
T50. Tourism Policy

Title: Tourism Policy

Policy No: T50.

Keywords: Accommodation, Holiday, Tourism

Responsible Officer: Divisional Manager – Human Services and Facilities

1. PURPOSE AND AUTHORITY

This policy outlines Council's objectives regarding tourism in the Manly area.

2. POLICY STATEMENT

Manly Council has a unique role in the promotion of tourism in Manly. Through strategic partnerships with Federal and State Governments and local business this major industry is to be marketed so as to maximise the benefits of tourism as a sustainable economic activity. Council's involvement in marketing must also balance the impacts of tourism on the community, particularly lifestyle of its residents, and so as to protect its natural environment.

3. PRINCIPLES

Council aims to achieve the effective promotion of tourism and the management of impacts of tourism on residents and the natural environment by:

- a. Revitalising the tourism industry in Manly
- b. Facilitating a diverse range of quality accommodation
- c. Promoting Manly as a unique year-round holiday destination
- d. Developing tourism as an "industry" for the purpose of gaining employment, economic, cultural, social and recreational benefits to the community, whilst protecting the lifestyle of residents and the natural environment
- e. Directing resources to encourage a higher economic yield from visitors
- f. Supporting the tourism industry through provision of adequate amenities and services to meet the needs of visitors to Manly
- g. Promoting the unique attractions of Manly's natural environment for the benefit of the community
- h. Promoting Manly's natural and built heritage
- i. Developing a 'brand' or 'brands' to sell Manly as a national and international tourist destination
- j. Seeking funds from Federal and State Governments to assist in development and maintenance of supporting infrastructure and facilities
- k. Strengthening and focusing on strategic partnerships with local businesses.

*(Confirmed 20.10.1997)
(Amended OM 05.11.2001)
(Amended xxx 2013)*

4. SCOPE

This policy applies to all Council officers responsible for promoting Manly as a destination.

5. DEFINITIONS

Tourism – All activities related to people visiting Manly, either wholly or partly for recreational or holiday purposes. This includes but is not limited to services such as accommodation, food and beverages, marketing, transport, entertainment and information provision.

6. IMPLEMENTATION

This policy will be referred to in the planning and development of all of Council's tourism related activities.

Council and/or the General Manager may, during a civil emergency only, set aside any policy terms to ensure public safety.

7. MONITORING AND BREACHES

Regular monitoring of compliance with this policy, relevant legislation and Manly policies and procedures will be undertaken and documented by the responsible officer for this policy.

Breaches of this policy are considered to be breaches of Manly Council's Code of Conduct and therefore invoke the relevant sanctions outlined in that Code. Persons in breach of any legislation may be subject to relevant criminal action.

8. REPORTING

No specific reporting is required under this Policy.

9. POLICY REVIEW

This policy is subject to a review every two (2) years.

For the purposes of carrying out and giving effect to this policy, the General Manager may from time to time prepare, adopt or vary, and otherwise issue to Council staff, guidelines and directions relating to any aspect of this policy.

Any recognised change to relevant legislation; or directives or guidelines issued by agencies including the NSW Ombudsman and the Department of Local Government; or to Manly Council's related guidelines and procedures will activate an immediate review of this policy to ensure it remains current and aligned to best practice policies.

10. RELEVANT REFERENCES AND LEGISLATION

Destination NSW Act 2011

Local Government Act 1993

11. RELEVANT COUNCIL POLICIES

Manly Council Code of Conduct February

Manly Council Cultural Diversity Policy

12. REVISION SCHEDULE

Minute No	Date of Issue	Action	Author	Checked by
PS53/11	2 May 2011	Periodic Review	Secretariat, Corporate Services	Manager, Administration
OM 103/11	20 June 2011	Include Heritage under the existing Policy at Point 8.	Manager Cultural & Information Services	Manager Administration
	September 2013	Comprehensive Policy Review – minor amends and deletion of information on the branding logo	Divisional Manager, Human Services & Facilities	Governance, Legal & Risk
PS16/14	3 March 2014	Periodic Review	OM CSS	Manager Governance