

Tourism Policy 2020

POL057



Policy No: POL057
Policy Title: Tourism Policy
Section Responsible: Executive Services
Minute No: 20/272
Doc ID: 432915

1. INTENT

To design a tourism policy that considers all culture, sporting, environmental and social dynamics.

2. SCOPE

This policy applies to Narrandera Shire Council staff and Councillors.

3. OBJECTIVE

Narrandera Shire Council has established the Tourism Policy major objectives as:

- The recognition of tourism as a social and economic force within the Narrandera Shire Council Local Government area
- To foster and create a community awareness of the benefits of tourism within the Narrandera Shire Council Local Government area
- To guide and influence the development of tourism within the Narrandera Shire Council Local Government area
- To provide basic facilities and infrastructure sufficient to encourage tourism development
- To ensure that the facilities within the Narrandera Shire Council Local Government are adequate to cater for visitors and residents
- Recognise the value of conservation parks – Flora and Fauna Reserve and wildlife

4. POLICY STATEMENT

To design a tourism policy that considers all culture, sporting, environmental and social dynamics. A tourism policy that will help increase awareness of the importance of tourism in both the public and business environments and assist in the promotion of Narrandera Shire to improve internal and external tourism needs, wants and demands.

5. PROVISIONS

5.1 PRINCIPLES

- NSC will provide annually a budget allocation for tourism/promotion expenditure
- NSC will assist (financial and other) subject to budget provision, tourism organisations or events which have the potential to develop tourism in the area.
- When considering tourism development projects, NSC will consider the wider social, cultural, and economic benefits and environmental impact within the area before encouraging such development.
- NSC will ensure that where delicate environmental, historic or cultural areas exist, these areas will be adequately protected in relation to development or usage.
- NSC supports the preservation and presentation of significant historic sites/items.
- NSC recognise that the development of tourism enhances the well-being to the permanent population for the following reasons:
 - Tourism as an industry creates job opportunities
 - Facilities that are provided for the tourist initially also benefit the permanent population
 - The financial income brought into the Shire by the tourist improves the economic viability of the entire Shire
- NSC will actively investigate the opportunities for tourism projects
- NSC will seek and encourage innovative tourism opportunities.
- NSC will promote the Shire and region through active participation in partnerships with other Councils, regional tourism and industry groups
- Asset and Benefits - The Murrumbidgee River is a significant natural resource that enhances the attractiveness and lifestyle of the Shire and supports a range of agricultural, tourism and recreational activities
- Tourism is the strongest opportunity for growth and diversification
- Strengthen and grow key sectors within Tourism/ Visitor Economy
- Continue to develop products, experiences and activities including events
- Continue to improve infrastructure, facilities and services for visitors
- Update and improve information and promotional collateral
- Effectively market and promote the Shire, including implementing the branding strategy and expanding the Shire's on-line presence and capitalising on digital and social media opportunities
- Actively bid to host sporting events (regional, state, national) in Narrandera including exhibition games, which have the potential to draw visitors from surrounding regions into the Shire
- Liaise with sporting clubs and associations to identify and target opportunities to host sports development programs, camps, clinics, carnivals and tournaments in the Shire. Also building and capitalising on existing sporting events in the Shire.

- Investigate the opportunities for holding sporting events in the Crown Reserves and other park areas including mountain biking, cross country running, orienteering etc.
- Investing in cultural and natural heritage restoration
- Support inclusive tourism – develop tourism initiatives with a design of places, things, information, and communication that can be useable by the widest range of people and in the widest range of situations without special or separate design. Including but not limited to the ageing population, people who use wheelchairs, children, people with temporary mobility limitations, people with prams, and people with hearing or vision impairments.
- Invest mobility/ accessibility systems in the tourism areas to help manage tourism flows and build tourism related resources – including buildings, walks, hikes, tracks

5.1.1 Components of Tourism Industry

- Tourism attractions and activities
 - All natural, cultural and special feature of the area, which attracts tourists to visit the area
- Sporting Facilities
 - Stadium, sportsgrounds, swimming pool, sporting clubs
- Accommodation
 - Hotels, motels, caravan parks and other types of facilities
- Tourist Facilities and Services
 - Food establishments, Visitor Information Centre, Medical facilities, shopping
- Transportation facilities and services
 - Modes of transport – plane, bus, train, taxi
- Other Infrastructure
 - Water supply, power, sewage systems, telecommunications, drainage systems

6. DEFINITIONS

- **Tourism policy:** a set of principles, roles and responsibilities, directives and development/ promotion objectives and strategies that provide a frame- work within which the collective and individual decisions directly affecting long-term tourism development and the daily activities within a destination are taken
- **Tourism:** is travel for pleasure or business; also, the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international, or within the traveller’s country
- **NSC:** Narrandera Shire Council

7. ROLES AND RESPONSIBILITIES

Staff

- Economic Development Team
 - o Economic Development Manager
 - o Marketing, Tourism and Economic Development Coordinator
 - o Events and Visitor Services Team Leader
 - o Visitor Information Staff
- Monitoring progress – measures in place

The progress and success of the Economic Development Strategy and Tourism Policy will be evaluated by regular checks with accommodation providers and tourism operators in regards to monitoring statistics on:

- o Increase visitation to the Shire
- o Domestic Overnight Visitors
- o Improving the image and awareness of Narrandera and Narrandera Shire by improving presentation, increased advocacy and effective marketing and promotion
- o Record and document attendance at events
- o Survey development and research for events
- o A yearly breakdown of Section 356 contributions for direct and indirect tourism assistance (tourism/ events assistance including traffic control/waste management etc.) to be reported in the annual report
- o Data gathered from Destination NSW, Destination Riverina Murray, Regional Development Australia and Thrive Riverina

8. RELATED LEGISLATION

- Local Government Act 1993
- Privacy Act 1988

9. RELATED POLICIES

- Economic Development Strategy 2017 – 2020
- Product Development and Destination Marketing Strategy 2011
- Narrandera Tourism Branding and Style Guide 2017

10. VARIATION

Council reserves the right to review, vary or revoke this policy in accordance with legislation, regulation and award changes, where applicable. Council may also make changes to this policy and the relevant procedures from time-to-time to improve the effectiveness of its operation.

11. PREVIOUS VERSIONS

Reference to a superseded policy number and/or name is also considered a reference to the new policy number. This policy was previously named:

- ES350 Tourism Policy

POLICY HISTORY

Responsible Officer	Tourism, Marketing and Economic Development Coordinator		
Approved by	General Manager		
Approval Date	19 November 2020		
GM Signature (Authorised staff to insert signature)			
Next Review	1 November 2022		
Version Number	Endorsed by ELT	Endorsed by Council	Date signed by GM
1 Adopted	16/09/2020	20/10/2020	19/11/2020
2 Reviewed			

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12. Acknowledgement of Training Received

I hereby acknowledge that I have received, read and understood a copy of Council's XXXXX Policy.	
Employee Name	
Position Title	
Signature	
Date	