



BANANA SHIRE COUNCIL

Policy

TITLE	TOURISM SUPPORT
POLICY NUMBER	25
COUNCIL FUNCTION	TOURISM AND PROMOTION
RESPONSIBLE DEPARTMENT	CORPORATE AND COMMUNITY SERVICES
LEGISLATION	
ADOPTED	19 August 2009 Ordinary Meeting – Minute No. OM000605
REVIEWED/AMENDED	21 April 2010 Ordinary Meeting – Minute OM000900 12 December 2012 Ordinary Meeting – Minute OM002143 25 October 2017 Ordinary Meeting – Minute OM003891 12 December 2018 Ordinary Meeting – Minute OM004241
NEXT REVIEW DUE	November 2022

SCOPE

This Policy should be read in conjunction with Council's current Tourism Strategy and has a Shire-wide perspective.

OBJECTIVE

Banana Shire offers residents and visitors a wide variety of appealing and valuable natural, historical, cultural and heritage resources. Council recognises that tourism offers a range of social and economic benefits, and that a sustainable tourism industry requires balance with environmental, cultural and heritage values and community lifestyle.

This policy describes:

- a) Council's role in relation to the use of these tourism resources,
- b) The scope of Council engagement in the development and marketing of the Shire, both directly and in partnership with the community and other stakeholders, and
- c) The extent of Council's direct financial assistance to tourism initiatives.

Council recognises that a successful visitor experience is built on partnerships and will facilitate collaborative constructive partnerships with the local community business groups, tourism industry operators, community organisations, and other stakeholders and agencies to implement this Tourism Support Policy. Our strength will be in collective effort.

DEFINITIONS

Acronyms used in this publication:

TMR:	Queensland Department of Transport and Main Roads
LGA:	Local Government Authority
LTO:	Local Tourism Organisation
QTIC:	Queensland Tourism Industry Council
QICA:	Queensland Information Centre Association
RTO:	Regional Tourism Organisation
TEQ:	Tourism and Events Queensland
VIC:	Visitor Information Centre

POLICY

This policy is informed by the Strategy. The following policy statements are those where the Banana Shire Council will work in partnership with other stakeholders:

1. Visitor Information Services

- a) Council will support accredited and non accredited Visitor Information Centre services established at key locations throughout the Shire and at other centres to enable provision of required services by the provision of an annual budget. These centres will be encouraged to adopt best practice, reflected in Tourism and Events Queensland's VIC Signage Policy and advocated by QICA. In towns where no VIC exists, Council will assist a community organisation (where available) with the promotion of their area.
- b) Council respects each town's provision of this service to visitors, and will assist VIC operations to enable greater consistency across the Shire, as well as enhance their individual and collective effectiveness.

2. Marketing

- a) Council will engage an RTO to assist with promotion of Banana Shire as a visitor destination to internal and external markets (inside and outside Banana Shire) and to provide general information, advice and input on strategic direction.
- b) Council will endeavour to provide an adequate annual budget allocation for marketing activities and collateral, in particular a Shire tourism brand (Sandstone Wonders), website, visitor guide and social media presence, including reasonable budget towards new content.

3. Collaboration

- a) Council will participate in a range of tourism related forums and networks.
- b) Council will facilitate collaborative, constructive partnerships with the local community and relevant business groups to implement the Tourism Support Policy.
- c) Council will encourage business and community groups to become members of and participate in relevant regional and sector specific organisations. (e.g. Outback Mates)

4. Tourism Industry Development

- a) Council will encourage the development of appropriate high quality sustainable tourism accommodation, attractions, events and other products that build on the region's natural attractions, outdoor experiences and other strengths.
- b) Council will lobby State and Federal Government departments to ensure Banana Shire is receiving its fair and appropriate allocation of available funds for tourism development.
- c) Council will act as an auspice agency, where appropriate, for grant applications.
- d) Council will ensure that tourism features in the strategies, initiatives and work plan of its economic development portfolio.

5. Planning

- a) When considering tourism developments, Council will consider the social, economic, cultural and environmental impact of the proposal within the Shire.

6. Infrastructure and amenities

- a) In the development of its capital works program, Council will allocate appropriate budgets to facilities that will support and encourage visitors to appropriate areas within its boundaries, for example, toilet blocks, launching ramps, directional and interpretative signage, walkways etc.
- b) Council will seek financial support from other agencies whenever possible for the provision of tourist facilities.

7. Tourism Information

- a) Council will be a source of tourism information in the Banana Shire.
- b) Council will maintain a website for the tourism industry that provides appropriate tourism information.

8. Tourism Working Group

Council will maintain a Tourism Working Group for the Banana Shire. Council is firmly of the view that a working group is an important element in ensuring the long-term support from, and participation by, the tourism industry and their partners.

The Working Group will:

- a) Meet twice per year at different locations;
- b) Communicate via email with Working Group members as required outside of meeting structure

The Working Group will be led by Council and consist of:

- a) Two (2) Councillors, appointed by Council;
- b) Minimum One (1) representative from our RTO
- c) One (1) to two (2) Chamber of Commerce or community group representatives from each town in the Shire;

- d) One (1) representative from an accredited Visitor Information Centre.

9. Events

The Shire hosts and encourages a large number and wide variety of events that contribute to the quality of life of Banana Shire residents and visitors to the region. Council will actively encourage not for profit event organisers to use the Sandstone Wonders Events Calendar and associated promotional reach, through our social media channels to grow event awareness and attendance. Council will also support smaller not for profit events by encouraging users to use the Corporate Community Calendar on the Banana Shire Council website, thereby assisting with the scheduling, coordination and promotion of events.

CERTIFICATION



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CHIEF EXECUTIVE OFFICER
BANANA SHIRE COUNCIL

18.12.18
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DATE