

	COUNCIL POLICY	POLICY NUMBER
	BUSINESS AND TOURISM SUPPORT POLICY	C 040
RESPONSIBLE OFFICER	FIRST APPROVED	REVIEWED
Strategy and Projects Coordinator	December 2021	December 2023

1. PURPOSE OF POLICY

To provide principles for the provision of Council support and facilitation by Tasman Council to the business and tourism community in the Tasman Municipality.

2. POLICY OBJECTIVES

Council understands the need for a robust and diverse economic base for the Municipality, supported by the strategic activities of the Council.

Council recognises that the visitor economy is one of the business sectors that can be further developed and enhanced to sustain economic activity and supports appropriate investment in new visitor attractions and experiences, understanding that these will create regional dispersal and increased yield.

Council also recognises that the broader business sector provides employment, goods and services for the Tasman Municipality that supporting this sector to develop further will provide important local services, economic activity and employment opportunities.

Tasman Council is committed to facilitating business and tourism development to assist with the economic growth and sustainability of the Municipality.

It is recognised by all parties that partnership models will evolve to meet the changing needs of the business and tourism sector. This policy provides a platform for the Council and all parties to work together to maximise long term economic and employment benefits of a robust business and tourism sector.

3. APPLICATION

Council will work in collaboration with the business and tourism sector to maximise the long term economic and social benefits of economic growth in the Municipality.

The Council will:

- I. Work in partnership with other organisations to support the development of the business and tourism sectors in the Tasman Municipality, while remaining a responsible financial manager and taking into account the Council's financial position.
- II. Facilitate the creation of business and tourism opportunities and the development of tourism infrastructure, where appropriate, while minimising its roles as a direct infrastructure funder.
- III. Work with local, regional and state organisations and government to promote the Municipality and its objectives.

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- IV. Establish strong working relationships with the following organisations (or their successors or equivalents) to facilitate economic growth in the Municipality:
- Tasman Business and Tourism Association (TBTA);
 - Business Tasmania;
 - Regional Development Australia (Tasmania);
 - Destination Southern Tasmania (DST);
 - Tasmanian Chamber of Commerce and Industry (TCCI);
 - South Eastern Regional Development Association (SERDA);
 - Tasmanian Parks and Wildlife Service (PWS); and,
 - Port Arthur Historic Site Management Authority (PAHSMA);
- V. Facilitate the creation of business and tourism opportunities, which may include, but are not limited to:
- Coordination of information requests.
 - Facilitation of meetings between key stakeholders including advocacy for increased recognition and funding for business and tourism potential of the Municipality.
 - Working with stakeholders to actively seek funding to support business and tourism related infrastructure that will enhance economic development and benefit the Tasman Municipality.
 - Support of business and tourism initiatives where these fall within Council's means and strategic objectives, these may include but not be limited to:
 - i. Collection and/or analysis of data to assist in decision making;
 - ii. Supporting initiatives that generate employment; and,
 - iii. Support education and training programs that will increase local recruitment and retention.
 - Assisting with advocacy and community consultation processes where appropriate, and where this does not place Council in a potentially commercially compromised position; and,
 - Assisting with and where appropriate lodging grant and other funding applications.
- VI. Actively seek to increase local economic activity through the in-kind support of local festivals, events, exhibitions and other community and public activities.

4. ROLES & RESPONSIBILITIES:

This policy applies to all Councillors and Council Staff.

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5. References

Local Government Act 1993

Tasman Council Strategic Plan 2021-2031

Tasman Destination Action Plan

T21 Visitor Economy Strategy (and their equivalents and successors)

This policy was adopted by the Tasman Council, resolution number 14/12.2021/C on 15 December 2021



Bill Richardson
Acting General Manager

Policy approved –

Disclaimer

That this policy be read in conjunction with any or all other Council and/or Management Policies.