

North Burnett Tourism Action Group Terms of Reference

Purpose

The North Burnett Tourism Action Group (NBTAG) is established to support collaboration, alignment and shared understanding across the North Burnett in relation to tourism and experience development, activation and region wide destination management.

NBTAG provides a neutral, region-wide forum to:

- Bring together community and business representatives,
- Strengthen trust and collaboration across towns,
- Identify and prioritise tourism opportunities collectively, and
- Inform coordinated engagement with Bundaberg Tourism and North Burnett Regional Council (NBRC).

NBTAG supports the intent of the existing partnership between Bundaberg Tourism and NBRC and underpins a sustainable, community-led approach to tourism development.

Role & Scope

NBTAG will:

- Act as a collaborative advisory group on tourism-related opportunities and challenges,
- Provide local insight to inform sequencing and readiness for activation or promotion,
- Support alignment of events, initiatives and messaging across the region,
- Identify low-risk pilot opportunities for testing and learning, and
- Strengthen information flow between communities, Council and Bundaberg Tourism.

NBTAG will not:

- Replace or override existing community organisations,
- Allocate funding or approve budgets,
- Act as a governance or decision-making body,
- Manage day-to-day tourism operations.

Guiding Principles

NBTAG will operate in accordance with the following principles:

- Regional benefit first – collective outcomes over town-by-town competition
- Respectful engagement – open, constructive and solution-focused dialogue
- Listening before advocacy – understanding perspectives before positions
- Progress over perfection – practical steps over idealised solutions
- Shared ownership – many local stories, one regional narrative

Code of Conduct

NBTAG operates in accordance with the North Burnett Tourism Action Group Code of Conduct.

All members are expected to uphold the behaviours, standards and commitments outlined in the Code of Conduct, which supports respectful engagement, collaboration and a whole-of-region approach to tourism.

The Code of Conduct forms a companion document to these Terms of Reference and applies to all NBTAG meetings, communications and related interactions.

Membership

Composition - NBTAG will comprise up to 12–15 members, including:

- Two representatives from each North Burnett town:
 - Monto
 - Mt Perry
 - Eidsvold
 - Mundubbera
 - Gayndah
 - Biggenden
- Representation from:
 - Boyne Burnett Inland Rail Trail Association,
- North Burnett Regional Council – observer and contributor,
- Bundaberg Tourism – convenor and facilitator.

Member expectations - Members are expected to:

- Represent the interests of place and region, not individual organisations,
- Participate constructively and respectfully,
- Share insights openly,
- Support regional collaboration, and
- Act as connectors back into their local communities.
- Membership of NBTAG is conditional on agreement to, and, ongoing adherence with the NBTAG Code of Conduct.

Chairing & Facilitation

- NBTAG will be convened and facilitated by Bundaberg Tourism for the initial 12-month pilot period.
- Bundaberg Tourism's role is to provide structure, neutrality and momentum, not to direct outcomes.
- The facilitator may intervene where behaviour is inconsistent with the Code of Conduct, to maintain a safe, respectful, and productive environment.

Decision-Making

NBTAG is an advisory group.

- Recommendations will be developed through consensus where possible.
- Where consensus cannot be reached, differing perspectives will be documented.
- Where concerns arise regarding conduct, these will be addressed in accordance with the Code of Conduct.

Meeting Arrangements

- Meetings will be held quarterly,
- Locations will rotate across North Burnett towns where practical,
- Additional informal or virtual check-ins may be convened as required.

Reporting & Communication

- Meeting summaries and action items will be recorded and shared with members.
- Key insights or recommendations may be shared with NBRC and Bundaberg Tourism as appropriate.
- NBTAG does not replace existing communication channels or community engagement processes.

Term & Review

- NBTAG will operate as a 12-month pilot.

- A review will be undertaken at the end of the pilot to assess:
 - effectiveness,
 - value to communities,
 - readiness to continue, evolve or transition the group.

Amendment of Terms of Reference

These Terms of Reference may be amended by agreement of NBTAG members, in consultation with Bundaberg Tourism and NBRC.