


REGIONAL COUNCIL OF GOYDER

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|  | TOURISM, ARTS AND HERITAGE POLICY | Department | C&C |
| | | Version No: | 1.0 |
| | | Adopted: | Sep 2017 |
| | | Reviewed: | May 2022 |
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| | | Minutes Ref: | 091/22 |
| | | Responsibility: | CDM |

1. INTRODUCTION AND OBJECTIVES

This policy supports a foundation for tourism, arts and heritage development for, and including the residents and visitors to the Goyder Council region.

This policy supports Council's aim and commitment to engagement with relevant stakeholders effectively working together to deliver agreed upon actions and outcomes in the *Goyder Tourism Strategic Plan* and the *Goyder Arts and Heritage Plan*.

Our objectives are:

- a growing tourism industry with a quality visitor experience, promoting the destination and continually improving as an industry, both individually and collaboratively;
- developing strong linkages across the community in the creation and celebration of the regions' arts and cultural vitality, diversity, heritage and history

These objectives in turn create vibrant communities for residents, and a diverse range of experiences for visitors to the region.

2. TOURISM PRINCIPLES

The Regional Council of Goyder will focus on the strategy of delivering significant impact through six strategic priorities;

1. **Market Research and Stakeholder Engagement** where we capitalise on our location, assets, connections and partners to generate and disseminate market research, and use these findings to facilitate marketing aimed at increasing visitation, improving tourism product, attracting new investment, and lobbying key stakeholders.
2. **Building our Tourism Product** as a key provider, Council should lead by example, ensuring the Burra Passport is a contemporary and engaging experience; and the accommodation offerings of Paxton Square and the Caravan Parks are adequate and contribute to increased demand. Council also has a role in facilitating private sector investment in the upgrading of existing, and development of new tourism product.
3. **Infrastructure** Council's investment in infrastructure has a direct effect on the attractiveness of the region for tourism, and it's relationships with community networks via the Community Management Committees can support tourism development through development of human and social capital.
4. **Deliver the Clare Valley Tourism Brand to Everyone** in turn offering visitors a unique and diverse menu of attractions.
5. **Promotion of the Region: Burra as the Hero** experience in the region: An important destination and a source of referral and tourism development across the region.
6. **Connections** within the Goyder region, and with neighbouring and touring route regions: To generate longer stays, and better cross-regional referrals.

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3. EVENTS

Major Events may have the potential to contribute significantly to the Council region by providing social benefits to the community, stimulating its economy, enhancing visitors' experiences and marketing Goyder as a welcoming destination. The Regional Council of Goyder will facilitate the development of events that will complement our tourism brand.

4. ARTS AND HERITAGE PRINCIPLES

The Regional Council of Goyder will develop and participate in strategies to ensure:

- Arts practitioners are valued, vital and utilised members of the community;
- Arts and heritage assets are recognised as vital to our community and tourism region;
- Arts and heritage assets are seen as key contributors to the growth of the region;
- Local partnerships are developed to encourage and showcase regional history;
- Tourism partnerships are developed to include events for arts and performance;
- Local artists are actively encouraged, supported and employed;
- Current collections are stored, preserved, and contemporary works are acquired and displayed;
- Mentoring and training opportunities are created where possible;
- Collaboration, creativity and innovative practices are established;
- Residents and visitors have a wide range of opportunities to engage with the arts and our heritage;
- Public spaces, including parks, gardens and heritage buildings are activated by integrating public art, contemporary design and the planning of infrastructure; and
- Engagement with, and recognition, respect and celebration of local Indigenous cultures and the uniqueness of our local identity.

5. RECORDS

All records should be kept confidential and be treated in accordance with Local Government GDS40.

6. REVIEW

This document shall be reviewed by Council at least every four (4) years or on change to legislation or aspects included in this policy that could affect the health and safety of workers.

7. REVIEW HISTORY

| Document History | Version No: | Issue Date: | Description of Change: |
|------------------|-------------|-------------|--|
| | 1.0 | 19/09/17 | Adopted 182/17 |
| | 1.0 | 17/09/19 | Reviewed and adopted by Council 202/19 |
| | 1.0 | 21/06/22 | Minute 091.22 |