



Appendix 1a

12.1 Tourism Greater Geelong and the Bellarine Incorporated Memorandum of Understanding and Corporate Plan

Memorandum of Understanding 2021-2025

Ordinary Meeting of Council

Wednesday 19 May 2021 at 7:000pm

Queenscliff Town Hall

Tourism Greater
Geelong
and
The Bellarine Inc.

Memorandum of Understanding

Until the 30th June

2025



MEMORANDUM OF UNDERSTANDING

between

TOURISM GREATER GEELONG AND THE BELLARINE INC.

Busport, Level 1, 48 Brougham Street, Geelong
("Tourism Greater Geelong and The Bellarine")

and

MEMBER MUNICIPALITIES

comprising:

GREATER GEELONG CITY COUNCIL.....30 Gheringhap Street, Geelong
BOROUGH OF QUEENSCLIFFE 50 Learmonth Street, Queenscliff
GOLDEN PLAINS SHIRE 2 Pope Street, Bannockburn
(collectively called **Councils**)

RECITALS:

- R.1. Tourism Greater Geelong and The Bellarine is an association incorporated with the purpose of promoting and developing tourism within the Greater Geelong and Bellarine region (**Region**).
- R.2. Tourism Greater Geelong and The Bellarine has prepared and adopted the attached Corporate Plan 2021-22 to 2024-25 (**Plan**), which details the marketing and development priorities initiatives, and performance targets that have been established to monitor performance.
- R.3. The tourism industry, as represented through tourism related businesses, organisations and committees will fund the Plan through annual subscription fees and direct advertising.
- R.4. The Councils are members of Tourism Greater Geelong and The Bellarine. The annual subscription fees payable by the Councils shall be determined as outlined in this memorandum of understanding (**MOU**).
- R.5. In order to achieve greater certainty of Council support for Tourism Greater Geelong and The Bellarine until 30 June 2025 and the commitment from Tourism Greater Geelong and The Bellarine to the implementation of the Corporate Plan, the parties by this MOU have recorded their understanding of the relationship and obligations between the parties.

1. RESOURCING

- 1.1. Tourism Greater Geelong and The Bellarine will dedicate financial resources to the implementation of the regional marketing and development initiatives as detailed in the Corporate Plan.
- 1.2. The Greater Geelong City Council having regard to its overall budgetary constraints shall continue to provide resources to Tourism Greater Geelong and The Bellarine:
 - 1.2.1. to staff, accommodate and allow effective administration of Tourism Greater Geelong and The Bellarine;
 - 1.2.2. to seek, and support conferences and meetings, within the municipality operating as a unit of Tourism Greater Geelong and The Bellarine called Business Events Geelong;
 - 1.2.3. to coordinate the staffing (volunteers and council staff) and operations of the local and regional Visitor Information Centres located within the municipality; and
 - 1.2.4. to enhance the experiences of international students studying in Geelong operating as a unit of Tourism Greater Geelong and The Bellarine called Study Geelong.
- 1.3. The resources provided by Greater Geelong City Council as outlined in clause 1.2, are referred to as **Administrative Costs** in this MOU.
- 1.4. The Councils will continue to provide resources to Tourism Greater Geelong and The Bellarine via annual subscription fees.
- 1.5. It is intended that the annual subscription fees for Borough of Queenscliffe and Golden Plains Shire will increase by 3% each year. This is in line with the anticipated increase to Administrative Costs provided by the Greater Geelong City Council.
- 1.6. The Greater Geelong City Council will meet the Administrative Costs in lieu of its payment of the annual subscription fee.
- 1.7. The Councils will each be responsible for the provision of dedicated staff to further develop and coordinate tourism in the Region whilst recognising that Tourism Greater Geelong and The Bellarine will be the primary body developing the industry and promoting the Region.
- 1.8. Tourism Greater Geelong and The Bellarine will support Councils to attract tourism related investment and tourism infrastructure to the Region and where appropriate will work closely with Councils' Economic Development Unit and relevant Council officers.

2. ACCOUNTABILITY & COMMUNICATION

- 2.1. Tourism Greater Geelong and The Bellarine will present to the Councils an annual action plan and report that details performance against key results areas as outlined in the report for the previous year and indicated in the action plan for the forthcoming financial year.

- 2.2. Tourism Greater Geelong and The Bellarine will provide Councils with regular statistical reports relating to the tourism performance of the Region.
- 2.3. The Councils recognise the independent role, structure, mission and expertise of Tourism Greater Geelong and The Bellarine and understands its 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 and representation of tourism businesses in planning/development opportunities which may enhance, sustain and develop a sustainable tourism industry in the Region
- 2.4. Tourism Greater Geelong and The Bellarine will on request attend any Council meeting to discuss / present tourism related issues.
- 2.5. Tourism Greater Geelong and The Bellarine will hold its Board meetings approximately every eight weeks and will regularly communicate with Councils and its members.
- 2.6. The Councils will encourage local and municipal tourism officers to attend regular designated staff meetings with Tourism Greater Geelong and The Bellarine staff, and to communicate with the Tourism Greater Geelong and The Bellarine office on a regular basis.

3. VISITOR INFORMATION CENTRES

- 3.1. The staffing, management and operations of Local Visitor Information Centres in the Region will be the responsibility of Councils.
- 3.2. Tourism Greater Geelong and The Bellarine will coordinate the implementation of consistent display and distribution policies for all Visitor Information Centres in the Region.
- 3.3. Visitor Information Centre Co-ordinators from the Region will meet on a regular basis to co-ordinate training, management and centre operations and to distribute relevant marketing materials. This may also include collaboration with neighbouring tourism regions.
- 3.4. The Councils recognise Visitor information Centres core purpose is to provide visitors with the inspiration and information they need to explore the region.

4. THE VISITOR ECONOMY

- 4.1. The Councils recognise the strengths and benefits of the visitor economy approach that will ensure the long-term strength of the visitor economy through encouraging industry best practice.
- 4.2. Tourism Greater Geelong and The Bellarine will support the Councils efforts to attract funding for additional visitor economy initiatives. Tourism Greater Geelong and The Bellarine will continue to source State and Federal funding support for initiatives in the Region.
- 4.3. The Councils will promote the initiatives in the Region and encourage participation in their implementation through communications with local communities and other key stakeholders.

5. GENERAL

- 5.1. The Councils recognise the pending Regional Tourism Review is due to be released within the 2021-22 to 2024-25 MOU period in which case a revised MOU based on State Government recommendations may be presented to each of the existing municipal partners for consideration.
- 5.2. Tourism Greater Geelong and The Bellarine will not expand its membership base to include new municipal members unless agreed to by the Councils.
- 5.3. Tourism Greater Geelong and The Bellarine will coordinate industry training and tourism policy formulation to ensure a consistent approach and application to tourism across the Region.
- 5.4. If any dispute or difference arises between the parties in carrying out the principles of this MOU, the parties will seek to resolve that difference or dispute between them.
- 5.5. Notwithstanding clause 5.4, each party maintains the right to exercise its individual powers as it sees fit. This MOU lapses on 30 June 2025 and may be renewed or renegotiated by further agreement between the parties.
- 5.6. Annual subscription fees as outlined under clause 1 will be invoiced at the commencement of each financial year to Borough of Queenscliffe and Golden Plains Shire Council. Greater Geelong City Council will continue resourcing via the annual budget provisions as approved by Council in the Greater Geelong City Council budget process.

**Memorandum of Understanding
2021-22 to 2024-25**

DATED this day of 2021

Signed on behalf of:
TOURISM GREATER GEELONG AND THE BELLARINE
By its duly authorised representative

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Witness

Signed on behalf of:
CITY OF GREATER GEELONG
By its duly authorised representative

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Witness

Signed on behalf of:
BOROUGH OF QUEENSCLIFFE
By its duly authorised representative

.....
Witness

Signed on behalf of:
GOLDEN PLAINS SHIRE COUNCIL
By its duly authorised representative

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Witness