monthly ITON Industry Update newsletter;
 - Promotional listing on Council's Discover Ipswich consumer tourism website;
 - Brochure display and distribution at the Ipswich Visitor Information Centre; and
 - Invitation to ITON meetings and industry events.
 - Invitation to participate in joint venture marketing and industry development initiatives with Ipswich City Council and other partner organisations.

3.2 Meetings and Proceedings

- ñ Council's Tourism Branch will coordinate meetings, at least quarterly, to engage with operators. The purpose of the meetings will be to discuss current ITON activities and projects as well as opportunities available in the wider industry.
- ñ Council's Chairperson Tourism and Libraries Committee, or a nominated representative, will chair the ITON meetings.
- ñ A Deputy Chairperson, representing participating tourism operators, will be selected by the Chairperson
- ñ Council's Tourism Branch will coordinate networking functions for participating tourism operators and key industry stakeholders
- ñ Council's Tourism Branch will coordinate and conduct familiarisation tours
- ñ Working groups will be established for specific projects/activities as required

3.3 General Administration

- ñ ITON projects/initiatives will be funded through a combination of Council budget allocation, sponsorship, Government grant and operator buy-in.
- ñ Council's Tourism Branch will manage
 - meeting notifications and agendas;
 - meeting notes and their distribution;
 - financial transactions relating to ITON projects and initiatives;
 - applications/renewals and certificates for participating operators; and
 - two-monthly e-newsletters and ad hoc communication as required.

Appendix A