



REC07 TOURISM POLICY FOR THE SHIRE OF ASHBURTON

Aim	In recognition that tourism is a major employer and contributor to the local economy, the Shire will identify support for tourism industry
Application	Shire of Ashburton and tourism stakeholders
Statutory Environment	Not Applicable
Principles	Strategic Community Plan 2017 – 2027 (Desktop Review 2019) Goal 02 Economic Prosperity Objective 3 Well managed tourism
Approval Date	OMC 17 December 2019 (MINUTE: 722/2019)

The Shire recognises that tourism will continue to be a major employer and contributor to the economy within the Shire of Ashburton, and also that it needs to play an active role to facilitate the growth and development of tourism in Ashburton.

The Shire will continue to work with State, regional and tourism industry stakeholders to promote local tourism opportunities.

Framework

The Shire of Ashburton will in particular:

- Endeavour to assist community groups or tourist organisations conduct events which have the potential to develop tourism in the area.
- In the formulation of its planning regulations and preparation of local laws and other regulations, will have regard to the requirements of tourism development, and the impacts these rules will have on tourism.
- When reviewing Strategic Plans, Town Plans and Development Control Plans, take into consideration policies on tourism and other related issues.
- Encourage tourism product development and investment throughout the area and where possible will facilitate the development application process.
- Encourage a high standard of relevant design and aesthetics in all forms of tourist development.
- Consider the welfare of the whole community, and examine the social, cultural, economic and environmental impact when supporting tourism development and any associated facilities.



- Promote landscaping of residential and commercial centres to make the Shire a unique and attractive visitor destination.
- Where practicable, support the enhancement of natural features, conservation areas of outstanding scenic beauty and recognise items of heritage significance.
- Facilitate the development of scenic routes, walk-trails and lookouts and review signage needs in strategically important tourist areas.

Financial

Council will consider an appropriate budget allocation each year to provide for the following:

- A contribution to the Onslow Visitor Centre providing it is satisfied that the Committee is providing a worthwhile tourist service (as outlined in an annual agreement);
- Fund the Tom Price Visitor Centre directly as a Council activity;
- Contribute an amount towards implementing the Shire of Ashburton Tourism Destination Development Strategy,
- Support tourism initiatives which build the Pilbara tourism potential.