



## **2. COMMUNITY SERVICES**

### **2.4 TOURISM**

#### **2.4.1 Financial Support to Shire Visitor Centres**

##### Policy Measures

The purpose of this policy is to clarify the extent of Council's financial assistance to the four Visitor Centres within the Shire, that being Manjimup, Northcliffe, Pemberton, and Walpole.

An annual budget allocation, in accordance with the adopted 'Marketing Strategy for the Shire of Manjimup 2010 – 2020', is set aside as a financial contribution towards the four Southern Forest Visitor Centres, located in the Shire of Manjimup. As recipients of funding, the Southern Forest Visitor Centres, agree to work together to promote and market the region as a whole and to deliver consistent communication and quality customer service to all visitors.

Council acknowledges that the strength and viability of each individual Visitor Centre will contribute to the strength of the whole and as such each Visitor Centre will receive an equal share of the allocated financial assistance. The decision to provide equal shares of funding to all four Visitor Centres is in direct response to a unanimous decision of the Southern Forests Visitor Centres management.

To assist Council in maintaining annual up-to-date data and to uphold the spirit of the financial assistance programme, each Visitor Centre agrees to provide the following information to Council in April of each year:

- Visitors received during the last twelve months, to 31 December together with supporting evidence.
- A copy of the previous years audited financial statements. (If financial statements indicate that a Visitor Centre has sufficient financial independence the financial support may be withdrawn for that year).

In addition Visitor Centres in the Shire of Manjimup Southern Forests region will:

- Be prepared to support regional marketing initiatives and cross-selling/support within the "Southern Forests Region".
- Acknowledge the Shire of Manjimup on any promotional materials connected with the specific projects and in the Centre's annual report.
- Maintain the Southern Forests website pertaining to their respective area.
- Work in partnership with the Shire of Manjimup and the Southern Forests and Blackwood Valley Local Tourism Association to promote and market the region as a whole; and

##### Administration

Administration of this policy is by the Director Community Services

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Adoption and Date Due for Revision

**ADOPTED 12 SEPTEMBER 2002**  
**REVIEWED 7 MAY 2015**  
**REVIEWED 12 SEPTEMBER 2019**

**NEXT DUE FOR REVIEW SEPTEMBER 2023**

**The Administration of this Policy is by Community Services Directorate.**