

1. Policy Statement

The Hinchinbrook Way website is predominately targeted to tourists to entice and visit the Hinchinbrook Shire. A feature of the website is a business directory. The purpose of the directory is to provide an avenue for businesses that generate economic benefits to the Hinchinbrook region to market and promote their business. The business directory also enables the Hinchinbrook Shire Council to be able to communicate with businesses.

2. Scope

This policy has been developed to highlight the uses of the Hinchinbrook Way Business Directory.

The aim of the business directory is to:

- Promote businesses who operate within the Hinchinbrook Shire Council
- Promote businesses who generate economic benefits to the Hinchinbrook region
- Provide a form of communication between Council and listed businesses

3. Responsibility

All business directory entries are automatically sent to the administrators of the Hinchinbrook Way website and approved before being able to be viewed by the public. It is the responsibility of the Planning and Development Unit to assess each entry.

It is the responsibility of Hinchinbrook Shire Council to actively promote the Hinchinbrook Way website to entice tourists to visit the region.

It is the responsibility of the business owner to ensure the information on the business listing is correct, up to date and activated every three months.

4. Definitions

The **Hinchinbrook Way business directory** is referred to in this link: <http://www.hinchinbrookway.com.au/business-directory>

A **business that operates within the Hinchinbrook Shire** refers to a business that has their sole business operations within the Shire and has a postal address within the Shire.

A **business that generates economic benefits to the Shire** refers to a business that has their sole business operations outside of the Shire but as part of their business activities generate funds into the Hinchinbrook Shire. For example, a tour company may bring tourists from outside the Shire to the local and surrounding attractions as well as purchase lunch or visit the retail outlets or stay overnight.

5. Policy

Hinchinbrook Shire Council has provided the business directory as a means for local businesses to promote their business free of charge. By promoting their business, it will also promote the Hinchinbrook region.

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Authorised By: [Insert Manager Name Or Resolution]

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Businesses listed on the business directory will be required to ensure their information is correct and up to date. They are encouraged to feature the following information:

1. Business name
2. Business type
3. Description including sales details
4. Phone number
5. Full address
6. Email
7. Website link
8. Operating hours

Businesses are encouraged to use this service on a regular basis and are able to feature sales information.

If a business listing is not accessed within a three month period, the business will be sent an email to alert them that their listing is inactive. The business operator is then able to log into their account to reactivate and answer a selection of questions.

By listing on the business directory, the business allows Hinchinbrook Shire Council to be able to communicate with them regarding business related information, programs or services that may assist in the growth and development of their business.

6. Legal Parameters

Local Government Act 2009

7. Associated Documents

Hinchinbrook Way Website <http://www.hinchinbrookway.com.au/>

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