



## SEEKING EXPRESSIONS OF INTEREST

### **Make a difference to our visitor economy!**

We are seeking new members for our [Harvey Region Tourism Advisory Group \(TAG\)](#) to support and maximise the capacity for sustainable growth and are calling for expressions of interest.

Are you a highly experienced tourism, marketing, event or related industry professional with a passion for results-driven destination development and industry support? If you are a creative and strategic thinker with a collaborative and proactive mentality – make a difference on TAG.

In the pursuit of maximising the economic, social and cultural growth of the Harvey Region's visitor economy, the Shire of Harvey has developed a strategic and comprehensive 10+ year road map for sustainable tourism development within the Harvey Region.

One of WA's fastest growing local government areas, the Harvey Region (the Shire of Harvey local government area, including Harvey, Australind, Binningup, Myalup, Yarloop, Brunswick and Roelands) is undergoing a resurgence and the visitor economy is one of our key, untapped growth sectors.

The implementation of the [Harvey Region Tourism Road Map 2031](#) is well underway. The scope of what needs to be achieved is massive and this is not a journey we can take on our own. The ability to collaborate with like-minded individuals, businesses and organisations is critical to developing the region into the future.

Under an appropriate Terms of Reference, the structure and composition of Harvey Region TAG aims to comprise of a combination of representatives from the tourism industry, support or ancillary businesses, and the Shire of Harvey.

We look forward to working with you as we amplify the Harvey Region as a key visitor destination and move together, towards an even better lifestyle.

**Shire of Harvey President and Chief Executive Officer**

## APPLICATION

Expressions of Interest are now being sought for the appointment of motivated and inspired skills-based representatives to the Harvey Region TAG.

Applications are also strongly encouraged from individuals from a wide range of tourism and related disciplines appropriate to the Destination Harvey Region's strategic direction.

This is an exciting opportunity to make a valuable contribution to the Harvey Region's untapped visitor economy which will be centred around the beautiful symphony of connecting more people with the food bowl of Australia's South West – combining enviable beaches, rich coastal plains and the rugged undulating forest of the Darling Scarp.

We will celebrate our:

- Agri-tourism, and food and beverage (F+B),
- Eco, nature-based and soft adventure tourism,
- Destination and niche events,
- Aboriginal and European heritage tourism; and
- Art and culture.

Applications are invited from individuals based in the Harvey Region and within WA.

## ROLE OF THE GROUP

Harvey Region TAG will strive to establish Tourism as front of mind within the Shire of Harvey and the Harvey Region.

## TAG OBJECTIVES

- Act as the crucial connection between the Shire of Harvey and the community to maximise participation in Tourism and Destination Harvey Region business unit initiatives.
- Advise the Shire of Harvey on strategies and policies relating to Tourism within the Harvey Region.
- Assist the Shire of Harvey to engage the Tourism industry about priority projects, services and facilities.
- Support and help drive the implementation and progress reviews of the [Harvey Region Tourism Road Map 2031](#).
- Assist the Shire of Harvey to identify opportunities for Tourism development in the Harvey Region.
- Support lobbying and the attraction of Tourism and related industry investment to the Harvey Region.
- Advise the Shire of Harvey about strategies and actions to promote and celebrate Tourism awareness.
- Support the Shire of Harvey's Destination Harvey Region business unit.

## COMMITMENT

Advisory Group members are appointed for a term of up to two years.

There are a minimum of four meetings a year, typically held every three (3) months – February, May, August and November. Members are also encouraged to attend relevant industry functions and activities.

This is not a remunerable position, nor does it include travel expenses. However, zoom meeting options are available.

## SELECTION CRITERIA AND EOI ASSESSMENT

Positions on the Harvey Region TAG are voluntary. To nominate for a position a nominee must have:

- A strong understanding of the regional, national and international tourism environment and/or a related industry.
- The ability to network and act as an ambassador promoting and advocating for the Harvey Region to a range of stakeholders in the Tourism industry and/or Government.
- Ability to regularly attend TAG meetings and important related meetings, with adequate preparation for meetings including reviews and comments on minutes and reports.
- Active participation in evaluation and planning efforts, volunteering for and willingly accepting additional projects and duties.

Applications for initial appointment will be reviewed by a panel selected by the Shire of Harvey Chief Executive Officer in conjunction with the Shire of Harvey Sustainable Development Directorate and Destination Harvey Region Business Unit. Recommendations will be made to the Shire of Harvey Council for endorsement.

Appointments will be skills based. Consideration will also be given to geographic and/or sector representation. Interviews may be held for short-listed applicants.

## DEADLINE

Applicants should complete the Nomination Form on the Shire of Harvey website by close of business Friday, 29 November 2024.

All enquiries should be made to Shire of Harvey Economic Development and Tourism Support Officer, Rochelle Dodds at [rochelled@harvey.wa.gov.au](mailto:rochelled@harvey.wa.gov.au) or 0428 351 619.