

<u>CHARTER</u>	TOURISM NOOSA CHARTER
<u>Vision:</u>	An innovative tourism industry working with community to achieve interdependent economic, social, and environmental sustainability in Noosa.
<u>Purpose:</u>	<p>Deliver a sustainable holistic tourism program:</p> <ul style="list-style-type: none"> • Meeting the needs of the local community; • Attracting appropriate visitors and satisfying their demands; • Safeguarding Noosa’s resource base , comprised of: <ul style="list-style-type: none"> the environment, economic and social assets of the community achieved via the adoption of the following guiding principles: • Implementation of a Destination Management Program; • Consultation, openness and inclusion for a shared vision; and • Commitment to best practice in sustainable tourism.
<u>Roles & Responsibilities:</u>	<p>Tourism Noosa operates within the guidelines of the NB Sector Board Roles and Responsibilities.</p> <p>The role and responsibilities of Tourism Noosa are defined by three core areas of activity and subsequent engagement with the Noosa Biosphere or NBL (Noosa Biosphere Limited).</p> <p>These areas are:</p> <ul style="list-style-type: none"> • Sustainable Industry A sustainable tourism industry is delivered by industry, Council and community working cooperatively; underpinned by best practice research, planning, training and development. • Sustainable Marketing A proactive, responsive and cost-effective Marketing Plan targets international and domestic markets to attract visitors to Noosa and to enhance industry resilience to external events. • Sustainable Community Tourism Noosa works in cooperation with Noosa Council, other agencies, institutions and the community to deliver optimal tourism benefits.
<u>Priorities:</u>	<ol style="list-style-type: none"> 1. Research and Analysis Noosa’s sustainable tourism industry is based on extensive research and analysis that guides strategic planning and directs operations. 2. Strategic Planning Tourism Noosa’s maintains a 10 year Sustainable Tourism Plan and develops and implements 3 year rolling Business Plan to

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	<p>achieve implementation.</p> <p>3. Commercial Viability Tourism Noosa works cooperatively with tourism businesses and with the SCRC Local Government Authority to build a commercially viable, ethical and effective tourism organisation.</p> <p>4. Industry Development and Training Through involvement with industry development programs including Genuine Noosa and an ongoing range of industry training and development initiatives.</p> <p>5. Product Development Tourism Noosa nurtures a wide range of appropriate and sustainable Noosa tourism products to diversify and complement the Noosa holiday experience.</p> <p>6. Events Program Tourism Noosa's events strategy is designed to grow visitation in off-peak periods. Select high quality tourism events will be supported consistent with the Noosa brand and designed to increase visitation and generate media exposure.</p> <p>7. Hinterland Product Tourism Noosa nurtures a wide range of appropriate and sustainable tourism products in Noosa's hinterland to broaden the economic return and the visitor experience beyond the coast.</p> <p>8. 'Noosa the Brand' Ensuring that all marketing is consistent with the Noosa brand and encouraging Noosa businesses to provide quality, quintessentially Noosa tourism experiences.</p> <p>9. International Marketing Noosa is promoted to key international visitor markets through targeted trade initiatives, advertising and public relations activities that reflect Noosa's brand and product qualities.</p> <p>10. Domestic Marketing Noosa is promoted to key domestic visitor markets through targeted trade initiatives, and media and advertising strategies that reflect Noosa's brand and product qualities.</p> <p>11. Public Relations A proactive public relations strategy continually positions Noosa top-of-mind as a stylish eco friendly tourist destination.</p> <p>12. Visitor Services Tourism Noosa provides extensive information to visitors to help them plan and enjoy their stay in Noosa.</p>

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	<p>13. Communication-Community Liaison Continuing communication ensures that Tourism Noosa is responsive to community concerns and that the community is informed and involved regarding Tourism Noosa’s initiatives and tourism industry sustainability.</p> <p>14. Transport and Infrastructure Tourism Noosa proactively works with the SCRC, Community Sector Boards and the general community on transport and infrastructure planning for optimal community-visitor infrastructure outcomes.</p> <p>15. Optimising Employment Opportunities Tourism Noosa will work with the local community, the tourism industry and educational institutions to maximise employment opportunities across the region.</p>
	<p>16. Leveraging</p> <ul style="list-style-type: none"> • Leveraging brand strength to benefit other industries in Noosa. <p>Tourism Noosa continually monitors the performance of its Sustainable Tourism Plan and its Business Plan by the following:</p> <ul style="list-style-type: none"> • Noosa Tourism Monitor reports twice a year on visitor satisfaction and tourism economic returns and trends. • Noosa’s Tourism Indicators reports monthly on the economic ‘health’ of Tourism Noosa’s business. • Tourism Noosa and its Board is engaging with industry and community on an ongoing basis and informal feedback on Tourism Noosa’s performance is continually reported and acted upon; • Regular reviews are undertaken of the 2009-2020 Noosa Sustainable Tourism Plan (annually) and the three year Business Plan (twice per year).