

EXECUTIVE COUNCIL

RESTRICTED

Title of Report: National Tourism Strategy Working Group

Paper No: 47/09

Date: 3 March 2009

Report of: Jake Downing (FITB General Manager)

1.0 Purpose

This paper, submitted on behalf of the Falkland Islands Tourist Board (FITB), is a request for Executive Council to approve the formation of a National Tourism Strategy Working Group.

2.0 Recommendations

That Members of Executive Council approve the establishment of a National Tourism Strategy Working Group. The group will consist of the positions highlighted in the paper below.

3.0 Summary of Financial Implications

None

4.0 Background

4.1 The National Tourism Strategy 2012 was launched in April 2008. The Strategy highlighted key objectives and actions, with the responsibility for implementing these distributed throughout the industry.

4.2 The ownership of the strategy needs to sit with FIG, with FITB being a key partner. This will then enable FIG to drive key projects within the strategy using the best experience, skill set and finance available, which will often be found within the Government itself. It will also help to ensure that Tourism is better integrated with other strategies across FIG

4.3 It is suggested that a National Tourism Strategy Working Group is established which will work to the following objectives:

- a. Successful implementation of the Tourism Strategy

- b. Ensure responsibilities & actions for each element of the strategy are implemented by the parties responsible within the correct timeframes
- c. Implement and conduct a regular review of the strategy and amend elements of the strategy if necessary
- d. Work closely with other strategic groups which require tourism input i.e. RDS & EDS

4.4 The working group will liaise with and advise the RDS & EDS on a regular basis and will update them on the current position of the Tourism Strategy and also of key findings and statistics which will be of use to both groups.

4.5 The Tourist Board will operate as it currently does, with the Directors continuing to run and make decisions regarding the organisation its self on behalf of Members. On projects which are related to tourism but sit out of the Tourist Boards remit and skill set, they will liaise with the Working Group. Examples of this would be major infrastructure projects such as major work to the reception facilities, external communication issues etc.

4.6 The Directors of the Tourist Board have reviewed the attached paper and have agreed on this approach.

4.7 It is suggested that the following positions sit on the working group on a full time basis:

- Councillor holding the Tourism Portfolio – Chairman
- General Manager – FITB
- General Manager – FIDC
- Two elected Directors/Members of FITB
- Director of Public Works
- Policy Officer

4.8 Once the Work Group is well established it is suggested that the structure and makeup of the FITB Board of Directors is re-examined. This is to ensure that the entire industry is represented on the board and also to determine if it is necessary for an Assembly Member to be Chairperson.

4.9 Discussions and decisions made on the Working Group would be fed back to FITB through the two elected Directors and the General Manager FITB. FTIB would also be able to feed requirements for infrastructure and strategy to the Working Group.

4.10 The Working Group would be able to invite two additional members to join the group, to provide additional expertise and knowledge, if and when necessary, on either a permanent or temporary basis.

4.11 The Group would meet at least bi-monthly

5.0 Financial implications

5.1 The only financial implications of establishing the actual Working Group are of a Human Resource nature, in terms of the time and therefore opportunity cost of the highlighted positions to attend the meetings and complete any follow up work.

5.2 Any decisions made by the Working Group which may have financial implications will require their own individual Executive Council Papers if they are not already covered in current budgets.

6.0 **Legal Implications**

None