Tourism Policy

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Strategic Pillar	Community, Arts & Recreation
Responsible Branch	Economy, Arts & Events

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1. CONTEXT:

Council understands the need to have a robust and diverse economic base for the Queanbeyan-Palerang Regional Council (QPRC) region. Council recognises tourism as one of the sectors that can sustain economic growth and can be further developed, enhanced and expanded through effective leadership and partnership models and that Local Government plays a major role in tourism and is engaged in tourism in many ways.

This Tourism Policy seeks to establish:

a. a clearly defined role for Council role as:

   i. the provider of tourism infrastructure and visitor services including information provision, experience interpretation and itinerary planning, the promoter of Queanbeyan-Palerang as a destination,

   ii. a representative advocate for its tourism stakeholders in regional tourism forums such as the Canberra Region Joint Organisation (CRJO), Canberra Region Tourism Leaders Forum and the Southern Tablelands Steering Committee,

   iii. a proactive leader in establishing and maintaining a partnership approach to optimise strategic outcomes with organisations as Visit Canberra, Destination NSW and Destination Southern NSW, and

   iv. the facilitator of tourism product and experience development, building the capacity of industry, community groups and other stakeholders to grow visitor economy outcomes.

b. recognition of forward planning and budget allocations for tourism are essential for an integrated and co-ordinated approach.

c. recognition that the visitor economy is a significant part of the region's economy and tourism promotion plays an important role in destination attraction.

d. clarity to stakeholders of Council's commitment to a collaborative effort.

2. PURPOSE:

Tourism is an important driver of economic development and employment growth. The purpose of a Tourism Policy for QPRC is:

a) To recognise tourism as a key contributor to the region's economy and employment generator.

b) To establish and foster a welcoming community that understands and appreciates the social benefits of tourism.

c) To ensure Council will guide and influence the sustainable development of tourism within the municipality, including the protection and conservation of natural, cultural and built heritage.

d) To provide the basic facilities and infrastructure sufficient to encourage appropriate tourism development.

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e) To ensure facilities within the area are adequate to cater for visitors and residents.

f) To increase the number of visitors, length of stay and visitor spend within Queanbeyan-Palerang.

g) To encourage a range of suitable activities, facilities and attractions that support and increase tourist visitation and fits with community values and aspirations.

h) To progress the Southern Tablelands as a recognised destination to increase visitor awareness, visitor spend and length of stay, as well as to increase the value of the region to government stakeholders, such as Destination NSW and Visit Canberra.

These points must be read taking into account Council's financial structures and viability of the time.

SUPPORTING ACTIONS:

To achieve the purpose, Council will:

a) Implement the recommendations and outcomes of the QPRC Tourism Plan, the Queanbeyan-Palerang Destination Action Plan and the Southern Tablelands Destination Development Plan.

b) Consider annually a budget allocation for tourism/promotion expenditure.

c) Encourage tourism product development and investment, especially that identified in the QPRC Tourism Plan.

d) Seek financial involvement from other sources whenever possible in the provision of tourist facilities.

e) Actively seek State and Federal support of tourism-related infrastructure.

f) Work closely with government, community organisations and private enterprise in all aspects of tourist development.

g) Maintain productive relationships and work with the CRJO, Southern Tablelands, Visit Canberra, Destination NSW and Destination Southern NSW to ensure that the tourism industry is developed and marketed within the context of the competitive advantages of the region.

h) Identify and evaluate priority market opportunities for the region’s tourism industry.

i) Build public awareness of QPRC as a destination and create a desire amongst tourists to visit and stay in the region.

j) Provide sponsorship funding and associated administrative and logistical support for the hosting of events and festivals that provide evidence of the potential to benefit both community and visitors in the area.

k) Seek to increase the impact of local tourism through the support of local festivals, art shows and events etc. This is to be primarily through the provision of in-kind support and moderate financial support and events are expected to be financially independent thereafter.

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l) Foster responsive and efficient planning, development and events approval processes.

m) Provide relevant information signage, directional signage and interpretive signage to assist the visitor to navigate within the LGA and to access major tourist destinations.

n) Provide appropriate print and digital information to potential and in-market visitors, as well as support the volunteer committee of the Braidwood Visitor Information Centre.

o) Consider opportunities to work collaboratively with the local property owners and the retail sector to promote the region's town centres.

p) Continue to support and facilitate community markets throughout the municipality.

q) Consider the welfare of the whole community and the social, cultural, economic and environmental impacts of any proposal within the area when assessing tourism development and the provision of facilities.

r) Ensure that where delicate environmental, historic, heritage or cultural areas exist, these areas will be adequately protected in relation to development or usage.

s) Support the improvement of National Parks, enhancement of specific natural features and the conservation of areas of outstanding beauty and biodiversity.

t) In the preparation of local laws and regulations, Council will have regard to their impact on tourism and the balanced development of the Council area.

3. DEFINITIONS

Nil

4. LEGISLATIVE OBLIGATIONS AND/OR RELEVANT STANDARDS

a) Visitor Economy Strategy 2030
The NSW Government's Visitor Economy Strategy 2030 provides a roadmap to support all industries involved in the visitor economy to recover from the impact of drought, bushfires and COVID-19 and to grow in the future.

b) Statewide Destination Management Plan (DMP)
The Statewide DMP is designed to provide a high-level framework to achieve alignment across NSW and assist coordinated delivery of the vision and goals for the NSW visitor economy. It identifies local and state strengths and unique points of difference, as well as areas of commonality across the regions. The Statewide DMP functions as a living document, to be used as a reference tool to further develop the NSW visitor economy and respond to market changes

c) Destination Southern NSW Destination Management Plan

d) Tablelands Destination Development Plan

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5. STRATEGIC ALIGNMENT:

Local government's prioritisation of tourism aligns with Federal and State government priorities which identify tourism as a key future growth industry in Australia.

The NSW Government's Visitor Economy Strategy 2030 provides a roadmap to support all industries involved in the visitor economy to recover from the impact of drought, bushfires and COVID-19 and to grow in the future. The strategy sets a bold vision for NSW to be the premier visitor economy of the Asia-Pacific by 2030, underpinned by five strategic pillars:

1. Road to recovery
2. Build the brand
3. Showcase our strengths
4. Invest in world class events
5. Facilitate growth
6. Focus on outcomes

A reform in 2016 of regional tourism funding in NSW resulted in the creation of six Destination Networks (DNs), funded by Destination NSW, to facilitate visitor economy growth at a local level. QPRC is part of the Destination Southern NSW Network. Each of the DNs have developed a Destination Management Plan (DMP) for their region, to focus on local issues. However, a bigger picture statewide DMP was required to align all levels of Government and industry across NSW. Destination NSW, in consultation with the Chairs and General Managers of the six Destination Networks, has developed a NSW Statewide Destination Management Plan which is designed to:

- Provide a high level framework to encourage alignment across NSW and assist coordinated delivery of the vision and goals for the NSW visitor economy.
- Be the delivery mechanism for the VEIAP and encompass local insights and priorities from the Destination Network DMPs and other existing strategic documents, such as the NSW Aboriginal Tourism Action Plan 2017-2020 and the NSW Food & Wine Strategy & Action Plan 2018-2022.
- Set a strong strategic foundation on which industry can develop customer centric destination marketing.
- Identify local and state strengths and unique points of difference, as well as areas of commonality across the regions.
- Encourage local industry 'self-reflection' to harness the most productive markets for their product/service/destination.
- Focus resources on the most appropriate visitor segments and sectors.
- Provide opportunity for greater collaboration between all stakeholders.
- Provide a more compelling case for government and private sector investors via clearly defined strategic priorities.
- Equip the Destination Networks with a plan to share with stakeholders that clearly identifies where their product/service/destination fits.

QPRC is guided by the following strategic hierarchy, noting the QPRC Tourism Plan has also informed upward to the development of actions in the Queanbeyan-

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Palerang Destination Action Plan and Southern Tablelands Destination Development Plan:

NSW Statewide Destination Management Plan

Destination Southern NSW Destination Management Plan

Southern Tablelands Destination Development Plan

Queanbeyan Palerang Destination Action Plan (2020 – 2025)

QPRC Tourism Plan

Roles and Responsibilities

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6. PERFORMANCE INDICATOR

Visitor expenditure within the Queanbeyan-Palerang region.

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