



Council Policy Manual

WEST WIMMERA SHIRE COUNCIL

COUNCIL POLICY		
TOURISM POLICY	Policy No:	
	Adopted by Council:	15 November 2023
	Next review date:	November 2027
Senior Executive:	Director Corporate & Community Services	
Responsible Officer:	Manager Community Development and Tourism	
Functional Area:	Tourism	
Introduction & Background	West Wimmera Shire Council in partnership with various stakeholders collectively work together to promote sustainable tourism across the Wimmera and Mallee Regions.	
Purpose & Objectives	The Tourism Policy reflects the aims of West Wimmera Shire Council and is based on recognition that a coordinated approach to sustainable tourism will result in providing socio-economic benefits for our communities whilst protecting the environment and natural resources?	
Response to the Overarching Governance Principles of the Local Government Act 2020	<p>Section 9 of the Local Government Act 2020 states that a Council must in the performance of its role give effect to the overarching governance principles.</p> <p>This policy is in response to the following overarching governance principle/s of the Local Government Act 2020:</p> <ul style="list-style-type: none"> (a) the community engagement principles (section 56). (b) the public transparency principles (section 58). (c) the service performance principles (section 106). 	
Policy Details		
1.	<p>Scope</p> <p>This policy applies to Council and its Officers when establishing and delivering on key tourism themes and priorities, and how Council resources its efforts with regard to tourism outcomes.</p>	



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2.	<p>Council Plan</p> <p>The West Wimmera Shire Council Plan acknowledges what is important to the local community.</p> <p>The Plan identifies themes and priorities for how Council directs its resources, this may include direction regarding tourism themes and priorities</p>
3.	<p>Stakeholders In Sustainable Tourism</p> <p>Council recognises other State and Federal Government agencies, the local community, and the general public as stakeholders in the development of sustainable tourism products. In particular, this includes Parks Victoria, the Department of Energy, Environment and Climate Action and other land managers in our region.</p> <p>Council values the involvement of our community in the tourism visitor economy. Council will engage as necessary in consultation with community stakeholders to ensure that the tourism spend is optimized across the whole of the West Wimmera Shire.</p>
4.	<p>Tourism Principles</p> <p>General Council will:</p> <ul style="list-style-type: none"> • Support sustainable tourism in its Regulatory, Economic, Social and Planning areas and policies. • Increase visitation and stay duration in West Wimmera Shire • Increase visitor satisfaction and experience. • Increase economic benefit to tourism and business operators in West Wimmera Shire whilst respecting culture sensitivity and protecting the environment, natural resources, and fauna. • Encourage tourism enterprises that actively incorporate sustainable business practices into their operations. • Work with our Local and State Tourism Associations to develop sustainable tourism. • Encourage co-operation between private operators and Local and State Tourism Associations in marketing, product development, customer service, training, and industry development. • Seek representation on local and regional tourism associations and boards. • Will, where appropriate, engage in and develop tourism opportunities both in its own right and in partnership with business, governments, and community



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	<p>stakeholders.</p> <ul style="list-style-type: none"> • Foster and create a community awareness of the role and value of tourism within the region.
<p>Economic Council will</p>	<ul style="list-style-type: none"> • Support the management and operation of Visitor Information Centres at Edenhope, Kaniva and Harrow. • Provide an appropriate budget allocation for tourism expenditure. • Assist, financially and by other means, tourism organisations or events that provide evidence of the potential to benefit both community and visitors in the area. • Seek ongoing commitments and financial involvement from Government, industry, and investors in the provision of tourist facilities. • Consider the social, cultural, economic, and environmental impact of proposals within the area, when considering tourism development applications. • Ensure that zoning and other statutory requirements encourage sustainable tourism and ameliorate against developments that might reduce the potential opportunities for sustainable tourism, in its strategic plans, town plans, development control plans and emergency plans, and within the guidelines of planning policies and protocols.

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Policy Reviewed:	Ordinary Meeting 06/04/06	Minute Book Page 13682	
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	Ordinary Meeting 15/11/23	Minute Book Page	SRV Policies and Procedures