

## Summary of submissions regarding the draft Tourism Management Plan

Name	Organisation	Submission Summary
		<ol style="list-style-type: none"> <li>1. Supports s.1.1.2.A TAC composition, S1.2.1.A Disclosure of TAC, The deletion of the previous references to service excellence, S11.1.A Provision of mechanism for Council control regarding the number and range of activities, S11.1.A.1 New controls to assist Council re backpackers hostel accommodation, Statement of Commitment and the removal of the reference to a marketing committee.</li> <li>2. Recommends to removal of 'Objective 11(sic) Establish a consistent brand and image for Byron Shire...'</li> <li>3. Recommends the plan be further amended to consider ways for Council to apply the Business Other rate to all holiday letting businesses before an additional special rate is considered as a tourism levy.</li> </ol>
		<ol style="list-style-type: none"> <li>1. Opposed to the proposed amendments to the draft Tourism Management Plan</li> <li>2. Supports the appointment of a skills based TAC that represents government, industry, community and environmental stakeholders and supports the structure and formation of the committee be "via a facilitated process comprising of the BSCTMP Steering Committee, The Tourism Advisory Panel and the ARTRC and that each member have appropriate experience and skills in tourism".</li> </ol>
		<ol style="list-style-type: none"> <li>1. Suggests specific reference be made to "Food Tourism" as a growing activity within the sector and the beneficial impact it could have within "dispersion of tourists into the beautiful hinterland and smaller villages within the shire".</li> </ol>
		<ol style="list-style-type: none"> <li>1. Opposed the proposed TAC composition and recommends it comprise of 10 members with geographic representation, including 5 industry representatives and 5 'other' representatives (indigenous, resident, environmental, youth and arts/culture/events).</li> <li>2. Recommends TAC selection be determined by an independent and adequately skilled panel (refer to Appendix 19C for complete recommendation)</li> <li>3. Supports the employment of a Tourism Officer</li> <li>4. Propose that any levy (tourism levy) be 'spread across everyone in the community, as everyone benefits from tourism...' and that a TAC properly reflective will spread 'the commitment to tourism management right across the community'.</li> <li>5. Supports strategy 8.5 to improve destination signage throughout the shire however, states Brunswick Heads signage is an immediate priority at both north and south entrances to the town.</li> <li>6. Recommends the introduction of interpretive signage be given high priority.</li> </ol>

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		<ol style="list-style-type: none"> <li>1. Expresses concern in relation to effects of increased visitation, development and beach activity upon diminishing populations of shore birds and recommends scientific advice be considered.</li> <li>2. Recommends Council account for specific sensitive areas in planning including Tallows, Belongil and Brunswick estuaries.</li> <li>3. Encouraged by the draft Tourism Management Plan's attention to the environment and considers monitoring and enforcement measures need to be considered during planning.</li> </ol>
		<ol style="list-style-type: none"> <li>1. Proposes changes to the wording on page 1 entitled 'What is the Byron Shire Experience?'</li> <li>2. Proposes changes to to wording on page 2 entitled 'Why does Byron Shire need a Tourism Management Plan?'</li> <li>3. Proposes changes to wording on page 8 entitled 'Destination Management - Leadership &amp; Coordination'</li> </ol> <p>(refer to Appendix 19C for full wording of proposals)</p>
		<ol style="list-style-type: none"> <li>1. Opposed to the proposed amendments to the draft Tourism Management Plan</li> <li>2. Supports the appointment of a skills based TAC that represents government, industry, community and environmental stakeholders and supports the structure and formation of the committee be "via a facilitated process comprising of the BSCTMP Steering Committee, The Tourism Advisory Panel and the ARTRC and that each member have appropriate experience and skills in tourism".</li> </ol>
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		<ol style="list-style-type: none"> <li>1. Opposed to the draft Tourism Management Plan in its current form</li> <li>2. Opposed to the propose composition of the TAC. Consider that Byron Bay would be underrepresented, councillors should be removed (because the TAC will work with Council) and community representation be kept to a minimum as community is represented through Council.</li> <li>3. Highlights the pivotal role of the BVC and the half page reference to 'visitor information services' in the draft plan.</li> <li>4. Highlights the disparity of the BVC being listed as a key stakeholder on page 23 and then is only listed as an 'Agency with Primary Role on 3 occasions in S11.1 (functions already performed by the BVC) and recommends the BVC play a more active role.</li> </ol>

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		<ol style="list-style-type: none"> <li>1. Supports the draft Tourism Management Plan with particular reference to: S1.1.2.A (pg24), S1.1.1.A (Pg 25), S7.3, S7.1.5, S12.1, S3.5 and S3.5.1</li> </ol>
		<ol style="list-style-type: none"> <li>1. Recommends that the Byron Bay Visitor Centre (BVC) “automatically have one one member on the TAC [Tourism Advisory Committee]”.</li> <li>2. Recommends that the BVC be included in all discussion, present and future, relating to the Tourism Management Plan.</li> </ol>
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		<ol style="list-style-type: none"> <li>1. Opposed to the proposed amendments to the draft Tourism Management Plan and in particular the removal of ‘Objective 6: Establish Byron Shire as a destination renowned for excellence in service quality’.</li> <li>2. Supports the appointment of a skills based TAC that represents government, industry, community and environmental stakeholders and supports the structure and formation of the committee be “via a facilitated process comprising of the BSCTMP Steering Committee, The Tourism Advisory Panel and the ARTRC and that each member have appropriate experience and skills in tourism”.</li> </ol>
		<ol style="list-style-type: none"> <li>1. S7.1.5 Support the recommendation to investigate additional transport options and suggests it be given urgent consideration.</li> <li>2. Supports S7.3 and believes lobbying be undertaken to reintroduce rail and gain State and Federal support for funding for public transport.</li> <li>3. Support S1.1.2.A being the representation of the TAC</li> <li>4. Supports S5.4.2 and S5.4.2 especially given the disparity between wages earned within the shire and the cost of living.</li> </ol>

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		<ol style="list-style-type: none"> <li>1. Recommends Byron should look towards models of branding and marketing where preservation is the focus.</li> <li>2. Recommends the development of strategies for limiting forms of entertainment that attract antisocial behaviour.</li> <li>3. Recommends a tourism levy be applied to holiday letting properties in order to be equitable and that the tourism levy should also be used for environmental protection works.</li> <li>4. Strongly supports the current TAC composition as a true reflection of the community mix.</li> <li>5. Recommends an increased involvement, from Byron Shire Council, in the financial support and management of the Byron Visitor Centre.</li> <li>6. Recommends an education program for existing and potential businesses and developers – in relation to respecting community values.</li> <li>7. Recommends, if signage standards are to be reviewed through the TMP, that the inconsistency between small business home signage and Bed &amp; Breakfast signage restrictions be addressed.</li> </ol>
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		<ol style="list-style-type: none"> <li>1. Recommends proportional representation on the TAC for Byron Bay and suggests the following: 1 x general accommodation, 1 x backpackers accommodation, 1 x commercial business representative and 1 x Byron Visitor Centre</li> <li>2. Considers the Byron Visitors centre requires 2 full time fully funded employees to liaise and report to Council regarding tourism with Byron Bay and the shire.</li> </ol>
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