

Geelong Otway
Tourism

**Memorandum
of
Understanding**

Extension
Until the 30th June
2013



MEMORANDUM OF UNDERSTANDING

between

GEELONG OTWAY TOURISM INC.

Busport, Level 1, 48 Brougham Street, Geelong ("G.O.T.")

and

MEMBER MUNICIPALITIES

comprising:

GREATER GEELONG CITY COUNCIL 30 Gheringhap Street, Geelong
SURF COAST COUNCIL 1 Merrijig Dve, Torquay
COLAC OTWAY SHIRE COUNCIL 2 Rae Street, Colac
QUEENSCLIFFE BOROUGH COUNCIL 50 Learmonth Street, Queenscliff
GOLDEN PLAINS SHIRE 2 Pope Street, Bannockburn
(collectively called "the Councils")

RECITALS:

A. Geelong Otway Tourism is an association incorporated for the purposes of marketing and developing tourism within the municipal districts of the member Councils.

B. Geelong Otway Tourism has prepared and adopted the attached Business Plan, which details the marketing and development initiatives, and performance targets have been established to monitor performance.

C. The Councils are members of Geelong Otway Tourism. The annual subscription fee shall be determined as per the ratio contribution outlined under Resourcing 1.5, and in consultation with the CEO's of the Councils and the Executive Director of Geelong Otway Tourism. In lieu of payment of the annual subscription the Greater Geelong City Council meets the administrative and staffing costs of Geelong Otway Tourism.

D. The tourism industry as represented through the local tourist organisations and municipal tourism committees funds the marketing program of Geelong Otway Tourism through annual subscription and direct advertising. The marketing budget is further supplemented by sponsorship and relevant Federal and State Government grants.

E. In order to achieve greater certainty of Council support for Geelong Otway Tourism over the period and commitment from Geelong Otway Tourism to the implementation of the business plan, the parties have recorded their understanding of the relationship and obligations between the parties. The parties as signatories to this document understand and record the following:

1. RESOURCING

1. Geelong Otway Tourism will dedicate financial resources to the implementation of the regional marketing and development initiatives as detailed in the business plan.

2. The City of Greater Geelong having regard to its overall budgetary constraints shall continue to provide at its cost, resources to staff accommodate and allow effective administration of Geelong Otway Tourism.

3. The City of Greater Geelong shall continue to provide dedicated resources to Geelong Otway Tourism to seek, and support conferences and meetings, within the municipality.

4. The City of Greater Geelong shall continue to provide dedicated resources to Geelong Otway Tourism to coordinate the staffing (volunteers and council staff) and operations of the local and regional Visitor Information Centres located within the municipality.

5. The Councils will continue to provide financial resources to Geelong Otway Tourism via annual subscription to support staffing, administration, marketing and development initiatives as detailed in the business plan. The ratio of contribution between each Council shall be at the fixed rate of:

- City of Greater Geelong 86.5%
- Surf Coast Shire 6.0%
- Colac Otway Shire 6.0%
- Golden Plains Shire 0.5%
- Borough of Queenscliffe 1.0%

6. In addition to this the municipal membership annual contribution will also be adjusted by the increase in CPI movements.

7. The Councils will each be responsible for the provision of dedicated staff to further develop and coordinate local tourism whilst recognising that Geelong Otway Tourism will be the primary body promoting the region on behalf of the industry as represented by the local associations and the member Councils.

8. Geelong Otway Tourism will support Councils to attract tourism related investment and tourism infrastructure and where appropriate will work closely with Councils' Economic Development Boards and relevant Council officers.

2. ACCOUNTABILITY & COMMUNICATION

9. Geelong Otway Tourism will present to the Councils an acceptable annual progress report that details performance against key targets established in the business plan and outlines the marketing program and key result areas to be achieved by the board in the forthcoming financial year.

10. Geelong Otway Tourism will provide Council with regular statistical reports relating to the tourism performance of the region.

11. The Executive Director of Geelong Otway Tourism will, consult with Councils' Chief Executive Officers prior to establishing Councils annual subscriptions. To allow for Council budget consideration this will occur by May 31 each year.

12. The Councils recognise the independent role, structure, mission and expertise of Geelong Otway Tourism and understands the function includes being an independent advocate for the tourism industry. This role also includes being a tourism industry voice in the local and national media.

13. Geelong Otway Tourism will on request attend any Council meeting to discuss / present tourism related issues.

14. Geelong Otway Tourism in addition to holding board meetings approximately every six weeks and will regularly communicate with Councils, relevant staff and the industry membership of the local associations.

15. The Councils will encourage local and municipal tourism officers to attend regular designated staff meetings with Geelong Otway Tourism staff, and to communicate with the Geelong Otway Tourism office on a regular basis.

16. Geelong Otway Tourism will instigate and maintain a program of communication with members through local associations that ensures members are fully informed of Board activities and marketing program.

3. VISITOR INFORMATION CENTRES

17. The staffing, management and operations of Local Visitor Information Centres will be the responsibility of Councils, nominated bodies of Councils or Local Associations.

18. The Councils recognise the regional role of the Geelong Great Ocean Road Visitor Information Centre located at Little River (proposed to relocate during the term of the M.O.U.).

19. Geelong Otway Tourism will coordinate the implementation of consistent display and distribution policies for all Visitor Information Centres in the region.

20. Visitor Information Centre Co-ordinators from the Geelong Otway Region will meet on a regular basis to co-ordinate training, management and centre operations and to distribute relevant marketing materials.

4. SUSTAINABLE TOURISM

21. The Councils recognise the strengths and benefits of a sustainable tourism approach that will ensure the long-term survival of the tourism industry and to encourage industry best practice.

22. Geelong Otway Tourism will coordinate the implementation of sustainable tourism initiatives in conjunction with local and municipal officers and will communicate progress to municipal partners as part of annual reporting procedures.

23. Geelong Otway Tourism will support the Councils efforts to attract funding for additional sustainable tourism initiatives. Geelong Otway Tourism will continue to source State and Federal funding support for regional initiatives.

24. The Councils will promote the local initiatives and encourage participation in their implementation through communications with local communities and other key stakeholders.

5. GENERAL

25. Geelong Otway Tourism will not expand its membership base to include new municipal members unless agreed to by the board and all existing municipal members.

26. Geelong Otway Tourism will coordinate industry training and tourism policy formulation to ensure a consistent approach and application to tourism across the region.

27. If any dispute or difference arises between the parties in carrying out the principles of this memorandum of understanding, the parties will seek bona fide to resolve that difference or dispute between them. Should a Council wish to withdraw its membership of Geelong Otway Tourism then written notice must be given twelve months in advance of ceasing membership. Such notice will allow appropriate modifications to the business plan and budget process.

28. Notwithstanding clause 27. each party maintains the right to exercise its individual powers as it sees fit. This memorandum of understanding lapses one year after the date it is signed and may be renewed or renegotiated by further agreement between the parties.

29. Due to the current Tourism Structure Review, a review will be conducted each quarter. This Memorandum of Understanding will cease ONLY if a new structure is agreed upon by all parties during the 2012-13 period.

30. Due to the current Tourism Structure Review, subscription as outlined under clause 5. will be invoiced at the commencement of each quarter to Surf Coast Shire Council, Colac Otway Shire Council, Borough of Queenscliffe Council and Golden Plains Shire Council. Greater Geelong City Council will continue resourcing via the current 2012-13 budget provisions as approved by Council in the 2012-13 Greater Geelong City Council budget process.

Geelong Otway Tourism Memorandum of Understanding
Extension Until the 30th June 2013

DATED this..... day of2012

SIGNED on behalf of:)
GEELONG OTWAY TOURISM INC.)
by its duty authorised representative:)

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Witness

SIGNED on behalf of the:)
CITY OF GREATER GEELONG COUNCIL)
by its duty authorised representative:)

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Witness

SIGNED on behalf of the:)
SURF COAST SHIRE COUNCIL)
by its duty authorised representative:)

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Witness

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COLAC OTWAY SHIRE COUNCIL)
by its duty authorised representative:)

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Witness

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BOROUGH OF QUEENSCLIFF COUNCIL)
by its duty authorised representative:)

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Witness

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GOLDEN PLAINS SHIRE COUNCIL)
by its duty authorised representative:)

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Witness