TOURISM & PLANNING

Case study: Destination Weddings
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Key points

Have an understanding of “the system"

Be prepared to justify yourself

Work together to challenge the status quo
"I'm a town planner. I solve problems you don't know you have in many ways you can't understand!"
"I work in tourism. I'm in love with places I've never been to and people I've never met!"
The system

LEP
Sets the zone, land uses and planning controls for the site

Definitions
Planning terms which determine permissible uses

DCP
Detailed guidelines on specific types of development

Policies
Support LEPs and DCPs for specific planning issues
Case study: Destination weddings
What are destination weddings?

A destination wedding is an opportunity for couples to celebrate their marriage at a unique destination of their choosing away from their normal home.
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A destination wedding is an opportunity for couples to celebrate their marriage at a unique destination of their choosing away from their normal home.

Why do destination weddings matter?

- 17% of the wedding market
- 60% of guests stay at least 1 night
- In DSSS region est. $215M / pa
- Creates a positive association with the place
So, what’s the **problem**?
Destination weddings
Product need identified

Enquiry / Assistance

Planning approval required

Council Tourism
Council Planning
Council Economic Development

“Function Centre”
Function centres

A building or place used for the holding of events, functions, conferences and the like, and includes convention centres, exhibition centres and reception centres, but does not include an entertainment facility.
Community / Industry dissatisfaction

Missed opportunities

Limited Opportunities

Missed opportunities

Temporary use for ..... days

Ancillary activity to permitted land use

Heritage provision

“Function Centre” (urban areas only)

Product need identified

Enquiry / Assistance

Planning approval required

Council Tourism

Council Planning

Council Economic Development

Result is lost tourism / economic development opportunities, increased prevalence of unlawful uses or opportunistic development and often poor planning / community outcomes
Need for change identified

Local changes

System changes
Create new definition

**Rural reception centre** means a building or place that: is used for the holding of functions and conferences, such as weddings and corporate retreats, and is sensitively designed and located so as to avoid impacts on surrounding agricultural use, natural resources, ecological values or visual landscapes.

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**Align policy**

Build consistency and alignment in government policy

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**Advocate**

Advocate to the planning and tourism ministers to embrace system change
Local councils

01 Align thinking
Don’t advertise weddings if they are not possible in your area.

02 Work the definition
Introduce “Function centres” in rural and environmental zones – with help from DCP or LEP “local clause”.

03 Understand market
Work in conjunction with accommodation operators. Seek solutions that align with the market trends.

04 Build opportunities
Change access (e.g. use buses to get to venues) and moderate operational times.
It is not just destination weddings....
Other emerging **issues and opportunities**

- 'Produce door’ concept is progressing
- New forms of accommodation not defined
- Farm diversification opportunities with current drought
What is the solution?
Understand the system

Know current planning controls
Know what uses are defined as and how this works with zone

Think about what can change
Work out ways that things can change – come with some ideas

Take the planners on your journey
Integrate planner’s advice and work to their mindset
Prepare your justification
Work together to change the status quo

Old ways won't open new doors
Questions