

Governance and Corporate Leadership

GL28 Tourism



24 May 2017

This policy was adopted by Council to set governing principles in place that align the strategic direction of the organisation with Goal 4: Vibrant and Diverse Communities

Objectives

In establishing a tourism policy, Council has as its major objectives:

1. To ensure that Council guides and influences the development of sustainable tourism.
2. To recognise tourism for its social and economic benefits, including being a major employer within the Shire and the wider South West region.
3. To foster and create a welcoming community which is aware of the benefits of tourism within the Shire.
4. To increase the number of visitors to the Shire and to increase the average length of visitor stays within the Shire.
5. To build resilience in the tourism industry by encouraging less reliance on the Perth holiday market, increased business tourism, increased Asian tourism, increased off peak season visitation and the attraction of visitors to iconic events.
6. To prioritise the development of higher end, 5+ Star tourism accommodation in the Shire.
7. To ensure a range of suitable activities, facilities and attractions that support and increase tourist visitation to the Shire.
8. To ensure that public facilities and infrastructure within the Shire are provided to a high standard to cater for visitors while minimising any adverse impacts on local residents.
9. To provide streamlined business processes within the Shire's operations which encourage appropriate tourist development and tourism related activity within the Shire.
10. To promote, strengthen and grow the Margaret River Brand.
11. To provide high quality Council owned caravan parks catering for the camping, short term accommodation and recreational vehicle (RV) site needs of visitors to the Shire.

Policy

The Shire will endeavor to:

1. Consider the welfare of the whole community and the social, cultural, economic and environmental impacts of any proposal within the area when assessing tourism development and the provision of facilities.
2. Foster responsive and efficient planning, development and events approval processes;
3. Ensure the Local Planning Scheme, Local Planning Strategy and associated policies, local laws and other Shire procedures facilitate sustainable tourism development;
4. Encourage a high standard of design and aesthetics in all forms of tourism development.

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5. Ensure Shire staff provide and role model outstanding customer service to visitors and locals alike;
6. Ensure towns and hamlets are attractively landscaped and presented to the visitor;
7. Provide facilities to cater for destination and day trip visitors to appropriate areas within its boundaries including playgrounds, picnic facilities, public toilets, parking, rubbish bins and other infrastructure.
8. Implement the recommendations and outcomes of the Shires Local Tourism Planning Strategy.
9. Provide relevant information signage, directional signage and interpretive signage to assist the visitor to navigate within the Shire and to access major tourist destinations;
10. Provide an adequate annual budget allocation for tourism related expenditure on infrastructure works;
11. Provide sponsorship funding and associated administrative and logistical support for the hosting of major iconic events and festivals;
12. Encourage tourism product development and investment within the Shire;
13. Ensure that where sensitive environmental, historic or cultural areas exist, these areas are adequately protected in relation to development or usage;
14. Manage and maintain the scenic amenity of the Shire by sensitively managing natural areas under the Shire's control to ensure visitor impacts are controlled, natural areas are protected and degraded areas are rehabilitated;
15. Ensure all caravan parks including those owned by the Shire are developed and maintained in accordance with industry and best practice standards;
16. Support the improvement of National Parks, enhancement of specific natural features, conservation areas of outstanding beauty, and recognise places of heritage significance, and
17. Maintain productive relationships with Tourism WA, the City of Busselton, Margaret River Busselton Tourism Association, South West Development Commission, Members of Parliament, key stakeholders and other relevant tourism and government organisations in all relevant and appropriate aspects of tourist development

Application

Responsibility for the implementation of this policy rests with the Chief Executive Officer. The Responsibility for the implementation of this policy rests with all Councillors, CEO and relevant staff of the Shire of Augusta Margaret River. The Policy is to be reviewed every three years.

Document and version control table

Strategic outcome	Corporate Plan 2014-2018 Goal 4 – Vibrant and Diverse Communities	
Responsible Directorate	CEO	
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Contact officer	CEO EA	
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1.0	23/4/2014	Initial issue
2.0	24/5/2017	Full review