

## Council Policy – Tourism Support and Promotion

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

### Objective

To set guidelines for supporting 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.

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

### Framework

The Shire will in particular:

- Endeavour to assist community groups or tourist organisations conduct events which have the potential to develop 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.
- 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 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 Onslow Tourism and Progress Association is providing a worthwhile tourist service (as outlined in a signed funding agreement),
- Fund the Tom Price Visitor Centre directly as a Council activity,
- Contribute an amount towards implementing Shire Tourism Strategies and Plans, and
- Support tourism initiatives which build the Pilbara tourism potential.

### Definitions

Nil

### Relevant policies/documents

Strategic Community Plan 2022-2032

Economic and Tourism Development Strategy 2019

Onslow Towards a Visitor Economy 2022

### Relevant legislation/local laws

Nil

Office use only				
<b>Relevant delegations</b>	Nil			
<b>Council adoption</b>	<b>Date</b>	11 October 2022	<b>Resolution #</b>	139/2022
<b>Reviewed/modified</b>	<b>Date</b>		<b>Resolution #</b>	
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