Draft Tourism Data and Insights Co-Governance Group Terms of Reference

Vision

The vision of the Tourism Data and Insights Co-Governance Group (the Group) is to facilitate the provision of consistent, reliable and trusted tourism data and insights that enables timely reporting, decision making, long-term productivity and sustainability for the benefit of all New Zealanders.

Purpose and Objectives

The central purpose of the Group is to realise this vision by creating a collaborative forum to identify the information needs of the sector, communicate those needs to the wide range of tourism stakeholders, and support the implementation of possible solutions.

The core purpose of the Group is the following:

- To provide leadership and/or advice on the current and future collection and dissemination of tourism data and insights, based on an agreed strategy for the tourism sector and government.

- To recommend and steer the collection of tourism data and correlated insights for the benefit of the tourism sector and policy development.

- To recommend what the priority needs are for future investment and infrastructure management.

The Group will achieve these by the following:

- Initiating and facilitating a collaborative forum to raise, discuss and advance longstanding and emerging tourism data issues, as identified and agreed by the group.

- Aligning existing strategies, including the Aotearoa Tourism strategy, Tourism Data Domain Plan, district and region Destination Management Plans.

- Providing thought leadership and advice concerning the strategic direction of data developments (this includes initiatives such as a Tourism Data Roadmap)

- Identifying, agreeing upon and funding new data and insights opportunities in the tourism sector

- Fostering improved access to existing publicly available tourism data sources.

- Uplifting the sector's capability and understanding of tourism data and insights.

- Upholding the principles of Te Tiriti o Waitangi in its decisions and actions.

- Having collective responsibility for establishing a bicultural governance approach and for its own levels of cultural competency, particularly in Te Ao Māori.

Do you support these objectives? Are there any you would add, or remove?

Scope

1. **Defining Priorities.** Identifying and confirming data and information priorities (using output from the New Zealand-Aotearoa Government Tourism Strategy, Tourism Data Domain Plan

2018, the Tourism Data and Information Hui, Tourism 2025 & Beyond, Tourism Futures Taskforce, Parliamentary Commission for the Environment series or tourism reports, international literature, and others).

2. **Allocating Resources.** Coordinating and distributing in-kind, financial and data inputs to identified priority tourism research projects and work streams. This includes the resources contributed by the tourism industry, government agencies and the Tourism Data and Analysis Line Item within the Vote Business, Science and Innovation appropriation (see Resource section below).

3. **Overseeing Data Collections.** Leveraging existing data sets and filling gaps identified as priorities. The group may also have a role in reconfiguring existing data sources.

4. **Assuring Data Quality.** Providing oversight on the quality of tourism data, and adherence to principles of Māori Data Sovereignty, ensuring there are clear and transparent statements and explanations for users where there is data quality or methodology issues.

5. **Providing Advice to Other Data Holders.** Seeking to influence third-parties across Government and industry to bring their tourism-related data into the ambit of the Group, while recognising their independence.

6. **Supporting Insights.** Encouraging and facilitating data use to generate insights based on the defined priorities, in order to create value by understanding issues and assisting decision-making.

Out of Scope

- While the group will be a formal body with oversight over the resources allocated to it by various organisations, it will not have legally-binding decision-making powers.
- The group will not prescribe research agendas for individual agencies and organisations. Members of the group will be able to continue pursuing their own research agendas separate from the Group's agenda.

Do you support this scope of activity? Are there any changes you would suggest?

Decision-making capacity of the Group

The Group's decision-making capacity will be based on an informal, non-binding arrangement between MBIE and the organisations involved. As the Group will be formed through consensus it will not have the power to require organisations to commit to any agreed approach or strategy. Instead, it will rely on the group agreeing to non-binding recommendations and influencing key stakeholders through its strategic advisory function.

The focus on providing strategic advice and recommendations aligns with the preferences of the sector and government representatives, as voiced at the 2019 Tourism Data and Information Hui and subsequently informing advice on co-governance models developed by PWC. The group would be responsible for promoting these recommendations across government, industry and other parts of the sector. This approach reflects the idea that the value of a co-governance group is in the connection of its members to their respective parts of the tourism and government spheres, engaging with and utilising these members to disseminate and test ideas, concepts and feedback.

MBIE will take action on the Group's recommendations so far as it is within budget and allows MBIE to deliver on minimum requirements for tourism data.

MBIE's minimum requirements are the provision of:

a) A measure of tourism's economic contribution (GDP) and employment, as currently provided by the Tourism Satellite Account;

b) A measure of international tourism expenditure, as currently provided by the International Visitor Survey.

These requirements may be varied over time at the discretion of MBIE or the Minister of Tourism. The Group will be informed of any changes.

Membership, structure and appointments

The Group will consist of nine core members and two independent co-chairs. MBIE will establish an appointment committee, who will be responsible for nominating core members and chairs. The appointment committee will be constituted by:

- General Manager, Tourism (MBIE)
- Chief Executive, Tourism Industry Aotearoa (TIA)
- Chief Executive, NZ Maori Tourism (NZMT)
- and Chair of Regional Tourism Organisations New Zealand (RTONZ)

or their designated representative. Once the appointment committee has finalised its nominations, the Minister will be briefed by MBIE. MBIE will have final sign off on the appointment of the Group members and co-chairs.

Independent chairs will be remunerated for their time, though members will not, as their participation is seen as part of their roles in government and the tourism industry.

To ensure there is fairness and equity of appointments, periodic membership rotation of representatives will be implemented. The duration will be agreed upon by the Group once it is formed. A Technical Advisory Group with expertise in tourism statistics, research and communications may also be appointed by the Group.

We are seeking feedback on the make-up of the Group.

Members could be appointed on the basis of a skill-set, or to ensure representation, or some mix.

This also raises the question of to what extent Group members' organisations are expected to support their membership by contributing resources (financial, data, or in-kind contributions)

Skill-based membership	Representative membership
Members would be selected in order to cover the following skill-sets: • Policy experience • Governance/leadership expertise (particularly in public-private partnership settings) • Statistics expertise • Understanding of how data and information is used in at all levels of the industry • Understanding of Government data • Understanding of academic research • Expertise in Tikanga/ Māori • Understanding of business within the Tourism industry • Influence in industry	Members would be selected in order to ensure representation across the sector: • Industry representation • Local Government / Economic Development Agency/ Regional Tourism Organisation • Small business • Māori (business and community) • Community voice • Key central government agencies, such as MBIE, Department of Conservation, Tourism NZ, etc.

In recognition that the Group should be an evolving arrangement and that there is an Industry Transformation Plan (ITP) in development at MBIE, the initial appointments be for an establishment group and for nine months. The future membership and direction of the Group will depend on the progress made, the expertise required, and how the ITP develops.

What do you consider would be the best membership to support the establishment phase of the tourism collaborative data system?

The Group should also consult with a wide range of stakeholders in the course of their work, including but not limited to local/regional economic development agencies, Māori groups, government agencies, and the Parliamentary Commissioner for the Environment. The Group will be able to seek independent advice and analysis on any matter within the scope of the Terms of Reference.

Role of the Independent Co-chairs

The Group will be led by two independent co-chairs. Their role will be to provide the impartial leadership and facilitation required to deliver on the Group's shared purpose. They will ensure that a balanced, holistic perspective is maintained with respect to tourism data and insights. This means giving equal attention to data pertaining to the social, environmental, cultural and economic aspects of tourism, as laid out in the current industry and government tourism strategies at the time, destination management plans, and the government well-being framework.

One of the independent chairs will be appointed specifically to bring a Te Ao Māori perspective and expertise, to enable and support the group's collective role, responsibilities, purpose and objectives.

Both chairs will ensure that inclusive and intergenerational perspectives, and data and insights pertaining to a diverse range of users of the tourism system will factor into the Group's decisions.

Both chairs will be responsible for:

● Ensuring the Group operates in a manner that enables it to undertake its role and meet its objectives.

- Acting as the spokes-people for the Group.

- Liaising with the Tourism CEs Group and other senior executive groups with a tourism interest, such as industry peak body boards, local government, iwi groups and other stakeholders.

- Managing any conflict of interest or lobbying that may arise.

- Liaising with the Technical Advisory Group on all matters relating to the role of the Group.

Members' responsibilities

Members shall not represent an individual stakeholder or interest, but rather apply their leadership and expertise with the aim of improving the tourism data and insights system more broadly. The Group will seek to include views and needs from the tourism sector, host communities, tangata whenua, and government in the spirit of public-private partnership. It is accepted that members may have a research or policy orientation or sector perspective but should seek to act broadly in the interests of the sector and public as much as possible.

Members collectively and individually agree to:

- Act as system stewards by being impartial, supporting the principles of collective interest and collaboration, and providing a conduit for external stakeholders.

- Ensure that there is good communication on the group's activity, aims and work to all those with an interest.

- Uphold the principles of Te Tiriti o Waitangi.

- Contribute constructively and openly to the work of the group.

- Be prepared and informed, and respond to issues in a timely manner.

- Maintain regular attendance at scheduled meetings, and advise in advance if unable to attend scheduled meetings.

- Declare conflicts of interest at the commencement of each meeting and on receipt of material, and recuse themselves from voting on issues representing a conflict of interest.

Agency responsibilities

There is an expectation that the government agencies represented on the Group will:

- Ensure agencies (theirs and any without direct representation) are briefed and kept up to date on progress.

- Ensure agencies have a common position on how to support each engagement.

- Offer resources to the project, whether in the form of data, personnel and financial contribution, or a combination of these.

Peak body and sector responsibilities

Peak bodies should seek to present the views of the majority of their members - where this is possible - and ensure significant minority/dissenting views are made known to the Group. Presentation of such views should be impartial, supporting the Group's decision-making, rather than as part of an advocacy function.

There is an expectation that peak bodies represented on the Group will:

- Ensure their organisation and stakeholders are briefed and kept up to date on progress.

- Ensure their organisation has a common position on how to support each engagement.

- Offer resources to the project, whether in the form of data, personnel and financial contribution, or a combination of these.

Are these expectations appropriate for the Group? Do you have suggestions?

Should the basis for member appointments change any of these expectations?

Secretariat

The co-chairs and Group will be supported by a secretariat, who will be based within MBIE and funded by MBIE's Tourism Data and Analysis budget, as well as by member/sector contributions.

Reporting and Timeframes

The Group will meet every second month, or as the need arises. Timings for meetings will be determined by the co-chairs, and additional meetings can be arranged upon agreement by Group members.

The Group will operate on the basis of consensus, and where it is not possible to achieve a consensus, on the basis of a majority decision. Once the Group has made a decision, each member will support that decision so that the Group has one collective view.

An initial report on priorities and an implementation plan will be due to Ministers and MBIE in the first quarter of 2022, with annual and half-yearly progress reports thereafter. At minimum, these reports should:

- Outline the funding of new projects
- Provide a benchmark of existing projects
- Provide a snapshot of progress against the Group's overall strategy
- Describe prospects and problems.

A long-term strategy report every five years will be developed, focusing on:

- The long-term strategy of the Group and prioritised objectives
- The effectiveness of the Group in achieving its purpose and objectives, particularly in driving collaboration, and meeting tourism data and insights needs
- Other measures determined by the Group.

Routine documents such as meeting minutes, agendas and background information should be made available to industry participants and officials.

Monitoring, evaluation and accountability for the Group's performance will lie with the Minister of Tourism and MBIE.

Resourcing

Funding for the Group will primarily come from MBIE's Tourism Data and Analysis budget initially. The budget is approximately $3.18 million per year. The Group will advise on this budget held by

MBIE for tourism data – noting that the Group will be required to ensure that MBIE's minimum delivery requirements are met.

Other funding will come from the International Visitor Levy (IVL). Funding will be subject to the IVL approval process.

Sector contributions will make up the third part of the Group's resourcing. Contributions may be for specific projects or to support the collaborative data system as a whole (for example, supporting better use of data, or creating standards to support data sharing). Contributions may be in the form of funding, data, or research capacity for use by the Group.

Do you consider members of the Group (or their organisation) should be expected to contribute resources?