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Policy Title:	<b>Tourism</b>
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Policy Subject:	Area Promotion & Tourism
Directorate:	Economic & Community Services
Department:	Area Promotion & Tourism
Responsible Officer:	Director of Economic & Community Services
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### **INTRODUCTION:**

The purpose of a Tourism Policy is to set out the North Burnett Regional Council's intentions regarding the encouragement and control of development associated with tourism or tourist facilities within the North Burnett.

The importance of a Tourism Policy is to ensure that tourism development in the North Burnett does not proceed in an ad hoc manner.

The residents of the North Burnett Region should retain 'ownership' of their natural, cultural and heritage attractions and any upgrading of existing amenities or proposed new projects should not proceed without local consultation.

### **OBJECTIVES:**

In establishing a Tourism Policy, Council has its major objectives:

1. To recognise tourism as a social and economic force as a major employer within the North Burnett region.
2. To foster and create a community awareness of the benefits of tourism within Council's region.
3. To ensure Council will guide and influence the sustainable development of tourism in the North Burnett.

### **OBJECTIVES (CONTINUED):**

4. To provide the basic facilities and infrastructure sufficient to encourage appropriate tourism development.
5. To ensure facilities within the North Burnett region are adequate to cater for visitors and residents.
6. To ensure tourism is developed in harmony with the environment and does not detract from the local character of the region.

Tourism policy documents should be published and made available to the public.

**PRINCIPLES:**

1. Council will work closely with Regional Tourist Organisations, Queensland Tourism, Tourism Australia, Department of Tourism, Regional Development and Industry and its regional offices and other relevant tourism and community organisations and government departments, in all aspects of tourist development. This will include being involved in the development of management plans for the areas within or adjacent to our boundaries, i.e. National Parks, World Heritage Areas.
2. Council will endeavour to provide adequate budget allocation for tourism expenditure.
3. Council will endeavour to assist (financially and by other means) Regional Tourist Organisations and other tourism organisations or events which have the potential to develop tourism in the region.
4. Council may seek to nominate a pro-active representative with tourism industry knowledge to the Regional Tourist Organisations.
5. In the formulation of its planning regulations Council will have regard to the requirements of tourism development.
6. Council, in its review of planning instruments, i.e. strategic plans, planning schemes and development control plans, will include relevant State and regional tourism strategies and other leisure issues.
7. In the preparation of local laws and regulations Council will have regard to their impact on tourism and the balanced development of its local government region.
8. Council will encourage appropriate tourism product development and investment throughout the region and will facilitate the development of its local government application process.
9. Council will encourage a high standard of design and aesthetics in all forms of tourism development.

**PRINCIPLES (CONTINUED):**

10. Council will ensure the welfare of the whole community is taken into account when considering tourism development and the provision of facilities.
11. When considering tourism developments Council will consider the social, cultural, economic and environmental impact of the proposal within the region.
12. Council will ensure that where sensitive environmental, historic or cultural areas exist, these areas will be adequately protected in relation to development or usage.
13. When considering other forms of development, Council will assess their likely impacts on tourism opportunities and activities.
14. Council will initiate the provision of facilities sufficient to cater for destination and day-trip visitors to appropriate areas within its boundaries.
15. Council will seek financial involvement from other funding sources whenever possible in the provision of tourist facilities.
16. Council will encourage a high standard of landscaping of residential and commercial centres within the region.
17. Council will, where practicable, support the establishment of regional parks and the enhancement of specific natural features, conserve areas of outstanding scenic beauty and recognise items of heritage significance.
18. Council will investigate ways of partly funding initiatives in the region through contributions from those people who would be advantaged by such proposals.
19. Council will provide a quality standard of visitor information services and continue to maintain the accredited Visitor Information Centre at Eidsvold.
20. Council will consider supporting tourist and other publications which may influence visitors to stay and explore the attractions of the North Burnett region.
21. Council will consider supporting regional promotions which may attract increased visitation in the North Burnett region.
22. Council will consider suitable gateway signage on the major approaches to the North Burnett region in support of any regional signage initiative. However, Council will require a cooperative funding approach for such initiatives and allowances will need to be made for ongoing maintenance of signage.
23. Council will consider suitable directional and locality signage to facilitate the movement of visitors to and around the North Burnett region.
24. Council will consider suitable interpretive signage in areas of special interest within the North Burnett region which will enhance the visitor experience.

**PRINCIPLES (CONTINUED):**

25. Whilst gateway and directional signage construction may adopt a uniform regional appearance, Council will ensure that interpretive signage will reflect a unique local nature, heritage or cultural theme.
26. Council will ensure a standard of construction and maintenance of tourist roads identified as being of major significance in facilitating the flow of tourists into and around the North Burnett region and providing easy access to areas of special interest within the region.
27. Council will consider residents concerns or reservations about the establishment of tourist facilities in areas which are being utilised for residential purposes or for agricultural purposes in such matters as security and the possibility of theft, fire risk potential, littering and undue noise.
28. Should there be conflict between the interests of local residents, developers or tourists, it would be the responsibility of Council to consider taking appropriate action in consultation with the effected community.
29. Council will be as flexible and unrestricted as possible to encourage the economic stability of the towns within the North Burnett region without causing undue public risk or threat to amenity. This may be achieved by the staged implementation of development requirements. Control will increase to a point in the future where such are compatible with uniformly recognised standards of development, as applicable.