

Tourism Administration

Policy Objective

To realise the benefits from tourism, promote coordination, infrastructure sharing opportunities and integration of tourism with other business sectors to optimise benefits and minimise any adverse impacts to the community and other industries. Ensuring a sustainable tourism industry that has balance between environmental, cultural and heritage values, and community lifestyle.

Policy Statement

The Shire of Broome is committed to ensuring Broome is a premier tourism location increasing economic outcomes and creating a sustainable tourism industry positioned for growth and development.

It will achieve this through clearly defining:

- The process for administration, consultation and determining of high level priorities related to Council funding of tourism initiatives;
- The scope of Council engagement in the development and marketing of the Shire as a visitor destination, both directly and in partnership with the community and other stakeholders to optimise collaboration, consultation and outcomes of Shire funded initiatives; and the extent of Council's direct financial assistance to tourism initiatives.
- High level tourism priorities for Broome Shire, determined through collaborative meetings and high-level priority setting workshops that will include Council and input from applicable industry stakeholders.
- Key performance indicators against the high-level priorities as outlined in this policy, set in collaboration with each organisation awarded funding through this policy.

Funding – Focus Areas

Funding will focus on the following areas:

1. *Visitor Information Services*
Council will work collaboratively with the Broome Visitors Centre for the provision of visitor servicing and determining of high-level tourism priorities for the Shire of Broome.
2. *Destination Marketing*

Council will work collaboratively with Australia's North West (ANW) for the promotion of the Broome local government area as a visitor destination to external markets and determining of associated high-level tourism priorities for the Shire of Broome.

3. *Cruise Ship Services*

Council will work collaboratively with Cruise Broome to respond to the opportunities offered by cruise shipping, including the servicing the visitation of the passengers and work towards attracting more cruise ships annually.

4. *Other Tourism Initiatives*

Council will work collaboratively with organisations for the promotion and development of the Broome Shire as a visitor destination on initiatives that meet the high-level tourism priorities for the Shire of Broome

Applications for this stream will be considered on an ad hoc basis where the proposed project is considered to be exceptional, opportunistic or otherwise ineligible for other Shire funding programs such as the Events, Economic and Tourism Development Funding Program (EEDTF).

Allocations can be considered at the discretion of the Chief Executive Officer.

Collaboration

1. Council will encourage liaison between all tourism related organisations and or groups to:
 - a. Ensure the best outcomes for the Broome tourism industry
 - b. Strengthen and enhance the Broome product
 - c. Provide aligned messaging and advocacy
 - d. Ensure the benefit for Shire funding is maximised
2. Council will encourage business and community groups to actively collaborate by participating in relevant regional and sector specific organisations.

Tourism Industry Development

Council may lobby State and Federal Government departments to ensure funding for the Broome district is maximised to support industry development.

Council may ensure that other industries are not adversely affected by the tourism industry and encourage industries to work together and communicate opportunities for shared infrastructure or other avenues of cross industry benefit.

Council will encourage networking amongst the operators, Local Business Associations, Tourism Associations, and Tourism WA within the Shire to expand product knowledge.

Council will encourage Local Business Associations and Tourism Associations to actively engage with Tourism WA and other industry stakeholders as a means of increasing the profile of the Shire of Broome as a tourism destination.

Planning

In the formulation of its planning policies and development frameworks, Council will be mindful of the effects on and needs of the tourism industry.

Council will, in reviewing its planning strategies and other forward planning documents, take into consideration policies on tourism and other leisure activities.

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

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

Infrastructure and amenities

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, boat launching facilities, directional and interpretative signage, walkways etc.

Council will seek financial support from other agencies whenever possible for the provision of tourist facilities.

Council will, where possible, support the enhancement of specific natural features, conserve areas of outstanding beauty and recognise items of heritage and cultural significance.

Tourism Advisory or Working Groups and Chief Executive Officer Delegation

The Chief Executive Officer, may, at his/her discretion appoint an advisory or working group from the Broome Tourism Industry to advise him/her in relation to any matter pertaining to Broome tourism. It is envisaged that the Chief Executive Officer would report to Council on issues pertaining to the tourism industry in Broome.

The Chief Executive Officer is also given delegated authority by this policy to:

1. Amend allocations against proposed initiatives of organisations (provided it is within the overall allocation determined for each organisation and appropriate justification is received 4 weeks prior to the initiative)
2. Provide approvals for the allocation of funding amounts up to \$10,000 for *Other Tourism Initiatives*

Management Procedures

Funding of Tourism Initiatives

1. Allocations for tourism Initiatives will be determined by the Chief Executive Officer on a 'per-application' basis
2. The Shire will commit financial resources to the support the operations of the organisations involved in visitor information servicing, destination marketing and initiatives that demonstrate clearly defined tourism outcomes that are aligned to high-level tourism priorities. This will be achieved through formal consideration of applications from nominated organisations at an Ordinary Meeting of Council.

3. Subject to the application requirements being met, the Chief Executive Officer may refer applications for funding to the Economic Development Advisory Committee, a relevant reference or advisory group and/or Council workshop to provide recommendations and advice related to the request for financial support prior to formal consideration by Council.
4. Subject to Council approval of the expenditure amount the organisation shall submit two invoices for payment in September and March of each financial year.

Application and Reporting

1. A nominated organisation applying for Visitor Information Services, Destination Marketing or Cruise Ship Services funding through this policy may submit the following as per the timeline below:
 - a. A formal request for funding in the Shire's nominated format prior to the commencement of the funding period, to allow time for consideration.
 - b. A preliminary report against KPI achievements set where funding has previously been allocated to applicant.
 - c. Their strategic / business plan in its nominated format to allow Council consideration of the strategic direction of the organisation.
 - d. A copy of the organisation's year end audited financial statements for the preceding year and provide assurance that the organisation is viable; and
 - e. A summary of activities/projects of expenditure proposed to be funded by the Shire including the proposed key performance indicators aligned to the high-level priorities set by the Shire for the funding period
2. The following timeline will determine the application and consideration process:

Date	Item
30 September	Acquittals for Preceding Financial Year Due (Eg FY 20/21 Acquittal Due in Sept 2021)
1 November	Applications Due for the next FY (Eg FY 22/23 Application due in November 2021)
November	Council Workshop
December	OCM – Council Consideration of Requests

3. Where exceptional circumstances can be demonstrated, Council, may at its discretion, request and/or consider applications from nominated organisations at different times throughout the financial year.
4. An organisation reporting on funding provided through this policy will provide the Shire with a report within 90 days of the end of the funding period that includes;
 - a. A detailed overview to Council in relation to the expenditure of the awarded funds.
 - b. Outcomes measured against the set key performance indications and the high-level priorities previously set for the funding period.
 - c. Detail the acknowledgement that the Shire has received in relation to the financial

assistance on any promotional materials, campaigns, social media, speaking engagements or other promotional avenues connected with the activities / projects and acknowledgment in the organisations annual report and relevant publications.

- d. Other information or data that was agreed to as part of the award of funding through this policy.

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