



# Tourism Committee.

**Participation is only by invitation, based on EOI send outs from Chairperson or nomination by Chairperson.**

## **Committee members need to be:**

- Representative of or attuned to the needs of significant parts of Fremantle's Tourism economy. e.g. leading an industry or community network.
- Operationally involved day-to-day in Fremantle's Tourism sector. e.g. have 'skin in the game' e.g. CEO's more than Chair.
- Collaborative as demonstrated by past behaviour e.g. participation in forums, partnerships.
- Adding diversity to the perspectives already represented e.g. geographical, sectoral, gender, demographic, expertise.
- Capable of attending regular bi-monthly meetings, and of turning insights into action e.g. sufficient resources, influence, ability to help achieve the objectives.
- Must make their best available attempts to attend all meetings.
- Able to attend in person (not via Zoom).
- Ready to provide opportunities and feedback to the FCC CEO on major projects/decisions which will impact on member businesses/sectors.
- Agreeing to abide by the FCC member code of conduct.

## **Purpose**

- Facilitate effective collaboration amongst key industry and community organisations.

## **Objectives**

- Facilitates open communication for mutual and systemic benefit.
- Addresses the gap in strategy for Fremantle Tourism.
- Key leaders an opportunity to discuss key initiatives, events and trends.
- Feeds into agenda and follows on from recommendations of major public forums.
- Enable diverse stakeholders to develop a shared understanding of the status, trends in visitation, and economic activities.



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## **Objectives (continued)**

- Facilitate alignment and collaboration on priority actions towards a shared vision.
- Provide opportunity for members to connect and share information about upcoming events, business developments/opportunities, marketing strategies, ideas to feed into the City of Fremantle Destination Marketing Working Group ect.

## **Ethos**

- Non-binding, confidential (Chatham House Rule) conversations.
- Agenda driven by Chairperson (FCC CEO) and participants – some predetermined, some emergent.
- Create space for creativity and connection, being casual and authentic.

## **Benefits of being a Committee Member**

- Help shape the future of Fremantle. Shape the agenda, be the first to be consulted, and collaborate on actions with other leaders.
- An invitation to attend the regular meetings, sharing trends, insights, and collaboration opportunities.
- Leadership – demonstrating leadership towards the shared vision for Fremantle's economy and our position nationally.

Please note all committee members must hold a valid Business Enterprise Membership level or above with the Fremantle Chamber of Commerce.