
8.1 Area Promotion

Policy Owner	General Purposes Committee
Person Responsible	Chief Executive Officer
Date of Adoption	04 April 2005
Date of Last Review	26 October 2022 Resolution 021022
Date of Next Review	(3 years / or earlier if required)

OBJECTIVE

To ensure the appropriate use of Council's Tourism motto.

POLICY

That the Council maintain copyright on the slogan "Only a Picnic Away" and the use of this slogan on tourist promotional material by outside organizations be on the approval of Council or the CEO.

REVIEW

Reviews of this policy are to be undertaken every 3 years or earlier if required.

RESPONSIBILITY FOR IMPLEMENTATION

The Chief Executive Officer is responsible for applying and monitoring this policy.