



## Memorandum of Understanding

### Oberon Council and Oberon Plateau Tourism Association

April 2012

#### Terms of Reference

##### 1. Purpose

This Memorandum of Understanding (MOU) is to define the working relationship between Oberon Council and the Oberon Plateau Tourism Association, and provide guidelines for such interaction.

##### 2. Parties

It is recognised that the Oberon Plateau Tourism Association (OPTA) is -

*An industry based association whose purpose is to work on behalf of members and the Oberon community to advance the economic prosperity of Oberon, is recognised as the Local Tourism Organisation within the Regional Tourism Organisation Blue Mountains Lithgow and Oberon Tourism and has a strategic relationship with the Oberon Business Association.*

It is recognised that Oberon Council is –

*A duly elected local government area acting under the Local Government Charter, chapter three of the Local Government Act 1993.*

##### 3. Premise

Both OPTA and Oberon Council wish to work together in a way that is:

- Open, inclusive and collaborative
- Respectful of the different roles and functions performed
- Recognises the autonomy of each organisation
- Minimises duplication of effort
- Utilises resources in a considered manner
- Results in maximising the benefits for effort and resources invested

- Gives measurable and definable results
- Strives for constant improvement
- Values partnerships

#### **4. Communication**

The success of this MOU is dependant on the establishment of two-way communication.

It is proposed that a series of meeting be established that allows for an exchange of information and ideas between the OPTA executive and relevant Oberon Council officers.

The meetings are targeted to address the following key activities:

- Spring Festival – meet approximately three months prior to the commencement of the festival
- Summer Festival – meet approximately three months prior to the commencement of the festival
- Forward Planning – meet in March to discuss the next financial year activities with specific reference to collaborative marketing opportunities, consumer show participation, trade show participation, festivals and events, collateral development and special projects.

This meeting schedule does not preclude other meetings occurring on an as needs basis.

In addition to these meeting dates each organisation will undertake to keep the other informed of significant changes and progression of initiatives through timely email communication.

#### **5. Deliverables**

Oberon Council will, within budget and other operational constraints, provide:

- A professionally staffed and well maintained Visitor Information Centre
- Space within the Visitor Information Centre for the equitable display of tourism marketing material supplied by financial members of OPTA and the Oberon Business Association
- Space within the Visitor Information Centre for the equitable display of tourism marketing material supplied by financial members of Blue Mountains Lithgow and Oberon Tourism who have tourism product located within the Oberon Local Government Area and the Blue Mountains Lithgow and Oberon Tourism region for a fee to be determined as part of Council Fees and Charges.
- Space within the Visitor Information Centre for the display of tourism marketing material supplied by other Oberon business for a fee to be determined as part of Councils Fees and Charges (referencing the value of the fee charged by OPTA to have non member information included on the website oberonaustralia.com)

- Include reference to the oberonaustralia.com and oberonfestivals.com.au websites on all printed collateral
- Install live links to the oberonaustralia.com and oberonfestivals.com.au on web based marketing material and Council website
- Facilitate a meeting with the OPTA executive a minimum of three times per year (reference item 4. Communication)
- Manage The Tablelands Way brand in conjunction with stakeholder Councils and where possible provide opportunities for OPTA members to become brand partners
- Publicise collaborative marketing opportunities for take up by OPTA members
- Maintain an Oberon image library resource available for use by OPTA and OBA members for the positive promotion of Oberon subject to any established End User Agreements.
- Provide an annual presentation to the OPTA membership at the request of the OPTA executive
- Develop, publish and distribute generic marketing material that represents the Oberon LGA
- Coordinate and host in region media familiarisations
- Release media statements on topical tourism matters and when appropriate ensure releases are jointly issued by OPTA

OPTA will, within budget and other operational constraints, provide:

- Maintenance of the website oberonaustralia.com content including visiting, living, working and doing business in Oberon
- An equitable listing for financial members of OPTA and OBA to list their businesses at no cost on oberonaustralia.com
- Provide the opportunity for Oberon businesses who are not financial members of OPTA or OBA to list on oberonaustralia.com for a fee to be established by the OPTA executive
- Undertake a process of introducing a voluntary quality assurance visitor experience program for Oberon businesses who are members of OPTA
- Provide advertising and other support for oberonaustralia.com
- Review requests for support by Oberon Council for specific projects and consider each on it's merits
- Promote to it's members collaborative marketing opportunities as initiated by Oberon Council for uptake by members
- Provide representation to Council 355 committees and other working groups as invited by Council
- Feature relevant Council information in the OPTA members update at the request of Council
- Fund the telephone line and call costs at the Visitor Information Centre
- Contribute editorial for use in marketing activities as requested by Council
- Facilitate membership participation in media familiarisations when requested by Council
- Release media statements on topical tourism matters and when appropriate ensure releases are jointly issued by Council

Oberon Council and OPTA both will:

- Respect the brand integrity of developed marketing logos and branding elements associated with Oberon and use such in line with the established Brand Guidelines
- Work cooperatively in any review of established Brand Guidelines
- Identify projects that are suitable for a partnership approach both with each other and with the involvement of third parties
- Use a collaborative approach to leverage additional supporting funds from other parties
- Be supportive of initiatives undertaken by each other

#### **Duration of Term of this MOU**

This MOU commences 30 days after adoption by both organisations

The term of this agreement is 12 months from that date.

Each party may seek to change the terms of reference for the MOU through discussion and negotiation at any point in time. Any change will need to be adopted by both organisations to become effective.

Either party giving 30 days notice in writing to the other may terminate this MOU at any time.

Three months prior to the completion of the term of this agreement each party will advise the other in writing of their willingness to extend the agreement for a term of a further 12 months. At this time a review of the MOU may be undertaken and a modified document produced for consideration and adoption by each organisation.

**Adoption**

Adopted by OPTA on XXXXXXXXXXXXXXXXXXXX at the meeting held XXXXXXXXXXXX

Adopted by Oberon Council on \_XXXXXXXX\_ at the XXXXXXXXX Ordinary Meeting,  
resolution number XXXXXXXXXXX

Signatories to the agreement:

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OPTA President

Date

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Oberon Council Mayor

Date