

6. NOTICES OF MOTION

6.1. NOTICE OF MOTION - TOURISM AND ECONOMIC DEVELOPMENT OFFICER (TEDO) QUARTERLY REPORTS

COUNCILLOR

Cr Abigail Noli

NOTICE OF MOTION

I hereby give Notice of my intention to move the following Motion at the Council meeting scheduled for Tuesday 29 September 2020:

“The position of Tourism and Economic Development Officer (TEDO), that sits within the Council operational structure, provides monthly updates to Councillors and prepares quarterly releases for Council noting and resolution”

BACKGROUND

In the meeting of 30 June 2020 under council resolution, there was the TPDD Resource and Performance Agreement in which it was stated the importance of the TEDO position.

“It is proposed that Council enter into a Resource and Performance Agreement with TPDD on an annual basis and collaborate closely through the Tourism and Economic Development Officer (TEDO) with TPDD to develop a flexible and targeted branding and destination marketing strategy aimed at reinvigorating the domestic tourist market.

In recognition of the importance of tourism to the regional economy, the position of Tourism and Economic Development Officer was developed to complement and collaborate with TPDD, as well as partner with the DCC and other industry groups to develop and advocate for a unified strategy for economic development in Douglas.

This new position (TEDO) will work with tourism bodies, industry leaders, businesses and the community in Douglas with a focus to advance business and tourism opportunities, create employment opportunities and contribute to economic sustainability for the Shire. This position will support the work of TPDD and the development of the tourism sector”.

Economic development is going to be a prime motivator of activities across the region as we begin post-Covid recovery. Reinvigorating tourism will require significant support from Council.

Council partnership through the Tourism and Economic Development Officer and funding through a Resource and Performance Agreement will signify a unified drive to State and Federal funding bodies and a collaborative and strategic approach to building the Douglas economy.

In accordance with the Resource and Performance Agreement, KPIs will be reported on monthly and TPDD will prepare quarterly releases and an Annual Report no more than two months after 30 June, 2021.

Furthermore, through a Mayoral Minute, 26/5/20, the TEDO position was implemented.

“That Council:

- 1. Notes the implementation of the Tourism and Economic Development Officer position within Council’s structure and express support for the process undertaken by the Chief Executive Officer in the recruitment of a Tourism and Economic Development Officer.”*

The Tourism and Economic Development Officer (TEDO) will play an integral role in shaping the local sector to better respond to tourism trends, working closely with Regional and Local Tourism Organisations to support them in targeted destination management and branding, leading strategic Council initiatives that will enhance job opportunities in the sector and supporting local businesses that depend either directly or indirectly on tourism.

The Chief Executive Officer (CEO) has commenced the process of recruiting for a TEDO which has seen a high calibre of applicants. It is envisioned the position will work within the Community and Economic Development Section and work closely with other departments to find innovative ways to support the economy.

CONCLUSION

Because the Mayor’s own words, talks about how the TEDO position and TPDD will work together for Tourism in the shire, I propose that quarterly reports are provided to Council. Furthermore my suggestion is that these reports from the TEDO are provided in tandem to the TPDD quarterly reports.

OFFICER'S COMMENT

Nil

ATTACHMENTS

Nil