



# Council Policy Manual

## WEST WIMMERA SHIRE COUNCIL

<b>COUNCIL POLICY</b>	
<b>TOURISM POLICY</b>	Policy No:
	Adopted by Council: 18 March 2020
	Next review date: March 2023
Senior Manager:	Director Corporate & Community Services
Responsible Officer:	Business Development & Tourism Officer
Functional Area:	Tourism
Introduction & Background	West Wimmera Shire Council is a member of Wimmera Mallee Tourism together with the Shire Councils of Buloke, Hindmarsh & Yarriambiack, collectively we work together to promote the Wimmera & Mallee regions.
Purpose & Objectives	The Tourism Policy reflects the aims of West Wimmera Shire Council and is based on the recognition that a coordinated approach to tourism within West Wimmera Shire will result in growth in the individual economies of each of the Shire's communities.
<b>Policy Details</b>	
1.	<p><b>Scope</b></p> <p>This policy applies to Council and its Officers when establishing and delivering on key tourism themes and priorities, and how Council resources its efforts with regard to tourism outcomes.</p>
2.	<p><b>Council Plan</b></p> <p>The West Wimmera Shire Council Plan is pivotal in identifying the issues that matter to the local community.</p> <p>The Plan identifies themes and priorities for how Council directs its resources, this may include direction regarding tourism themes and priorities</p>
3.	<p><b>Tourism Principles</b></p> <p>The principles of supporting tourism in the West Wimmera:</p> <ul style="list-style-type: none"> <li>• Increase visitor numbers to West Wimmera Shire.</li> <li>• Increase business development and employment opportunities throughout the</li> </ul>



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	<p>Shire.</p> <ul style="list-style-type: none"> <li>• Assist the tourism products and businesses of West Wimmera Shire to develop successfully.</li> <li>• Provide strategic direction and support to tourism within the Shire.</li> <li>• Identify product strengths, gaps and opportunities for investment</li> <li>• Work with partners and stakeholders to increase the benefits of Tourism locally, particularly through active partnerships with Harrow Discovery Centre, Kaniva Visitor Information Centre and Edenhope Visitor Information Centre</li> <li>• Establish and maintain partnerships with stakeholders across the Region, State and across state borders with tourism initiatives to increase the local benefits of Tourism within the Shire.</li> </ul>
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<b>Policy Adopted:</b>	Ordinary Meeting 26/09/02	Minute Book Page 10410	
<b>Policy Reviewed:</b>	Ordinary Meeting 06/04/06	Minute Book Page 13682	
	Ordinary Meeting 11/03/10	Minute Book Page 17759	
	Ordinary Meeting 18/03/20	Minute Book Page .....	RecFind E20/000054