

## Tourism Organisation - Model Objectives

The following are draft objectives for inclusion in Clause 2. Objects of the model constitution:

Objective	Lead	RTO Objectives	LTA / Visitor Centre Objectives	TCWA Objectives
Overall	All	<p>Maximise the economic, social and environmental contribution of tourism to the region.</p> <p>Represent the tourism industry in the trade and consumer market.</p>	<p>Maximise the economic, social and environmental contribution of tourism to the local destination.</p> <p>Represent the tourism industry in the local destination.</p>	<p>Maximise the economic, social and environmental contribution of tourism to the state.</p> <p>Represent the tourism industry in the State.</p>
Marketing	RTOs	<p>Promote intrastate visitation and expenditure to the region</p> <p>Promote international and interstate visitors and expenditure to the region, in partnership with Tourism WA.</p> <p>Promote members' tourism product.</p>	<p>Increase visitor satisfaction, length of stay and expenditure in the local destination.</p> <p>Promote tourism to the local destination, in partnership with the Regional Tourism Organisation.</p> <p>Promote members' tourism product.</p>	<p>Promote members' tourism product, in partnership with Regional Tourism Organisations.</p>
Visitor Servicing	LTAs/VCS	<p>Promote visitor awareness and use of accredited Visitor Centres</p>	<p>Deliver visitor information and operate accredited Visitor Centres.</p>	<p>Raise the profile of visitor servicing, be the representative body for Visitor Centres and facilitate educational, training and support services for Visitor Centres in Western Australia.</p>
Attractions & Events	LTAs/VC		<p>Develop and operate accredited tourism attractions, events and facilities.</p>	
Product Development	TCWA	<p>Facilitate product development, in partnership with Tourism Council WA.</p> <p>Encourage participation in accreditation and product development programs.</p>	<p>Facilitate product development, in partnership with Tourism Council WA.</p> <p>Encourage participation in accreditation and product development programs.</p>	<p>Deliver training, coaching, accreditation and awards programs to develop high quality tourism product.</p>
Advocacy	TCWA	<p>Develop government and public understanding of the value of tourism in the region, in partnership with Tourism Council WA</p> <p>Advocate the needs of members and the tourism region, in partnership with Tourism Council WA.</p>	<p>Develop government and public understanding of the value of tourism in the local destination, in partnership with Tourism Council WA.</p> <p>Advocate the needs of members and the local destination, in partnership with Tourism Council WA.</p>	<p>Develop government and public understanding of the value of tourism in WA</p> <p>Advocate the needs of members and the tourism industry to State and Commonwealth Governments.</p>