

# Memorandum of Understanding

between

**Bass Coast Shire Council**

and

**Destination Phillip Island Inc.  
(Regional Tourism Board)**

## **Background**

Tourism is a vital industry and economic driver for Phillip Island/Bass Coast. The region received approximately 2.4 million domestic (overnight and daytrip) and international overnight visitors combined, who spent an estimated \$483 million in the year ending December 2017. Tourism generated employment of approximately 3,500 people or 22.8 per cent of the region's employment (direct and indirect jobs). *Data Source – Phillip Island Regional Tourism Summary Year Ending 31 December 2017 released by Visit Victoria.*

Tourism provides national and international exposure for Phillip Island by promoting its unique natural environment. In addition to the domestic and global marketing undertaken by Destination Phillip Island and Phillip Island Nature Parks, Phillip Island attracts international exposure from world class events such as the Moto GP and World Superbike Championship held annually at the Phillip Island Grand Prix Circuit.

Bass Coast Shire Council (BCSC) strongly supports the tourism industry as a key driver of the Bass Coast economy. One of the strategic indicators identified in the Council Plan 2017 – 2021 is to implement the Phillip Island and San Remo Visitor Economy Strategy 2035, *Growing Tourism.*

## **Bass Coast Shire Council – commitment to Tourism**

Council is a strong supporter of the tourism industry, committing \$1.053mil in the 2017/18 budget. A key component of Council's investment is Visitor Services, with three accredited Centres across the Shire and an online booking service, to assist around 150,000 visitors face to face each year, increasing yield and length of stay as a result.

Through the Economic Development and Tourism Teams, Council supports the development of strong tourism and business associations, and supports local initiatives such as the Phillip Island and Bass Coast Official Visitors Guide, with 120,000 copies distributed across Australia and around the world.

## **About Destination Phillip Island Inc. (DPI)**

DPI is the state recognised Regional Tourism Board (RTB) for Phillip Island. It commenced operation in 2004 created due to the significance of the tourism industry in the region, and was restructured in 2013 as part of a state-wide program led by Tourism Victoria (now Visit Victoria) and the State Government to develop RTBs with a strong strategic focus.

The Board is a “skills based” Board with members selected based on their skills and experience in one or more of the following areas of expertise:

- Tourism industry experience
- Marketing
- Legal
- Financial Management
- Strategic Planning
- Change Management

DPI’s Statement of Purposes as defined in its Rules of Incorporation are:

*(a) To act as the peak Regional Tourism Board for the Phillip Island region, as defined from time to time in tourism industry strategic plans developed by Visit Victoria or their equivalent, focusing on the development and growth of the tourism industry in the region, strategic tourism development and advocacy for the region.*

*(b) To consolidate the strategic direction of the tourism industry for the entire Phillip Island region and communicate with key partners such as Local Government, Visit Victoria, regional Development Victoria and other relevant independent legal entities,*

*(c) To perform the following functions for the Phillip Island region: industry development, product development, regional marketing, strong advocacy and united voice for the region, effective coordination and communication, skills training, leadership and mentoring, networking, identifying investment/infrastructure opportunities, and managing tourism sustainability.*

DPI’s annual budget in 2017/18 is \$509,500 which includes \$250,000 contribution from Visit Victoria, \$120,000 from industry contributions and \$77,000 from Council.

## **Purpose of this Memorandum of Understanding (MOU)**

This MOU describes the relationships, responsibilities and funding commitment that supports the collaborative working arrangements between BCSC and DPI.

DPI undertakes to:

- Provide BCSC with a copy of DPIs Annual Business Plan (available in July each year)
- Provide BCSC with a copy of the Annual Report and Financial Statements (available in October each year)
- Provide an annual briefing to Council, including a marketing update and reporting on financial performance against strategic objectives
- Hold regular meetings with relevant personnel from Council providing updates and strategic discussions
- Support relevant Council led committees such as the Community Tourism Reference Group, Phillip Island Integrated Transport Study Community Reference Group and

appropriate Bass Coast Shire Events Committees

- Support the objectives of the Sustainable Tourism Accord in partnership with Council and Phillip Island Nature Parks
- Lead relevant Phillip Island and San Remo Visitor Economy Strategy 2035, *Growing Tourism Actions*
- Deliver a low/shoulder season campaign supported by the Holiday House surplus provided annually from Phillip Island and San Remo registrations.

## **Commitments**

BCSC undertakes to work collaboratively with DPI to implement the objectives of the Council Plan 2017 – 2021 and the Phillip Island and San Remo Visitor Economy Strategy 2035, *Growing Tourism*. Council will continue to make a financial contribution to support the operations of DPI as outlined below.

DPI makes a position on the DPI Board available for a representative nominated by Council in accordance with the skills based criteria outlined above.

In relation to Councillors and DPI Board members, the parties undertake to proactively communicate on matters of mutual interest so that any public comment made can be informed and constructive. To this end the Parties agree to keep each other fully informed about matters of mutual interest so that there are no surprises for either party in the public arena and that the public arena is not used as the vehicle for dialogue.

DPI will work collaboratively with Council's Visitor Information Centre Network and Economic Development and Tourism/Events staff, to maximise opportunities for inclusion in marketing programs, promotion, industry development and visitor servicing.

## **Council's financial commitment and other resources**

BCSC makes an annual payment to DPI to support its operations and regional promotion activities, subject to continuation of Victorian Government financial support at 2017/18 level or above.

Council also provides in kind support through its close working relationship between the Visitor Information Centre Network, Tourism, Events and DPI staff.

DPI undertakes domestic and international marketing which contributes to the achievement of Council's Strategic Objectives in relation to the visitor economy. DPI's ongoing funding from Visit Victoria is contingent upon demonstrable support from local government and tourism industry.

Council commits to fund DPI based on the 2017/18 contribution of \$77,189.25 (plus gst) indexed by CPI annually (June index) for the 3 financial years 2018/19, 2019/20 and 2020/21. Council also agrees to make work stations available for two DPI staff at the Cowes Cultural Centre for the duration of this agreement, for which the rent will be \$104 per annum.

As per the Phillip Island and San Remo Visitor Economy Strategy 2035, *Growing Tourism Action 13*, provide the holiday house surplus from Phillip Island and San Remo Holiday Home registrations annually. This surplus would support a low/shoulder season campaign promoting Phillip Island and San Remo.

This MOU will remain valid until 30 June 2021. A formal review of the MOU will be conducted prior to its expiration.

**Signed on behalf of**

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**Bass Coast Shire Council**

**Destination Phillip Island**

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**Paul Buckley PSM**

**Hon John Pandazopoulos**

**Chief Executive Officer**

**Chair**

**Date:**

**Date:**

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