

Destination Penrith Tourism and Visitor Economy Taskforce

Our mission is to help shape Destination Penrith, boosting tourism and the visitor economy.

Destination Penrith Background

Destination Sydney Surrounds North is one of 6 Destination Networks established in NSW to work with regions to grow the Visitor Economy. Destination Sydney Surrounds North (DSSN) regions include, Blue Mountains, Hawkesbury, **Penrith**, Central Coast, Lake Macquarie, Newcastle, Port Stephens, Hunter Valley, and the Upper Hunter (13 Local Government areas). DSSN is funded by Destination NSW.

DSSN has actively worked with Blue Mountains and Hunter Valley on the Tourism Structure in the region helping deliver significant success in the coordination of funding grants and Visitor Economy (VE) Priorities.

Over the past couple of months DSSN has been meeting with members of the Penrith Valley Chamber and Council staff to discuss the Visitor Economy in the Penrith Region, and the development of roles and responsibilities, and priorities for the Visitor Economy.

It is important to acknowledge the work that Council has been doing in the Visitor Economy, particularly in Destination planning, major events, grant applications and the various roles Council undertakes in the Visitor Economy.

The work the group (Council, Chamber and DSSN) has undertaken has identified that there is a role for Industry, and many Destinations have developed working groups or taskforces to provide industry input to planning, priorities, attraction of industry investment and industry communications.

Purpose

The Taskforce aims to create new synergy between the industry and key stakeholders, to maximise resources and boost the promotion and attractiveness of Penrith as a destination. Using existing frameworks as a reference, the primary role of the Taskforce will be to finalise the Roles and Responsibilities, establish a Taskforce Charter, objectives, and priorities.

Taskforce Personnel

The Taskforce will be structured as follows:

- 1 Penrith Valley Chamber Nominated Representative
- 1 Penrith Council General Manager nominated Representative
- 1 Destination Sydney Surrounds North Representative
- 5 Tourism Industry Representatives (Identified through an EOI process)

Additional representatives or specific focus groups may be included from time to time as required by the Taskforce

Term of Appointment

The term of appointment is for a period of 1 year commencing (insert date) 2022 to be reviewed annually by the Chamber Board. The Chamber Board will determine if the Task Force is:

- Extended for an additional 1-year period.
- The taskforce ceases to operate.
- A new recruitment process is required

Workflow

It is anticipated that Taskforce meetings will take place monthly with focus groups working in between as required. The timing of meetings and workflow will be determined by the Taskforce once appointed.

Expression of Interest (5 Tourism Industry Representatives):

Penrith Valley Chamber will call for Expressions of interest to the Taskforce through Chamber communications.

The EOIs will be reviewed by a Selection Panel against the selection criteria with a recommendation made to the Penrith Chamber Board for Endorsement.

The Selection Panel will consist of the 3 nominated taskforce members from Penrith Chamber, Penrith Council, and Destination Sydney Surrounds North.

Selection Criteria (5 Tourism Industry Representatives):

The Expression of Interest is to be addressed to admin@penrithchamber.org.au via email. Submissions should be a maximum of 2 pages in length and address the below selection criteria:

- Your tourism and Visitor Economy industry experience
- Current role and experience
- Area of specialisation, including Accommodation, Attractions, Major Events or Business Events
- Value Proposition - specific areas of contribution that you can bring to the Taskforce

Timeline

- 1 December announce Taskforce and open EOI
- 13 December 5pm close EOI
- 16 December announce Taskforce membership
- 17 December 4:30-5:30 pm orientation meeting set date of first meeting in 2022

Questions and more information

For more information, please contact Stacey Randell, Chamber Engagement Manager:

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penrithchamber.org.au