

STRATEGIC OUTCOME SUPPORTED: 10 - A popular destination for visitors and tourists.

1. Objective

In establishing a tourism policy, Council has as its major objectives:

- 1.1** To recognise tourism as a social and economic force and as a major or potential major employer within the Council area.
- 1.2** To foster and create a community awareness of the benefits of tourism in the Council's area.
- 1.3** To ensure that Council will guide and influence the development of tourism in the Council area.
- 1.4** To provide the basic facilities and infrastructure sufficient to encourage development.
- 1.5** To ensure that facilities within the area cater for both visitors and residents.

2. Policy Document Guidelines

The following guidelines provide a basis for consideration and adoption by Council to guide and direct the development of tourism throughout the Council area, and to ensure a consistent approach to this development.

- 2.1** Council will work closely with the Donnybrook Regional Tourism Association and Balingup & District Tourist Association, the Bunbury Geographe Tourism Partnership, Australia's SouthWest, WA Tourism Association, and other relevant Tourism and Government Departments, in all aspects of tourism development.
- 2.2** Council will provide an adequate budget allocation for tourism expenditure and ensure that all grants issued are properly acquitted.
- 2.3** Council will endeavour to assist (financially and by other means) tourist organisations or events which have the potential to develop tourism in the Donnybrook Balingup region. Upon Council approval, community events may be assisted in the first year, but are expected to be financially independent thereafter.
- 2.4** Council will, as required, provide representation on local tourist associations.
- 2.5** In the formulation and review of its planning instruments, Council take into consideration policies on tourism and other leisure related issues, and requirements of tourism development.
- 2.6.** In the preparation of local laws and regulations, Council will have regard to their impact on tourism and the balanced development of the Council's area.
- 2.7** Council will encourage tourism product development and investment throughout the area and will assist the development application process through other agencies as required.

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- 2.8 Council will encourage a high standard of design and aesthetics in all forms of tourist development.
- 2.9 Council will ensure the welfare of the whole community when supporting tourism development and the provision of facilities.
- 2.10 When considering tourism developments, Council will consider the social, cultural, economic and environmental impact of the proposal within the area and will consult with the community where tourism plans have the potential to impact upon the wider community.
- 2.11 Council will ensure that where sensitive environmental, historic or cultural areas exist on Council managed land these areas will be adequately protected in relation to development or usage.
- 2.12 Council will assist with the provision of facilities to encourage destination and day trip visitors.
- 2.13 Council will seek financial involvement from other sources wherever possible in the provision of tourist facilities.
- 2.14 Council will encourage the landscaping of residential and commercial centres within Council's area (through garden competitions etc).
- 2.15 Council will, where practicable, support the establishment of sustainable and viable National Parks; enhancement of specific natural features; conservation areas of outstanding beauty; and recognise items of heritage significance.

In addition, more specific policies may relate to such issues as:

- a) Tourist information services and distribution
- b) Major regional events
- c) Licensing of seasonal entertainment and attractions
- d) Scenic routes and lookouts
- e) Use of old buildings for tourism purposes
- f) Proposals for specific areas of land
- g) Traffic flows and generation
- h) Levels of environmental impact
- i) Protection of areas of outstanding scenic beauty

3. POLICY VERSION

Related Policies:	Nil		
Related Procedure:	Nil		
Responsible Department:	Community Development		
Reviewer:	Manager Community Development		
Review Frequency:		Next Due:	June 2022

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