

4.9 Tourism – Objectives and Guidelines

Objective

To ensure the proper development of tourism throughout the Shire.

Policy

Council has the following goals, objectives and guidelines in relation to the development of tourism in the Shire.

Goals

To maximise the potential of the Shire as a tourist destination for intrastate, interstate and overseas visitors by encouraging and supporting the development of man-made and natural tourist facilities, thus increasing the employment potential of the area.

Objectives

1. To ensure that, in promoting the area as a tourist destination, the natural beauty and tranquillity of the Shire is not destroyed, affected or diminished.
2. To work with the Department of Environment and Conservation and other relevant statutory authorities to establish and promote natural and historical attractions, at the same time ensuring that they are not destroyed.
3. To encourage tourist orientated commercial development, particularly development of a “country style” nature, to rationalise the placement of such facilities, and to endeavour to ensure they harmonise with the existing tourist facilities and the natural environment.
4. To promote residents pride in the area by such means as town beautification, entry in the Tidy Towns Competition, and encouraging residents to know and understand their district attractions and assets.
5. To ensure that tourism funding is spent to the best advantage, avoiding duplication.
6. To carry out direct promotion of tourist facilities and events where appropriate.
7. To apply for such grants as may be deemed appropriate to assist in attaining any or all of the above objectives.
8. To foster and create a community awareness of the benefits of tourism within Council’s area.
9. To ensure that Council will guide and influence the development of tourism in the Council area.
10. To provide the basic facilities and infrastructure sufficient to encourage development.
11. To ensure that facilities within the area are adequate to cater for visitors and residents.

Guidelines

1. Council will endeavour to provide an adequate budget allocation for tourism expenditure.
2. Council will endeavour to assist (financially and by other means) tourist organisations or events which have the potential to develop tourism in the Shire.
3. Council will encourage representation on Regional Tourist Associations, and will seek representation

on Local Tourist Associations.

4. In the formulation of its planning regulations, Council will have regard to the requirements of tourist development.
5. Council in its review of planning instruments, for example, Strategic Plans, Town Plans and Development Control Plans, will take into consideration policies on tourism and other leisure related issues.
6. In the preparation of local laws and regulations, Council will have regard to the impact on tourism and the balanced development of the Shire.
7. Council will encourage tourism product development and investment throughout the Shire and will facilitate the development application process.
8. Council will ensure the welfare of the whole community when supporting tourism development and the provision of facilities.
9. When considering tourism developments, Council will consider the social, cultural, economic and environment impact of the proposal within the area.
10. Council will initiate the provision of facilities sufficient to cater for destination and day trip visitors to appropriate areas within its boundaries.
11. Council will seek financial involvement from other sources whenever possible in the provision of tourist facilities.
12. Council will encourage the landscaping of residential and commercial centres within the Shire.
13. Council will, where practical support the enhancement of specific natural features, conservation areas, areas of outstanding beauty, and will recognise items of heritage significance.
14. Council will support the development of appropriate scenic routes and lookouts.
15. Where a need for a tourism facility has been identified, Council may consider taking an entrepreneurial role in the establishment of those facilities if, and only if, private enterprise displays no interest in the provision of those facilities.
16. Council will support and approve, where appropriate, quality, seasonal entrepreneurial entertainment and attractions.
17. Council, in setting its long-term objectives, will develop its role as a catalyst for coordinating marketing efforts for the development of tourism in the Shire.

Authorisation Details

References:	Nil		
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