

Tourism North West Overview and Operating Model

Background

Business North West (BNW) has developed a Destination Management Plan (DMP) to support the tourism industry and wider community in North West Auckland. This was undertaken in conjunction with tourism operators and partners between 2025 and 2026.

With the adoption of the DMP a tourism management entity in the form of a sub-committee has been established to supervise and coordinate the implementation of the DMP Action Plan. This subcommittee is named Tourism North West.

Current Position for Tourism Management Entity

Tourism North West has been established to enable BNW to continue to provide annual investment in the tourism programme, manage a Tourism Membership Category with independent accounts, and provide marketing assistance through a hosted website.

Through workshops it has been agreed that Tourism North West be structured generally in accordance with below:

Legal Standing

- Be formed through a sub-committee of BNW,
- Consist of a volunteer committee structure of a minimum to four tourism steering group members, one dedicated Mana Whenua member, and one BNW officer with tourism expertise (to act as Chair),
- Have an allowance for a maximum of nine committee members,
- Be called Tourism North West to match the Business North West brand,
- The Chair will be an officer of North West Country Incorporated but other sub-committee members will not,
- Be an operational sub-committee with no legal standing, but operate under Business North West as its umbrella organisation,
- BNW holds the ultimate liability for the decisions and finances of Tourism North West.

Operational Model

- Meet monthly,
- Receive delegated authority and be responsible for the finances of the tourism membership income and any other funds attracted to the workstream,

- Consult with the BNW Executive Committee for other delegations and establish a full Tourism North West Delegated Authority Policy,
- Prepare an Annual Budget and Work Programme, to be submitted to the BNW Executive Committee for approval. The timing of these documents will match the timeframes set by the General Manager to meet existing compliance requirements,
- Report at least once a year to the Rodney Local Board on outcomes of Tourism North West,
- Establish a role description for a Tourism Coordinator for the workstream that would be managed by the BNW General Manager,
- Establish a funding stream for the Tourism Coordinator,
- Recruit the Tourism Coordinator and provide operational instructions to the role,
- Maintain a tourism membership database in conjunction with BNW,
- All financial transactions will be authorized by BNW and the existing bank authorities,
- Report bi-monthly to the BNW Executive Committee on progress,
- Prepare annual reports for the auditor and AGM, and present Tourism North West information at the AGM.
- Oversee and manage all tourism area assets developed and funded by the sub-committee.

Process to Establish Tourism North West and Considerations

A Tourism North West Subcommittee Charter will need to be developed that clearly sets out the purpose, scope, authority, meeting structure, reporting requirements and policies that will be associated with that group.

A full Tourism North West/ Business North West Terms of Reference needs to be developed to define all roles, liabilities and delegations of the sub-committee.

The membership of the subcommittee can be established through the receipt of nominations and this process can be managed at each AGM, or members could be voted onto the sub-committee, also at the AGM.

The Chair of the subcommittee will be an Officer of North West Country Incorporated, however the remaining volunteer members will not need to enrol as Officers.

Decisions made by the subcommittee need to generally align with the vision, mission and values of BNW and as such the subcommittee charter needs to reflect this and the annual reporting requirements must seek proof of that alignment. The operations of the subcommittee must be in accordance with the requirements of the Auckland Council BID Policy 2025.

Hosting governance documentation in Board Pro will incur an additional daily cost of \$3.30 or \$569.25 per annum. This fee needs to be recovered from the Tourism North West finances.

A new operating bank account has been established where all Tourism Membership fees, sponsorship and other income will be held and distributed from, and the account authorities will be consistent with BNW account authorities. Administering the Tourism North West bank account be undertaken by the General Manager BNW, with payments authorized by the Treasurer and/ or Chair of the BNW Executive Committee.

It is anticipated that Tourism NW could be fully established by 31 December 2026, and a Tourism Coordinator funded and recruited by 30 June 2027.

Any funding applications that Tourism North West submits will acknowledge that Tourism North West is a subcommittee/ project group of North West Country Incorporated. Some funding applications may initially require a resolution from the BNW Executive Committee.

BNW reserves the right to allocate additional annual funds to Tourism North West to assist in the delivery of tourism outcomes, with all proposed budgets to be presented and approved at each AGM.