

FILE NO: PSC2016-00354

TITLE: TOURISM POLICY

POLICY OWNER: STRATEGY AND ENVIRONMENT SECTION MANAGER

1. PURPOSE:

- 1.1 This policy outlines Councils commitment to and role in achieving a vibrant and sustainable place supporting local economic growth. This policy also outlines the critically important role that tourism plays in the broader economy of Port Stephens.
- 1.2 This policy supports the Port Stephens Community Strategic Plan to deliver processes and services which deliver benefit to tourism in Port Stephens and clarifies Councils commitment to working with the community, industry, and all layers of government to ensure an innovative and collaborative approach to sustainable tourism growth.

2. CONTEXT/BACKGROUND:

- 2.1 Port Stephens Council recognises the economic, environmental and social benefits that a vibrant and sustainable tourism industry provides through increased employment, investment, and infrastructure. Council has a clear understanding of the broader context of the tourism industry and the significant impact it can have on both attracting visitors and delivering a high quality visitor experience.
- 2.2 Port Stephens is recognised as one of the key regional tourism destinations in NSW and attracts a broad range of domestic and international visitors each year. In 2018/2019, Port Stephens welcomed in excess of 2,500,000 domestic visitor nights, 917,000 day visitors and 175,000 international visitor nights. These visitors spend an estimated \$621 million (or almost \$1.7 million per day) across the LGA and directly employed approximately 2,140 people.
- 2.3 Tourism in Port Stephens is no longer looked at in terms of a single focus industry. The Visitor Economy takes into account broader economic activity than that which has historically has been defined as 'tourism and events'. It includes the direct and indirect impacts resulting from a visitor travelling outside their usual environment for a holiday, leisure, events, business, convention and exhibition, retail, education to visiting friends and relatives or for short term employment in NSW. It includes intrastate, interstate and international visitors (VEAP 2012).
- 2.4 This policy aligns with Federal and State government priorities which identify tourism as a key economic driver.

2.5 Local Government has an integral role in supporting these strategies through the development of quality tourism experiences; the provision of local services and infrastructure; and providing leadership and direction to industry through effective collaborations and partnerships.

3. SCOPE:

3.1 Port Stephens Council will support and foster visitor economy partnerships between community, industry and government stakeholders. Council will act as the facilitator for industry driven change and innovation that aligns with council's values and vision. In order to achieve this, Council will:

- a) provide strategic and financial support to Destination Port Stephens.
- b) develop and implement strategic plans to guide the sustainable growth of the visitor economy.
- c) build trust and understanding in the strategic value of the visitor economy.
- d) build partnerships with Newcastle Airport, neighbouring councils and key stakeholders.
- e) encourage the development of high quality tourism products and experiences.
- f) attract and sponsor a diverse range of events which reduce seasonal fluctuations, promote the Port Stephens brand and create economic, social and environmental benefits across the LGA.
- g) plan for and provide quality infrastructure and facilities designed to meet the needs of visitors now and well into the future.

4. DEFINITIONS:

4.1 An outline of the key definitions of terms included in the policy.

Visitor Economy	The visitor economy takes into account broader economic activity than that which has historically been defined as 'tourism and events'. It includes the direct and indirect impacts resulting from a visitor travelling outside their usual environment for a holiday, leisure, events, business, conventions and exhibitions, retail, education, to visit friends and relatives or for short-term employment in NSW. It includes intrastate, interstate and international visitors.
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5. POLICY STATEMENT:

5.1 Council will provide leadership and coordination to ensure that relevant stakeholders are effectively engaged and working together to deliver agreed actions and outcomes.

5.2 Council will encourage a collaborative and strategic approach to the conservation of the natural assets on which the visitor economy depends whilst supporting investment in the development of quality tourism product which encourages overnight visitor spend, positively impact the visitor experience, promotes awareness of Port Stephens and drive investment in new and existing facilities and infrastructure.

6. POLICY RESPONSIBILITIES:

6.1 The Economic Development and Tourism Unit is responsible for monitoring, reviewing and providing advice on the policy across the organisation.

7. RELATED DOCUMENTS:

7.1 [Visitor Economy Action Plan](#)

7.2 Economic Development and Tourism Strategy

7.3 [Tourism 2020](#)

7.4 Sydney Surrounds North Destination Management Plan

CONTROLLED DOCUMENT INFORMATION:

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EDRMS container No	PSC2016-00354	EDRMS record No	20/193819
Audience	Community		
Process owner	Strategy and Environment Section Manager		
Author	Economic Development and Tourism Coordinator		
Review timeframe	Two years	Next review date	June 2022
Adoption date	11 July 2017		

VERSION HISTORY:

Version	Date	Author	Details	Minute No.
1.0	11/7/2017	Tourism and Events Coordinator	Original policy.	165

2.0	9 June 2020	Economic Development and Tourism Coordinator	<p>1.1 - added 'place supporting local economic growth' and deleted 'tourism industry in Port Stephens'.</p> <p>1.2 - deleted 'to deliver on the communities' vision of a great lifestyle in a treasured environment.'</p> <p>2.2 - added '2018/2019' and deleted '2017'; added '2,500,000' and deleted '2,000,000'; added '917,000' and deleted '660,000'; added '175,000' and deleted '127,000'; added 'These visitors spend an estimated \$621 million (or almost \$17 million per day) across the LGA and' and deleted 'bringing over \$372 million in visitor spend and' and added 'employed' and deleted 'employing' and added '2140' and deleted 1,700.</p> <p>2.3 – Deleted 'and the relatively new term'.</p> <p>2.4 – Deleted 'Councils investment in building a diverse and resilient Visitor Economy links directly the Port Stephens Community and Strategic Plan objective 4.1.1: To Provide processes and services which deliver benefit to tourism in Port Stephens. This includes event sponsorship and licensing, destination marketing and visitor servicing.'</p> <p>3.1 added 'a) 'strategic and financial support to Destination Port Stephens' and deleted 'ongoing financial support to Destination Port Stephens to allow the organisation to undertake Destination Marketing activities, leverage grant funding</p>	095
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			<p>and drive sustainable visitation and visitor spend’ and added ‘b) Develop and implement strategic plans to guide the sustainable growth of the visitor economy’; and added ‘c) Build trust and understanding in the strategic value of the visitor economy’; and added ‘d) Build partnerships with Newcastle Airport, neighbouring councils and key stakeholders’; and added ‘e) Encourage the development of high quality tourism products and experiences’.</p> <p>Deleted bullet points -</p> <p>‘Administer an integrated event licensing process to reduce the complexity of process for event organisers and reduce costs, manage risk and manage reputation across Council.’ And ‘Deliver visitor servicing strategies aimed at increasing the quality of the visitor experience.’ And ‘Maintain productive relationships with Destination NSW, Tourism Australia, Tourism Hunter and the North Coast Destination Network.’</p> <p>5.1 Deleted ‘role’ and in the Destination Management Plan’.</p> <p>5.2 Deleted ‘the construction of new, and upgrade of’, and added ‘investment in new and’.</p> <p>6.1 Added ‘Economic Development and Tourism Unit’ and deleted ‘Tourism and Events Unit’.</p> <p>7. Related Documents – added ‘Economic Development and Tourism Strategy’ and deleted ‘Economic Development</p>	
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			Strategy'. Added 'Sydney Surrounds North Destination Management Plan' and deleted 'Port Stephens Destination Management Plan'.	
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