

Tourism Policy

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Strategic Pillar:	Choice	
Responsible Branch:	Business & Innovation	27 April 2017

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1. OUTCOMES:

Council understands the need to have a robust and diverse economic base for the Queanbeyan-Palerang Regional Council (QPRC) region. Council recognises tourism as one of the sectors that can sustain economic growth and can be further developed, enhanced and expanded through effective leadership and partnership models and that Local Government plays a major role in tourism and is engaged in tourism in many ways.

This Tourism Policy seeks to establish:

- Continuity:
 - elected councils can change. Continuity in attitude and decisions is assisted by a formal document which clearly defines council's role and commitment
- Budget:
 - forward planning and budget allocations for tourism are essential for an integrated and co-ordinated approach
- Contribution to Economic Development:
 - recognition by a council that tourism promotion plays a significant part in economic development, in defining the image of an area, and can be a major part of the LGA marketing communications to target markets
 - clarity to stakeholders of Council's commitment to a collaborative effort.
- Councils Role as:
 - the provider of tourism infrastructure and services i.e. Visitor Information Centre
 - the facilitator of marketing resources to promote QPRC as a destination
 - representative advocate in regional tourism forum such as Canberra Region Joint Organisation (CBRJO), Canberra Region Tablelands,
 - proactive leader in initiating a partnership approach to tourism that best meets the needs of the tourism sector and optimises performance outcomes with such organisations as Visit Canberra, Destination NSW and Destination Southern NSW Destination Network

2. OBJECTIVES:

Tourism is an important driver of economic development and employment growth. In establishing a Tourism Policy for QPRC has as its major objectives:

- a) To recognise tourism as a social and economic force and as an employment generator,
- b) To foster and create a welcoming community which is aware of the benefits of tourism within the QPRC region,
- c) To ensure Council will guide and influence the sustainable development of tourism within the municipality, including the protection and conservation of natural, cultural and built heritage,
- d) To provide the basic facilities and infrastructure sufficient to encourage appropriate tourism development,
- e) To ensure facilities within the area are adequate to cater for visitors and residents,

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- f) To increase the number of visitors to the Queanbeyan-Palerang Region and to increase the average length of visitor stays within the Local Government Area.
- g) To encourage a range of suitable activities, facilities and attractions that support and increase tourist visitation and fits with community values and aspirations

These objectives must also be read taking into account Council's financial structures and viability of the time.

3. POLICY PRINCIPLES

In order to achieve these objectives Council will:

- a) Implement the recommendations and outcomes of the QPRC Tourism Plan
- b) Consider annually a budget allocation for tourism/promotion expenditure.
- c) Encourage tourism product development and investment within QPRC especially that identified in the QPRC Tourism Plan;
- d) Seek financial involvement from other sources whenever possible in the provision of tourist facilities.
- e) Actively seek State and Federal support of tourism related infrastructure.
- f) Work closely with government, community organisations and private enterprise in all aspects of tourist development;
- g) Maintain productive relationships and work with the CBRJO, Canberra Region Tablelands, Visit Canberra, Destination NSW and Destination Southern NSW Destination Network to ensure that the tourism industry is developed and marketed within the context of the competitive advantages of the Region
- h) Identify and evaluate priority market opportunities for the regions tourism industry;
- i) Build public awareness of QPRC as a destination and create a desire amongst tourists to visit and stay in the Region;
- j) Upon Council approval, provide sponsorship funding and associated administrative and logistical support for the hosting of major iconic events and festivals that provide evidence of the potential to benefit both community and visitors in the area.
- k) Seek to increase the impact of local tourism through the support of local festivals, art shows and events etc. mainly through the provision of in-kind support and moderate financial support but are expected to be financially independent thereafter
- l) Foster responsive and efficient planning, development and events approval processes
- m) Provide relevant information signage, directional signage and interpretive signage to assist the visitor to navigate within the Shire and to access major tourist destinations
- n) support visitor information services through management and operation of Visitor Information Centre/s
- o) Consider opportunities to work collaboratively with the local property owners and the retail sector to promote the central business district.
- p) Continue to support and facilitate community markets throughout the municipality

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- q) 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.
- r) Ensure that where delicate environmental, historic, heritage or cultural areas exist, these areas will be adequately protected in relation to development or usage.
- s) Support the improvement of National Parks, enhancement of specific natural features, conservation areas of outstanding beauty
- t) In the preparation of local laws and regulations, Council will have regard to their impact on tourism and the balanced development of the Council' area.

4. DEFINITIONS

Nil

5. LEGISLATIVE OBLIGATIONS AND/OR RELEVANT STANDARDS

- Tourism 2020
- NSW 2021: A Plan to make NSW Number One
- Visitor Economy Industry Action Plan

6. CONTENT:

Local government's prioritisation of tourism aligns with Federal and State government priorities which identify tourism as a key future growth industry in Australia.

Tourism is listed as one of five 'super-sectors' for national economic development and Tourism 2020 is Australia's national strategy to enhance growth and competitiveness in the tourism industry by focusing on six strategic areas to:

- grow demand from Asia
- build competitive digital capability
- encourage investment and implement regulatory reform agenda
- ensure tourism transport environment supports growth
- increase supply of labour, skills and indigenous participation
- build industry resilience, productivity and quality

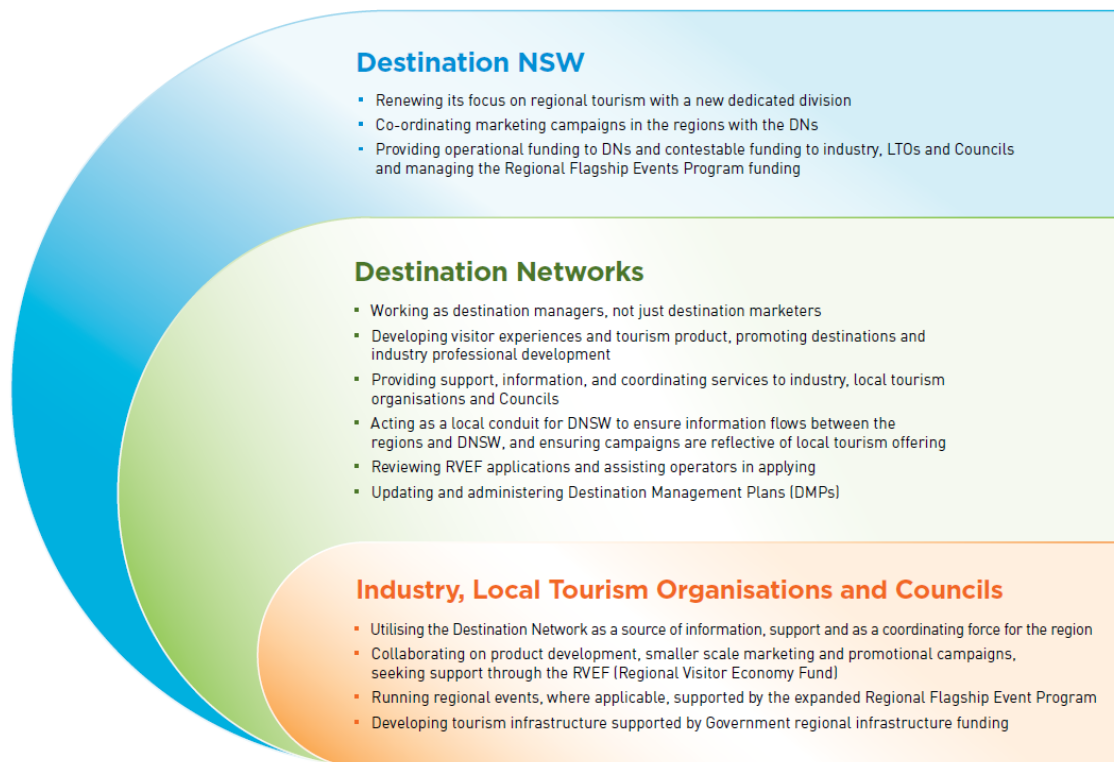
NSW 2021: a Plan to Make NSW Number One is a 10-year plan to rebuild the economy and identifies the visitor economy as a critical sector to contribute to the growth of the overall NSW economy. In 2012, the *Visitor Economy Industry Action Plan* was released by the NSW Government and is one of six Industry Action Plans developed under *NSW 2021*. The Visitor Economy Industry Action Plan outlines the actions for achievement by industry and Government in partnership and has seven Priority Action Areas:

1. Increase Visitation
2. Grow Physical Capacity
3. Renew and Revitalise Destinations
4. Improve the Visitor Experience
5. Increase Visitor Spend
6. Make NSW More Competitive
7. Change of Mindset

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On July 6, 2016 the NSW Government announced it would invest \$43 million over four years in a major overhaul in the way regional and rural areas attract visitors, including the creation of six new Destination Networks throughout NSW. QPRC sits in the Destination Southern NSW. The role and relationship of State Government, Local Government and the Destination Networks is described below.

Roles and Responsibilities



7. PERFORMANCE INDICATOR

Visitor numbers increasing to the Queanbeyan-Palerang Region