

Council Policy – Tourism Promotion and Attraction

Responsible Directorate	Office of the Chief Executive Officer
Responsible Business Unit/s	Business and Economic Development
Responsible Officer	Manager Business and Economic Development
Affected Business Unit/s	All

Objective

To set guidelines for supporting tourism industry and initiatives, facilitating tourism-based business investment attraction and promoting tourism in the Shire of Ashburton (the Shire).

Scope

This policy applies to the Shire and tourism stakeholders.

Policy Statement

The Shire recognises that tourism will continue to be a major employer and contributor to the local economy and that it needs to play an active role to facilitate the growth and development of tourism opportunities and offerings.

The Shire will continue to work with State, regional and tourism industry stakeholders to promote and develop local tourism, encourage tourism-based investment attraction opportunities and facilitate development of infrastructure for current and future tourism business and services.

Framework

The Shire will in particular:

- Endeavour to assist community to develop and provide a higher level of tourism products, services and offerings, and support and provide guidance where relevant, to events and activation activities which have the potential to provide future growth to tourism in the area.
- In formulation of planning regulations, and preparation of local laws and other regulations, have regard to the requirements of tourism development, and the impacts these rules will have on tourism growth for the region.
- 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 attraction throughout the area and where possible facilitate the application process.

- Encourage a high standard of development, design and aesthetics in all forms of tourist development that is suitable to the elements and environment of the region, for the ongoing use to the local community and visitors to the Shire.
- Consider the welfare of the whole community, and examine the social, cultural, economic, and environmental impacts when supporting tourism development and/or diversification and any associated facilities, to ensure the ongoing sustainability and authentic sense of place.
- Promote beautification and landscaping of residential and commercial centres with a 'place activation' focus to make the Shire a vibrant, authentic, unique and attractive visitor destination.
- Where practicable, support the enhancement of natural features, assets and conservation areas of outstanding scenic beauty and recognise items of environmental, cultural and historical significance.
- Facilitate the development of scenic drive routes and trails, locations of interest, and review direction, information, promotional and interpretative signage needed in strategically important tourist areas.
- Ensure a consistent and strategic approach to the promotion of marketing of the Shire to encourage an increase of visitors, supporting economic diversification and sustainability of the region.

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 Onslow Tourism & Progress Association Incorporated is providing a worthwhile tourist service (as outlined in a signed funding agreement),
- Fund, manage and operate the Tom Price Visitor Centre directly, as a Council activity, and
- Contribute an amount towards implementing Shire Tourism Strategies and Plans, and
- Support where possible and relevant, tourism initiatives which build and diversify the Pilbara tourism potential.

Definitions

Nil

Relevant policies/documents

Strategic Community Plan 2022-2032

Economic Development Strategy 2024-2028

Onslow Towards a Visitor Economy 2022

Relevant legislation/local laws

Nil

Office use only				
Relevant delegations	Nil			
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