

## REPORTS OF OFFICERS (CONFIDENTIAL)

<b>Report Title:</b>	<b>Development of District Tourism Plan</b>
<b>Item No:</b>	<b>8.3</b>
<b>Date of Meeting:</b>	<b>20 July 2021</b>
<b>Author:</b>	<b>Sam Johnson, Chief Executive Officer</b>
<b>Attachments:</b>	<b>1. Matrix for District Tourism Plan</b>

### Confidentiality Clauses:

That:

1. Pursuant to Section 90(2) and 90(3)(b) of the Local Government Act 1999, the principle that the meeting should be conducted in a place open to the public has been outweighed in relation to this matter because it relates to information the disclosure of which would involve the unreasonable disclosure of information which could reasonably be expected to confer a commercial advantage on a person with whom the Council is conducting, or proposing to conduct, business.
2. In weighing up the factors related to disclosure:
  - disclosure of this matter to the public would demonstrate accountability and transparency of the Council's operations; and
  - non-disclosure of this item at this time will enable the Council to make an informed decision regarding its options for the provision of banking services.
3. Pursuant to Section 90(2) of the Local Government Act 1999 it is recommended the Council orders that all members of the public be excluded, with the exception of Sam Johnson, Chief Executive Officer, Craig Mudge, Manager Corporate Services, Jacqui Kelleher, Manager Administrative Services, Brenton Daw, Manager Infrastructure and Regulatory Services and Ebony Rodda, Manager Community and Economic Development.

*(for resolution after consideration of the matter)*

That having considered Agenda Item 8.2 Development of District Tourism Plan in confidence under Section 90(2) and 90(3)(b) of the Local Government Act 1999, the Council pursuant to Section 91(7) of the Local Government Act 1999 orders that the report and minutes be retained in confidence until the expiration of the contract for provision of banking services.

### 1. EXECUTIVE SUMMARY

The purpose of this report is to provide Elected Members with an update of the request for quote process for the provision for the development of a District Tourism Plan for the District Council of Mount Remarkable, and to authorise the successful proposal as received.

## **2. RECOMMENDATION**

That Council:

1. receives and notes the report; and
2. engages *Caroline Phillips Consulting & 180 Degrees Marketing & Management* to develop the District Tourism Plan for the District Council of Mount Remarkable as per the proposal received.

## **3. RELEVANT CORE STRATEGIES/POLICIES**

4.2 Develop our District Tourism Proposition

## **4. BACKGROUND**

Tourism can be thought of as a rather complicated activity that overlaps various different sectors of the society and economy. Without planning, it may generate several unwanted and unexpected impacts. Therefore tourism should be developed and managed in a controlled and sustainable way, based on sound planning. Moreover, it should be integrated within the wide planning process in order to promote certain goals of economic, social and environmental enhancement which may be accomplished through an appropriate Tourism Development Plan.

With the development of an appropriate plan a key strategic focus, Council sought formal request for quotes for the development of District Tourism Plan. Council was provided the names of four (4) reputable businesses in which could deliver such work from Regional Development Australia Yorke & Mid North.

With consideration to Councils Community Plan 2021-31 to develop a specific District Tourism Plan, Council through the appropriate procurement policy has sought proposals from reputable suppliers to enable delivery on this strategic objective. These proposals have been summarised in the attached Matrix.

## **5. DISCUSSION**

The purpose of an appropriate plan is to create plans of action for a foreseeable future, and implement them. Furthermore, the tourism sector goals and objectives can be achieved more effectively and efficiently if carefully planned and integrated into a concise plan which can then formulate a delivery programme. In addition, careful planning at all levels and good management are necessary to optimise the benefits of tourism and preventing or at least mitigating any problems that may occur.

Adequate tourism planning is suggested to minimise potential negative impacts, maximise economic returns to the area, and thus encourage a more positive response from the local community towards tourism over a longer period of time.

In situations whereby tourism may be considered to be at an undeveloped stage, appropriate plans can provide the necessary guidelines for development. On the other hand, for the areas where tourism is already well established, planning is often needed to revitalise the sector and maintain its future viability, whilst clearly articulating to industry, investors and the broader community what and where resources are likely to be allocated (Tourism Development Handbook, 2000).

The proposals in which have been received have been assessed an appropriate tender matrix, which gives each proposal an appropriate score based on;

- Price
- Relevance to Community Plan
- Experience
- Delivery Timeframe

In reviewing the submissions and completing the matrix (which is attached to this report), the proposal as received from Caroline Phillips Consulting has been recommended for Council approval.

The proposal seeks to provide numerous face to face opportunities with elected members, relevant stakeholders and community to ensure the best objectives are achieved and appropriately articulated within the plan.

The proposed time frame and delivery for such a plan as received is as follows:

ACTION	WEEK	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
<b>STAGE ONE</b>																	
Scoping meeting		■															
Strategic document review			■														
<b>STAGE TWO</b>																	
Desktop Research			■	■	■												
Survey				■	■	■											
Regional Visit + Consultation					■	■											
Tourism Stakeholder Engagmeent - SATC, TICSA, DEW							■	■									
<b>STAGE THREE</b>																	
Development of Report							■	■	■	■	■						
Present Draft report and gather feedback												■					
<b>STAGE FOUR</b>																	
Revist strategy based on feedback													■				
Develop Implementation Plan														■	■		
<b>STAGE FIVE</b>																	
Finalsiation of document																■	■

The proposal not only proposed to meet core objectives of the broader community and Council, but to link with relevant industry bodies and relevant industry plans such as existing State Government strategic tourism plans.

## 6. ANALYSIS OF OPTIONS

### Option 1:

That Council:

1. receives and notes the report; and
2. engages *Caroline Phillips Consulting & 180 Degrees Marketing & Management* to develop the District Tourism Plan for the District Council of Mount Remarkable as per the proposal received.

This option will allow Council to deliver on the current strategic objective as outlined with the current Community Plan 2021/31, and provide a key working strategic document for Council to be able to work with upon development and implementation of the plan.

### Option 2:

That Council receives and notes the report.

Council does not have to proceed with the development of a District Tourism Plan at this time. Council may elect to wait until a later time to deliver on this core strategy.

## 7. RECOMMENDED OPTION

Option 1 is the recommended option.

## 8. POLICY IMPLICATIONS

### 8.1 Financial/Budget

The budget implication for the development of this plan will be as per the proposal as received. The fee quoted (including of GST and travel) is \$22,240.00

### 8.2 Legislative/Risk Management

Nil.

### 8.3 Staffing/Work Plans

Relevant Council staff will be required to assist in part with the development of the district tourism plan, it is anticipated that given the strategic nature of this project, that the Chief Executive Officer will be tasked with such associated work as required.

### 8.4 Environmental/Social/Economic

Nil.

### 8.5 Stakeholder Engagement

Key stakeholder engagement will be relevant and required ongoing should Council adopt the resolution to appoint and deliver on the District Tourism Plan.

As part of forming the matrix proposals, intendent advice has been sought through Regional Development Australia Yorke & Mid-North through their tourism staff, whom possess extensive tourism knowledge and skills.

### 9. REPORT CONSULTATION

Discussions were held with RDA Yorke & Mid-North.

### 10. REPORT AUTHORISERS

Sam Johnson	Chief Executive Officer
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