DAYLESFORD & MACEDON RANGES TOURISM

Destination Management Forum

TERMS OF REFERENCE

Introduction

DMR Tourism is the peak tourism body for the Daylesford & Macedon Ranges region, responsible for co-ordinating and leading the development of the region's tourism industry. Increasingly, DMR Tourism is embracing the concept of destination management planning in everything we do. At its heart, destination management planning aims to align and streamline the efforts of all stakeholders in the region to achieve a thriving visitor economy.

With up to 2,000 tourism businesses operating throughout the region, industry is a major stakeholder in the management of the region as a successful destination. The Destination Management Forum is intended to give industry a unified and more powerful voice in all aspects of destination management in the region: identifying opportunities and priorities to improve visitor experiences, products and services; and strategies for growing visitor awareness and tourism demand for the region.

Purpose of Destination Management Forum

The Daylesford & Macedon Ranges tourism region's Destination Management Forum is intended to be a mechanism for effective collaboration between DMR Tourism, and individuals representing the region's tourism industry.

The Destination Management Forum will:

- Provide a vehicle to effectively manage and deliver a broad-based ***destination management plan*** for tourism within the Daylesford & Macedon Ranges tourism region.
- Enable the development of a cohesive ***tourism action plan*** within the region that will encourage partnership working and identify activities where the optimal use of available resources can be achieved by collaboration between stakeholders.
- Provide advice to the DMR Tourism Board regarding regional industry needs and priorities.

Membership

The Destination Membership Forum will comprise up to 12 skills-based individuals with an interest in supporting the management, development and delivery of tourism within the Daylesford and Macedon Ranges tourism region and achieving the common goal of a thriving visitor economy.
The criteria for selecting individuals to be part of the Destination Management Forum are:

- Relevant skills and expertise to provide informed, industry-related advice to the DMR Tourism Board;
- Agreement to work co-operatively towards the goal of **destination management** for the Daylesford and Macedon Ranges tourism region;

- Commitment to developing a tourism action plan, which will include the priorities for growing, developing and managing the region, identifying clear actions and the roles and responsibilities of stakeholders;
- Commitment to attend four meetings per year

DMR Tourism will call for expressions of interest from individuals, and will determine membership based on these criteria.

The term of membership of the Destination Management Forum is 2 years.

Governance

The Destination Management Forum plays an important advisory role for the DMR Tourism Board, particularly in regard to determining priorities and strategies that impact the region's tourism sector. As the peak tourism body for tourism in the region, DMR Tourism will be responsible for maintaining an active Destination Management Forum.

DMR Tourism's General Manager will support the Destination Management Forum, ensuring that the DMR Tourism Board is fully engaged with the Forum and its activities.

The role of the Chair of the Forum will be undertaken by DMR Tourism's General Manager.

DMR Tourism will be responsible for communicating the work of the Destination Management Forum to the region's tourism industry as required. In particular, proceedings and outcomes of the Forum will be posted on the DMR Tourism website to encourage wider understanding of the Forum's work and to further develop effective destination management.

Frequency of Destination management Forum meetings

The Forum will be meet quarterly (August, November, February, May), or more frequently if the need arises.

Further Information

For further information on DMR Tourism, the Daylesford & Macedon Ranges region, and Destination Management Plan work to date, go to www.dmrtourism.com.au