

POLICY TITLE: HONORARY AMBASSADORS

Policy No. 108

POLICY PURPOSE

To further promote Alice Springs and Central Australia as desirable business and tourism destinations.

POLICY STATEMENT

In order to further promote Alice Springs and Central Australia as desirable business and tourism destinations, Council will establish and maintain an Honorary Ambassador program.

Refer to attached document "Background, Definition and Procedures – Honorary Ambassadors" that supports this policy.

**GUIDELINES FOR THE APPOINTMENT AND RESPONSIBILITIES OF
HONORARY AMBASSADORS FOR
ALICE SPRINGS AND CENTRAL AUSTRALIA**

1. These Guidelines detail the role and responsibilities of those appointed to serve the Alice Springs Municipality and broader Central Australian Region as an Honorary Ambassador.
2. Each appointee will be required to sign the Appointment Declaration Form as evidence of their acceptance of the role and responsibilities associated with the honorary position on behalf of the Alice Springs Municipality.

3. Responsibilities of Honorary Ambassadors

Honorary Ambassadors:

- will not make public comment on Council policies
- should at all times recognise the potential for conflicts of interest and when in doubt seek the advice of Council's Chief Executive Officer
- will not be entitled to any special privileges in terms of Council policies, local Laws, ceremonial or VIP status by virtue of their appointment
- must not seek personal gain by virtue of their appointment, and
- at no time misrepresent the duties and responsibilities associated with the role.

4. Role

Honorary Ambassadors are appointed to represent the Alice Springs Municipality and Central Australian Region in areas such as the arts, education, business, sport and the community. As such their key duties are:

- to actively promote Alice Springs and the Central Australian Region
- to work towards improvements in the social and economic fabric of the town and region
- to be a strong, vocal and proud representative of the town/region within their chosen field of endeavour
- to actively foster business, tourism and cultural linkages on behalf of the town/region
- to ensure Council's CEO is aware of such opportunities

5. Reporting

Honorary Ambassadors may be required to provide the Council CEO with a written report outlining the results of each activity undertaken in their ambassador role.

6. Term of Appointment

Each appointment will be for an indefinite term subject only to the appointee's willingness to continue to fulfil the role and continuing to occupy a position fulfilling the criteria which led to their initial appointment.

Since November 2005, a remuneration of \$540 per year is paid to each Honorary Ambassador.

Please note that it is the responsibility of the appointee to advise Council of changes in address.

I _____ verify that I have read this Alice Springs Honorary Ambassador Appointment Declaration Form and fully understand my role and responsibilities to the community of Alice Springs.

Signed

Name
(Honorary Ambassador)

Witness

Damien Ryan
Mayor, Alice Springs

Date

Date