

## Establishing a Municipal Tourism Policy

A local government tourism policy assists Councils to articulate the extent and type of tourism development and Council's role in tourism, within a Shire boundary, having consideration for social, economic and environmental factors. A tourism policy needs to be integrally linked to Council's planning functions.

What the Policy Needs to Contain:

### 1. Defining the current situation

- a. A statement which defines the Shire's natural, historical, heritage and cultural resources which are attractive and valuable to both visitors and residents alike.
- b. Acknowledgement of the benefits that tourism delivers the Shire including:
- c. Economic benefits by way of job creation, business growth and development, new income;
- d. Social benefits including creating connections within the community, partnerships between Council and community, greater understanding across cultures, local pride;
- e. Environmental benefits including preservation of valued assets.
- f. Statement that a policy is essential if the Shire is to maximise the benefits from tourism and minimise any potential negative impacts.

### 2. Policy

This section of the document constitutes Council's policy on tourism. It could begin with words such as: "The policy of the Shire of X is to..." What follows is a series of statements which defines the Council's scale and scope of involvement in tourism. For example:

- Encourage the sustainable growth of tourism to the Shire
- Consider the impacts of our planning decisions on tourism in the Shire

Other considerations include involvement in events, visitor services, tourism infrastructure, safety, preservation of natural assets and partnerships with community business organisations among others.

### 3. Role of Councillors and Staff in managing tourism within the Shire

Include the development and implementation of a tourism plan; measure the size, scale, scope of tourism in the Shire; report on tourism trends; defining who the Councillors and staff are who will work to develop tourism and who they will work with, for example: State bodies, Local Tourism Associations, Regional Tourism Organisations.

The marketing role of the Council also needs to be defined. Some Councils work regionally, others locally and still others work both locally and regionally.

### 4. Tourism Advisory Board Role

If the Council has appointed either a Tourism Advisory Board or Committee of Council to oversee its tourism function, the policy needs to define the role of that Board or Committee.

### 5. Policy Review

Finally the Policy needs to include details of when it will take effect (usually once adopted by Council), its revision, when and how this will occur, understanding that the heads of all departments within Council need to be involved in the process of developing and reviewing the policy.

### Further Information:

Tourism Alliance Victoria - PO Box 18136, Collins Street East, Melbourne 8003 or [info@tourismalliance.com.au](mailto:info@tourismalliance.com.au)

This fact sheet is part of a series prepared by Tourism Alliance Victoria to support the development of a professional and sustainable tourism industry. Intellectual Property is held by Tourism Alliance Victoria. Specifically, Tourism Alliance Victoria will maintain rights to use the information within this fact sheet free of charge in perpetuity. Copyright protects this document. Materials may only be copied with the applicable copyright and other notices included. Any other use including the modifications of the content of this fact sheet requires the prior written permission of Tourism Alliance Victoria. Tourism Alliance Victoria have applied due diligence in producing the material contained in this fact sheet. No responsibility or liability is accepted by Tourism Alliance Victoria in the event of any person being subjected to legal proceedings for failure of any statutory or other duty under any Act or Award, whether or not such proceedings arise directly or indirectly from any material contained in this fact sheet.

Level 8, 486 Albert Street,  
East Melbourne, VIC, 3002  
PO Box 18136 Collins Street East,  
Melbourne, VIC, 8003  
Phone: 03 9650 8399  
Fax: 03 9650 8543  
Email: [info@tourismalliance.com.au](mailto:info@tourismalliance.com.au)  
[www.tourismalliance.com.au](http://www.tourismalliance.com.au)