

## 11. TOURIST DEVELOPMENT

This plan, which may be cited as "Dungog Development Control Plan No. 1" - Tourist Development, constitutes a development control plan as provided for by Section 72 of the Environmental Planning and Assessment Act, 1979.

The Development Control Plan provides for rural tourism that will enhance and maintain the characteristics that make Dungog a desirable tourist destination. In the past all rural tourism was considered under a general definition of "Tourism". To achieve better outcomes for the future of rural tourism within the shire, a range of definitions and standards have been developed.

Tourist Development on Bush Fire Prone land is considered to be a Special Protection Purpose and will require an assessment to be provided by the applicant of how the development will meet compliance with Planning for Bushfire Protection. The development will be considered to be Integrated Development under Section 91 of the Environmental Planning and Assessment Act 1979 and will require referral to the New South Wales Rural Fire Service.

### 11.1 DEFINITIONS

*Bed and Breakfast* means a dwelling with a floor space of less than 300 square metres, that provides not more than five rooms, and which do not have catering facilities, for the temporary or short-term accommodation of people away from their normal place of domicile, and is operated by the permanent residents of the dwelling.

*Camp or caravan site* means a place used for the purpose of placing movable dwellings for permanent accommodation or for temporary accommodation by tourists, whether or not the site is also used for the erection, assembly or placement of cabins for temporary accommodation by tourists.

*Eco-tourism* is ecologically sustainable tourism with a primary focus on experiencing natural areas that involves education, understanding and appreciation. Whilst providing for conservation, repair and enhancement on the natural environment.

*Eco-tourism facility* refers to a tourist establishment for nature-based tourism that is managed in an ecologically sustainable manner. It must include one or more accommodation buildings and one or more buildings where education and interpretation of the natural environment take place.

*Farm-stay* means accommodation for the temporary or short-term stay of people away from their normal place of domicile, within an existing farm house, or existing farm buildings, associated with a working farm.

*Holiday cabin* means a building, with or without a kitchen, used for the temporary or short-term accommodation of people away from their normal place of domicile.

*Short-term/Temporary accommodation* refers to accommodation where a person shall stay up to a maximum of two weeks.

*Tourist Facility* means a building or buildings used for a motel or holiday cabins, and includes restaurant, conference and recreation or eco-tourism facilities for visitors.

## 11.2 BED AND BREAKFAST ACCOMMODATION

### 11.2.1 Criteria

- Contains no more than five bedrooms for tourist accommodation
- No more than twelve persons are to be accommodated at one time, including visitors, residents, friends, family members or the like
- The owner or operator shall be a permanent resident
- The building has a total floor area less than 300m<sup>2</sup> (excluding separate garages, sheds or the like)
- Adequate effluent disposal can be achieved (see Section 11.1 Wastewater Treatment and Management of Effluent for Performance Standards of the Rural Strategy 2003)
- Provision of meals is to be for guests only
- There are no kitchen facilities within the rooms for the preparation of food
- Provision of off street parking, with two car spaces for the dwelling house and one car space per guest room
- One advertising sign on the property is permitted to indicate that the dwelling house provides bed and breakfast accommodation and the name of the operator. The size of the sign shall not exceed 0.5m<sup>2</sup> in area
- Health, building and safety standards shall comply with the requirement of the Building Code of Australia and any other relevant legislation
- Fire safety measures shall be to the satisfaction of Council
- A business plan to be provided.

## 11.3 HOLIDAY CABINS

### 11.3.1 CRITERIA

- No less than four holiday cabins on the site which the development is to be erected
- There are to be twenty or fewer holiday cabins on the land of at least 20 hectares
- No holiday cabin shall be in individual Torrens, Community or Strata Subdivision Title
- The holiday cabins shall be in a clustered pattern
- The floor space of any holiday cabin is less than 60m<sup>2</sup>
- A maximum of three bedrooms, one bathroom and kitchenette per cabin
- On-site, all weather car parking shall be provided at the rate of one car space per holiday cabin. The car parking and turning areas are to be of a suitable standard of construction to the satisfaction of Council
- At least one cabin shall have sanitary and cooking facilities for people with disabilities
- Adequate separation distances are to be established to minimise land use conflict with adjoining properties
- Health, building and safety standards shall comply with the requirements of the Building Code of Australia and any other relevant legislation
- All effluent is disposed of in a common treatment plant unless there are compelling ecological or economic reasons for not doing so
- No significant vegetation to be removed for any aspect of the development
- A business plan to be provided
- Adequate effluent disposal can be achieved (see Section 11.1 Wastewater Treatment and Management of Effluent for Performance Standards of the Rural Strategy 2003)

## 11.4 ECO-TOURISM FACILITIES

### CRITERIA

- There is to be at least one accommodation building or at least one building used for education and interpretation of the natural environment;
- Provision of off street parking, with two car spaces for one car space per guest room;
- Adequate effluent disposal can be achieved (see Section 11.1 Wastewater Treatment and Management of Effluent for Performance Standards of the Rural Strategy 2003);
- A business plan is to be provided
- A report showing that the development will
  - a) focus on experiencing natural areas in ways that lead to greater understanding and appreciation;
  - b) integrate opportunities to understand natural areas;
  - c) represent best practice for ecologically sustainable tourism;
  - d) proactively contribute to the conservation of natural areas;
  - e) provide constructive ongoing contributions to local communities;
  - f) be sensitive to, interpret and involve different cultures, particularly indigenous culture;
  - g) consistently meet client expectations; and
  - h) include marketing plans are accurate and lead to realistic expectation.

## 11.5 TOURIST BUSINESS PLANS

Holiday Cabins, Eco-tourism facilities and Bed & Breakfast developments must provide a business plan to support a development application. This plan is a written statement of the goals and objectives of a business. It should

- cover the necessary steps to be taken to achieve the goals and objectives;
- include information, which justifies and explains the proposed strategy;
- provide the information needed for others to understand your venture;
- check the viability of the proposed business;
- include alternate strategies;
- combine all elements into a logical format;
- include the various factors that could lead to success or failure;
- be used continuously to monitor actual results and identify problems;
- be regularly updated; and
- be compiled by the developer with reviews by an accountant or business advisor.

Information that could be included is:

1. The first page or cover sheet providing information on the business name, location, contact numbers, management structure, people involved.
2. A vision statement briefly describing how the business will develop.
3. A mission statement describing the role, and the purpose of the business.
4. Goals of the Organisation outlining short term and long-term objectives that will lead to achieving the vision and mission goals. They must be specific, measurable, achievable, realistic and timely (SMART).
5. Organisation and Management as it exists or is expected it to exist, the structure that will be established and how the activities of the business will be managed.
6. SWOT Analysis - List the Strengths, Weaknesses, Opportunities and Threats and strategies for each one.

7. Establishment Costs, that may include license fees, registration of business name, insurance, equipment, Council fees (DA's etc), legal fees.
8. Design Specifications / layout.
9. Time required for setting up the business.
10. Business Development, planned to make the business grow over the next five years;
11. Product / Service Profile showing what the development offers.
12. Market Research, Target Market and Competitors/Peers.

Two websites that can assist are:

[www.visitnsw.com.au](http://www.visitnsw.com.au) under the corporate site within business information section  
[www.lowerhunterbec.com.au](http://www.lowerhunterbec.com.au) under resources.