



TERMS OF REFERENCE

Indigenous Tourism BC - Marketing Advisory Committee

August 2018

About Indigenous Tourism BC

Indigenous Tourism British Columbia (ITBC) is a non-profit, Stakeholder-based organization that is committed to growing and promoting a sustainable, culturally rich Indigenous tourism industry. Through training, information resources, networking opportunities and co-operative marketing programs, ITBC is a one-stop resource for Indigenous entrepreneurs and communities in British Columbia who are operating or looking to start a tourism business. ITBC works closely with tourism, business, education and government organizations to help Indigenous tourism businesses in BC offer quality experiences and actively promotes these experiences to visitors and residents.

Vision

Our vision is a prosperous and respectful Indigenous cultural tourism industry sharing authentic products that exceed visitor expectations.

Mission

Our Mission is to provide training, awareness, product development and marketing to support a sustainable authentic Indigenous cultural tourism industry in British Columbia while contributing to cultural preservation and economic development.

Strategic Pillars

CULTIVATE: Relationships

INSPIRE: Visitors

ACTIVATE: Experience Development

ADVOCATE: Indigenous Tourism

Organizational Goals

- Resilient operational efficiencies
- Leverage collaborative partnerships at the local, provincial and national level
- Lead by being an engaging, innovative and results focused team
- A focused and insightful marketing strategy
- Accelerate authentic experience development
- Establish a strong Indigenous tourism story to exhibit leadership within the sector
- Support the growth of Indigenous economies
- Increase capacity and competitiveness of Indigenous businesses

Committee Purpose

The purpose and mandate of the Marketing Advisory Committee is to provide strategic advice on marketing Indigenous tourism and ITBC's Marketing Stakeholders. Specifically, the committee supports and advises on the following:

- Provide market intelligence by sector and region
- Contribute industry knowledge and ideas and advise on marketing strategies and tactics for ITBC
- Advise on marketing opportunities for ITBC's Stakeholders by sector*

* Sector: Arts & Culture (Museums, Art Galleries), Wildlife, Outdoor Adventure, Campgrounds, Accommodations (hotels, resort and lodges), restaurants / wineries

Roles and Responsibilities

The Committee will:

- Provide advice, support and recommendations to the Director of Marketing & Sales on marketing strategies, desired results and metrics
- Provide a link to ITBC's Stakeholders and table and support marketing opportunities with both a regional and provincial perspective
- Act as a sounding board in the development of marketing programs
- Act as an ambassador and a positive force in fostering industry understanding of ITBC's marketing objectives, priorities and activities
- The Marketing Advisory Committee is not responsible for determining staffing or resource allocations for the organization

Selection Process

- The Marketing Advisory Committee is comprised of up to eight (8) ITBC Stakeholders and experts in the industry
- Ideally, the 8 Stakeholders and industry experts represent a cross-section of the tourism sectors* and six regions
- The selection of the applications is jointly reviewed by ITBC's CEO and staff

* Sector: Arts & Culture (Museums, Art Galleries), Wildlife, Outdoor Adventure, Campgrounds, Accommodations (hotels, resort and lodges), restaurants / wineries

Committee Term

The Marketing Advisory Committee must remain fresh and vibrant. As a result, members may serve for one-, two-, or three-year terms and may not serve for more than three years in total.

Governance

- The Marketing Advisory Committee will meet in-person once each fiscal year and three times via conference video calls. The in-person meeting will be at the beginning of December 2018 to inform ITBC's strategic marketing direction for the following fiscal year. Afterwards, the committee will meet via online technology in February, May and September.
- As the Marketing Advisory Committee, strategic advice and recommendations will be provided to assist ITBC with marketing planning and execution
- Committee members will receive relevant information at least 48 hours in advance of meetings to review and prepare
- The Marketing Advisory Committee will be chaired by a representative of ITBC
- Strategic advice and recommendations will be developed based on facilitated discussions and the opinions of the majority – as an advisory committee there will be no voting or decision thresholds – however there should be near-consensus around strategic direction, based on facilitated discussion
- The recommendations of the Marketing Advisory Committee will be reported back in writing to the ITBC Board and CEO. This should include any background information and / or reports that have been provided to the Committee
- All information before and after meetings will be distributed via email

Contact:

Dana Schoahs

Director of Marketing - Indigenous Tourism BC

p: 604-921-1070 Ext. 229

c: 604-838-2651

Dana@IndigenousBC.com