

CHARTER

VISITOR ECONOMY WORKING GROUP

Purpose

The Visitor Economy Working Group helps Blayney Shire Council work more closely with local tourism and visitor economy businesses. It gives Council practical advice about visitor economy priorities, destination marketing, and how to get the best value from its tourism investments.

The group supports Council's 12-month review of its partnership with Orange360 and helps Council understand what is working, what can improve, and what local industry needs from regional visitor economy activity.

The group can also look at other Council initiatives that support the visitor economy such as printed collateral, events (e.g. Sculptures by the Bush and Blayney Twilight Shopping) and Tourism Development Program.

Scope and role

The Working Group is advisory only. It does not make decisions for Council, direct staff, or speak on Council's behalf. Its role is to share local industry views, highlight opportunities and issues, and help align local needs with regional visitor economy activity.

Objectives

The Working Group will:

- Share feedback on visitor trends, opportunities and challenges across the Shire.
- Improve understanding of the roles of Council, Orange360 and other partners.
- Help refine how Council measures and reports on its destination marketing investment.
- Suggest practical actions Council can take to support the local visitor economy.

Membership composition

The Working Group will comprise 1 councillor, Council's Orange360 Board representative, and include industry members to reflect the range of businesses and services that support visitors in Blayney Shire. Members should be active owners or operators who can share both their own experience and feedback from their sector. One member may represent more than one sector. Ideally members will include representatives from across the Blayney Shire from each town and village.

1. Food and dining
2. Wine and beverage
3. Retail
4. Accommodation
5. Arts, culture and heritage
6. Signature visitor economy events
7. Visitor services and information

Appointment

Industry members are seeking appointment to the Visitor Economy Working Group are to nominate by contacting the General Manager or delegate through an expression of interest process or direct invitation where needed to fill gaps in representation. Membership may be reviewed if vacancies arise, sectors are missing, or conduct issues occur.

Communication and reporting

An agenda will be circulated by post or email to all members of the Working Group at least one week prior to the meeting.

Matters to be considered must be included in the Agenda for the meeting and must be provided in writing to the Chair (or nominee) at least ten (10) days before the date of the meeting.

Formal minutes of the Working Group will be produced in accordance with Council's Code of Meeting Practice. The mover and seconder of any recommendation are to be recorded.

The main items of business and recommendations will be reported to the ordinary meeting of Blayney Shire Council. Council may amend any recommendation or any portion thereof or may refer it back to the Working group for further investigation.

Code of conduct and Council policies

Members who are not Councillors or Council staff will receive the key Council policies that apply to the group.

- Code of Conduct for volunteers and community representatives
- Code of Meeting Practice
- Any other relevant Council policies

Deliverables, reporting and evaluation

During the first 12 months, the Working Group is expected to provide:

- Advice on how Council measures and reports on destination marketing outcomes.
- A prioritised list of visitor economy issues and opportunities.
- Practical recommendations on local actions Council can take.
- A short end-of-term summary with lessons learned and next steps.

Meetings

A minimum of 2 meetings are to be held per annum with any additional meetings on a needs basis to be determined by the working group.

A required quorum of 4 working group members shall be required at each formal meeting.

All operations of the Working group shall be in accordance with Council's adopted code of meeting practice.

Roles and responsibilities

Chair: The Chair will be Council's Orange360 Board representative. The Chair helps set the agenda, runs meetings and keeps the group focused on its purpose.

Secretariat: Council will provide administrative support, including invitations, agendas, minutes and action tracking.

Council participation

Council staff may coordinate informal meetings informing the chair of the meetings as needed to provide information and support follow-up actions.

Conflicts of interest and conduct

Pursuant to the Code of Conduct, members must declare any actual, potential or perceived conflicts of interest at the start of meetings or when they arise. Members are also expected to act respectfully, focus on what is best for the Shire's visitor economy, and support practical, evidence-based discussion.

Confidentiality

Members may receive information that is sensitive or commercial-in-confidence. This information must not be shared outside the group unless Council has approved it.

Term

The Working Group will operate for a period of 12 months, unless Council resolves to continue the Working Group following consideration of industry support and the group's effectiveness. Council may dissolve the Working Group at any time by resolution and may withdraw, in whole or in part, any authority conferred on the Working Group.

REFERENCE FACT SHEET

Background

Since 2018, Blayney Shire Council has taken part in regional destination marketing through Orange360. Orange360 is funded by partner councils and industry memberships and works across the Orange Region to promote the visitor economy.

Council knows there are questions about the value of this model and how its benefits are measured. Visitor economy outcomes often build over time, so they are not always easy to see in the short term. Over the next 12 months, Council will improve engagement and reporting so local businesses and the community have clearer information.

A regional approach helps Blayney Shire reach more potential visitors than it could on its own. It also helps package experiences across the region, encourage longer stays, and increase visitor spending across local towns and villages.

Council staff will keep working with Orange360 and regional partners to improve communication, local input, and planning tools such as the regional events calendar.

Key benefits of the regional approach include stronger marketing reach, better use of resources, less duplication, and more opportunities for local businesses to connect with regional campaigns and partnerships.

Strategic alignment

The Working Group supports Council's goal of growing the visitor economy by encouraging collaboration, supporting events and experiences, and making the most of regional partnerships.

Term and review

The Working Group will operate for an initial 12 months from the effective date. At the end of that period, Council will review how well it worked and use that information to guide future destination marketing decisions.

Stakeholder participation

Orange360 may be invited to meetings for relevant agenda items, presentations, data sharing or feedback. Other stakeholders, such as neighbouring councils, state agencies, industry bodies or event partners, may also be invited when useful.

Member responsibilities

Members are expected to:

- Attend meetings and contribute constructively.
- Represent their sector, not just their own business.
- Share relevant information with their networks where appropriate.
- Declare any conflicts of interest.

Decision-making and advice pathways

The Working Group provides advice only. Recommendations will be recorded and considered by Council staff, and where needed, reported to Council through normal governance processes.