

EXPRESSION OF INTEREST Somerset Economic Development and Tourism Advisory Committee

Overview

The Economic Development and Tourism Advisory Committee (EDTAC) is an advisory body for Somerset Regional Council. The body has been established to engage tourism and business representatives in the development of Council Economic Development and Tourism strategies, programs and projects.

In recent times members of the EDTAC have positively influenced Council to develop the Brisbane Valley Rail Trail and the Mount Glen Rock Adventure Park, implement pest management schemes, and invest in events such as the Brisbane Air Show.

The EDTAC will be guided by the Somerset Tourism Strategy 2021-2025 and the Somerset Regional Economic Development Strategy 2022-2032. The Tourism Strategy will build the foundations for a vibrant visitor economy in the Somerset Region. The Regional Economic Development Strategy will be finalised in 2022, with the support of the EDTAC, and seeks to further the region's prosperity through supporting growth of towns, villages, traditional industries and community entrepreneurship.

Somerset Regional Council is seeking Expressions of Interest (EOI) from Somerset tourism and business operators to represent their respective industries on the EDTAC. Council is seeking to engage with representatives that are passionate and enthusiastic about the prosperity of the region.

Purpose

The purpose of the committee is:

- To bring together community and industry representatives to engage with Council on economic development and tourism issues and opportunities within the Somerset region.
- To advise Council in the development, marketing and management of tourism, including events, representing the interests of both the tourism industry and resident.
- To act as the initial point of community engagement for economic development and tourism related matters.
- To foster links with State and Federal Government departments and agencies, other local governments, tourism and business organisations, environmental stakeholder organisations and the community.

Membership

The membership of the committee comprises:

- A minimum of two (2) elected representatives from the Council
- A representative of Seqwater, or the agency responsible for managing the recreational and related uses of Somerset and Wivenhoe dams and surrounds
- A representative of the Regional Tourism Organisation (RTO)
- Up to two (2) tourism sector representatives
- Up to two (2) agricultural industry sector representatives
- Up to three (3) business sector representatives
- One representative from the Brisbane Valley Rail Trail Steering Committee

An elected representative of Council shall chair the meeting.

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EDTAC Committee Member Expectations

EDTAC meetings will be held at least four (4) times per year, typically in February, May, August and November. The meetings are anticipated to be approximately three (3) hours in length and will typically be held on a Tuesday (likely 1.00pm to 4.00pm) at the Simeon Lord in the Esk Library, Heap St – Esk. Locations of the meetings may vary. Members are expected to be available for the entirety of the meeting.

Committee Members are expected to actively engage in meetings and proactively contribute to the committee's agenda.

Selection Criteria

EOIs are invited from members of the Somerset community to become a **tourism sector** or **business sector** representative on the EDTAC. To be considered for a position on the EDTAC, candidates will need to demonstrate:

- Relevant qualification, skills or experience in tourism, event management, business and / or marketing.
- Demonstrate an ability and willingness to assist in the implementation of identified Economic Development and Tourism strategies.
- Knowledge and understanding of the local issues with regards to Tourism Development and Commerce.
- Demonstrated ability to represent a broad range of views that reflect the diversity of the Somerset community.

Lodging an EOI

To express your interest in a position on the EDTAC, please submit an application noting which sector you represent within the community (i.e. tourism or business sectors), what qualities you would bring to the EDTAC, addressing the Selection Criteria (maximum two (2) pages), and a copy of your CV.

Application should be submitted by email to mail@somerset.qld.gov.au by **5pm Friday, 14 January 2022** and addressed to the Somerset Regional Council CEO, Andrew Johnson.