

Governance and Corporate Leadership

GL26 Caravan Parks and Camping



24 May 2017

This policy was adopted by Council to set governing principles in place that align the strategic direction of the organisation with Goal 4: Vibrant and Diverse Economy

Objectives

Council's objectives in adopting a Caravan and Camping Policy are to:

1. Position the Shire as the preferred caravan and camping holiday destination in WA;
2. Proactively respond to the Western Australian Caravan and Camping Action Plan (2013-2018) and the supporting Brighthouse Report which identifies the Shire as one of 17 high priority destinations with a critical gap between supply and quality, relative to demand and expectations;
3. Ensure there is an adequate supply of suitable caravan and camping facilities in the Shire in strategic locations to meet the increasing demands of self-drive tourists;
4. Ensure that there is a range of accommodation and camping options in the Shire to meet the needs of the diverse market segments, namely - family groups, grey nomads, backpackers and budget travellers, experiential travellers, short break and weekend holiday makers; and owners of holiday sited caravans on caravan parks;
5. Work with the Department Parks and Wildlife (DePaW) to identify opportunities to access the State's Conservation Estate for eco-tourism by experiential travellers (eg Warcliffe Mill);
6. Identify land through the Planning process for more caravan and camping developments in the Shire;
7. Encourage the Wardandi Community to develop partnerships with Caravan and Camping providers to showcase Wardandi culture;
8. Improve the marketing of caravan parks and camping grounds utilising a strong on-line presence, and
9. Develop options for the overflow of visitors during peak season and for seasonal workers.

Policy

In seeking to achieve the above objectives the following strategies will be implemented:

1. Continue to operate and develop the three caravan and camping grounds under the Shire's ownership either independently or as a public-private partnership;
2. Contribute to the development of a regional tourism marketing strategy to provide an on-line presence for tourist operators including caravan and camping ground operators;
3. Provide facilities for the short term parking of recreational vehicles (RVs) close to the Town Centres, tourist signage bays with on line information and dump points for depositing black water waste;
4. Ensure the Local Planning Scheme and strategy recognises the demand for caravan and camping facilities at a time when the trend is for the number of caravan parks to

- be decreasing;
5. Liaise with the City of Busselton to develop a consistent regional recreational vehicle (RV) strategy;
 6. Facilitate an industry wide approach to overflow times during peak tourist season and seasonal work availability,
 7. Liaise with Tourism WA and the Caravan and Camping Industry to support a strategic approach across the sector to enhance visitor experience,
 8. Maintain relevant data to support decision making, and
 9. Ensure a high quality of facilities and amenities in all caravan parks in the Shire through compliance with relevant policies and legislation.

Application

The application of this policy will be the responsibility of Council as a decision making body and the CEO on the day to day operational level. The Policy is to be reviewed every three years.

Document and version control table

Strategic outcome	Corporate Plan 2014-2018 Goal 4 – Vibrant and Diverse Economy	
Responsible Directorate	CEO	
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Contact officer	CEO EA	
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