

1 PURPOSE

This Policy outlines City of Darwin's role in building and managing the Darwin Local Area visitor economy.

2 SCOPE

This Policy applies to Council Staff in the conduct of tourism promotion and destination management activities and programs by City of Darwin and those that City of Darwin may fund or partner.

3 POLICY STATEMENT

City of Darwin is committed to developing Darwin as an iconic destination and building a thriving economy that will encourage tourists to visit and contribute to the local economy.

This Policy promotes a planned and consistent approach to the development and support of tourism activities and the creation of a Darwin Destination Management Plan partnered with various levels of government and industry.

3.1 OBJECTIVES

Council will:

- support the delivery of a Darwin Destination Management Plan
- increase potential domestic and international tourists' awareness of Darwin as a destination
- increase potential international and domestic visitors' knowledge of Darwin
- increase potential international and domestic visitors' desire to travel to and throughout Darwin as a base and to visit surrounding areas
- communicate and engage effectively with the Darwin tourism industry on relevant issues that may affect it and partner where possible to promote Darwin as a destination; and
- increase awareness about the contribution of tourism to Darwin's economy, society and environment

3.2 FUNCTIONS

City of Darwin will:

- implement a Darwin Destination Management Plan and action activities related to its programs, functions and services
- work closely with all levels of government, industry, international stakeholders and private enterprise, including but not limited to Inbound Tour Operators (ITOs), Online Travel Agents (OTAs), wholesalers, Retail Travel Agents (RTAs), in tourism products development and management, capacity and capability building, promotion and marketing



- promote and market Darwin as a destination to travel in domestic and international markets including the development of the tourism distribution channels, for example, online channels, offline channels and strategic partnerships
- support the delivery of events, festivals and conferences in Darwin to attract more visitors to Darwin
- assist, subject to budget (financial and other) provisions, tourism organisations and events that have potential to develop tourism for Darwin;
- recognise the intent of the Local Government Act 2019 with respect to Council's role in tourism and economic development
- consider the tourism as a function of Council in the development of the City of Darwin By-laws;
- support the preservation of significant historic sites, national parks, conservation areas and other items or areas of cultural and heritage significance and ensure that where environmental, historic or cultural areas exist, these areas will be adequately protected in relation to development or usage;
- support the development of appropriate scenic drives, walking and riding trails;
- advocate and seek financial involvement from other sources whenever possible in the provision of tourist facilities and infrastructure
- support and facilitate community markets throughout Darwin including the improvement of community market infrastructure.
- Consider opportunities to work collaboratively with Darwin property owners and the retail sector to promote Darwin as a vibrant destination to stay and visit
- conduct research into and analysis of international and domestic travel
- report international and domestic tourism trends

City of Darwin may perform its functions in cooperation with the tourism industry and in cooperation with all levels of government.

4 DEFINITIONS

Council staff - includes all employees, contractors, volunteers and all others who perform work on behalf of the City of Darwin as defined by the Local Government Act 2019.

Elected Members includes the Lord Mayor and Aldermen.

Darwin Destination Management Plan is a business plan for building and managing the visitor economy for Darwin destination.

Inbound Tour operator (ITO) is an Australian based business that provides itinerary planning, product selection and coordinates the reservation, confirmation and payment of travel arrangements on behalf of their overseas clients such as wholesaler or retail travel agents.

Online Travel Agents (OTAs) is a web-based marketplace that allows customers to research and book travel products and services, including hotels, flights, cars, tours, cruises, activities and more, directly with travel suppliers.

Travel Wholesalers an individual or company that sells tour packages and tour product to retail travel agents.

Retail Travel Agents (RTAs) is a private retailer or public service that provides travel and tourism-related services to the general public on behalf of accommodation or travel wholesalers.

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Responsible Officer: GM Innovation, Growth and Development Services		Next Review Date: 13/04/2025



5 LEGISLATIVE REFERENCES

The Local Government Act 2019 provides the legal basis for City of Darwin's role in promoting the social, economic, environmental, and cultural wellbeing of its community and for community participation in such activities.

6 PROCEDURES / RELATED DOCUMENTS

Economic Development Strategy 2030
Policy 053 - International Relations and Sister City

7 RESPONSIBILITY / APPLICATION

The General Manager Innovation, Growth and Development Services is responsible for ensuring that this Policy is adhered to and understood by Council and Council Staff

The General Manager Innovation Growth and Development Services is responsible for the strategic oversight and management of Council's tourism promotion activities, programs, destination management and the implementation of this policy.

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