

## **5.2. DISCUSSION PAPER - CONSIDERATIONS FOR DEVELOPING A DOUGLAS RV FRIENDLY STRATEGY**

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**CEO Unit**

### **RECOMMENDATION**

#### **That Council:**

1. Note the 'Discussion Paper – Considerations for developing a Douglas Recreational Vehicle (RV) Friendly Strategy';
  2. Resolve that the Discussion Paper forms the general foundation and framework for developing a Draft Douglas RV Friendly Strategy.
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### **EXECUTIVE SUMMARY**

As part of the 2015/16 Operational Plan the CEO Unit was to investigate at least three Recreational Vehicles (RV) Strategies developed by other Local Governments to gain a greater understanding of some of the best practice models that may be applicable or suited to the Douglas region.

Council has undertaken a literature review of RV Strategies produced by Local Governments in Australia and New Zealand; and guidelines relating to developing camping options and rest stop design. This literature review has assisted in the development of a discussion paper to help guide Council in developing a future Draft Douglas RV Friendly Strategy. The discussion paper provides Council with guidance and direction to accommodate and cater to the needs and expectations demanded by the RV traveller market.

Many local Government areas in Australia and New Zealand, as part of tourism and economic strategies have identified the need to support and enhance facilities to attract and grow their share of the Recreational Vehicle (RV) traveller market.

### **BACKGROUND**

The Queensland Government launched the *Queensland drive tourism strategy 2013–2015* to encourage more travellers to take a driving holiday in Queensland. The strategy contributes to the State Government's overall goal of doubling the overnight visitor expenditure in Queensland from \$15billion to \$30billion per annum by 2020.

In Australia the popularity of RVs continues to grow. In December 2015 it was reported by the Caravan Industry Association of Australia that caravan and campervans remain the fastest growing vehicle type in Australia by registration for the sixth year running. Accounting for an approximate total of 586 585 vehicles nationally.

The drive tourism market plays a significant role for tourism in the Douglas region with RV tourists/travellers making an important contribution to the local economy. The Douglas region currently has 15 commercial caravan / tourist park operators which have a combined total of approximately 890 RV / caravan camp sites (powered and unpowered).

There are also two (2) proposed tourist parks which would provide an additional 77 camp sites in the future. Research suggests that for every \$1.00 spent at a commercial caravan / tourist park approximately \$1.38 of local economic activity is generated.

## **COMMENT**

Council has not yet developed a formal position or strategy in relation to RVs and the provision of infrastructure which supports this market, including:

- access to information, directional signage;
- provision and access to suitable parking which supports access to shopping in commercial areas;
- upgrades to Council assets and key rest areas;
- provision of adequate rubbish, recycle and black water dump facilities.

The development of a Douglas RV Friendly Strategy by Council will assist the Douglas Shire in attracting, maintaining and increasing its market share of RV travellers to the region.

RV travellers have preferences for a range of different camping options. Some choose to always stay in commercial venues such caravan and holiday parks. While other RV travellers use both commercial and non-commercial alternatives, a certain percentage prefer to stay only at non-commercial locations. Non-commercial camping can be camping overnight on public land including showgrounds, roadside reserves and roadside rest areas (regardless of whether a nominal fee is charged) or in non-defined areas such as street, parking areas and bush sites. Council does not provide nor allow for any non-commercial camping within the Douglas region and invests time and resources to best manage illegal camping. Council seeks to best manage and balance the expectations of RV travellers and local community, and minimise impacts on the local environment.

In Australia, local governments seeking to attract and meet the expectations and best practice standards for the RV traveller have developed RV Strategies which consider improvements and provision of infrastructure and policy to achieve this. In attracting and growing the share of the RV tourism market within the Douglas region there will be benefits from having a coordinated and strategic implementation plan that will provide a clear pathway in delivering the facilities and access to services required and expected by this sector of the self-drive market.

## **PROPOSAL**

It is proposed that the discussion paper will form the framework for the development of a Douglas RV Friendly Strategy which will focus on Goals that include:

**Goal 1:** Access to information - RV travellers will have relevant and up to date information to assist with planning their visit to the Douglas region, including an understanding of where and where not to camp.

**Goal 2:** Signage – Provide appropriate signage which will assist RV travellers in accessing and locating parking, services and amenities.

**Goal 3:** Protecting the Environment – RV travellers have access to information and facilities that are easy to locate and help protect the environment.

**Goal 4:** Provision of facilities, initiatives and implementation of policies which support and encourage RV travellers.

## FINANCIAL/RESOURCE IMPLICATIONS

The financial implications of developing a Draft Douglas RV Friendly Strategy should be minimal and contained within regular departmental budget allocations.

The Draft Douglas RV Friendly Strategy would identify associated costs and resources which specific areas of Council will be required to identify, budget and plan as part of their operations linked to identified actions and initiatives.

## RISK MANAGEMENT IMPLICATIONS

No risk management implications.

## SUSTAINABILITY IMPLICATIONS

**Economic:** The Queensland Government via the Queensland Drive Tourism Strategy 2013 - 2015 aims to double the overnight visitor expenditure in Queensland from \$15billion to \$30billion per annum by 2020. In developing a future Douglas RV Friendly Strategy will help ensure that the Shire is prepared and competitive to maintain and increase its potential share of the growing RV traveller market.

**Environmental:** The development of a Douglas RV Friendly Strategy will have an emphasis on RV travellers having access to information and facilities which will reduce the impact by RV travellers on the natural and built environments. Access to information and facilities such as rubbish and recycle bin facilities as well as black water dump points are key to allowing the RV travellers to dispose of their litter and waste responsibly.

**Social:** The development of a Douglas RV Friendly Strategy will help support the perception and expectations of RV travellers that the Douglas region is a destination that is welcoming, and seeks to cater to this market's needs. A strategic and coordinated approach to RVs within the region will help establish a positive reputation which potentially has the ability to increase returning visitor number; and to encourage new visitors to spend longer periods within the region.

## CORPORATE/OPERATIONAL PLAN, POLICY REFERENCE

This report has been prepared in accordance with the following:

### Corporate Plan 2014-2019 Initiatives:

#### Theme 2 - Building a Sustainable Economic Base

*2.1.1 - Develop management plans for all Council assets and adequately resource their implementation.*

*2.1.4 - Identify, resource and implement opportunities for engagement in the digital economy.*

*2.2.1 - Develop business initiatives to support commercial development and investment within the Shire.*

2.2.5 - *Expand tourism and agricultural business opportunities and benefits through collaborative planning and promotion.*

2.3.3 - *Support and explore appropriate commercial uses of Council - controlled land, adding to the visitor experience and supporting the local economy.*

### **Theme 3 - Improve Environmental Performance**

3.1.4 - *Promote a culture within our communities of “zero tolerance to littering” and introduce an educational, regulatory and enforcement regime to underpin it.*

3.1.5 - *Investigate opportunities for improved recycling and re-use of waste deposited at landfill sites.*

### **Theme 4 - Engage, Plan, Partner**

4.1.1 - *Explore and utilise a comprehensive variety of media, including digital, to inform, engage and educate.*

4.1.2 - *Undertake community engagement activities that are clearly identified and are appropriate in relation to the project.*

4.2.2 - *Provide leadership to secure beneficial social, environmental and economic outcomes for the Shire.*

### **Theme 5 - Governance**

5.1.1 - *Establish and develop long term financial, resource and infrastructure planning to ensure ongoing capacity to fund operations and capital works programs.*

5.2.2 - *Implement adopted policies and guidelines to ensure consistency in administrative management which also encourages innovation in Council operations.*

### **Operational Plan 2015-2016 Actions:**

**CEO2** - *Investigate best practice Recreational Vehicle (RV) Strategy models that may be applicable for Douglas Shire.*

### **COUNCIL'S ROLE**

Council can play a number of different roles in certain circumstances and it is important to be clear about which role is appropriate for a specific purpose or circumstance. The implementation of actions will be a collective effort and Council's involvement will vary from information only through to full responsibility for delivery.

The following areas outline where Council has a clear responsibility to act:

<b>Asset-Owner</b>	Meeting the responsibilities associated with owning or being the custodian of assets such as infrastructure.
<b>Information Provider</b>	Bringing people together to develop solutions to problems.

## CONSULTATION

**Internal:** Broad consultation was undertaken in the development of the discussion paper with:

- Sustainable Communities - Resource Management
- Environmental Health & Regulatory Services
- Governance - Property
- Manager Infrastructure
- Councillors at a workshop conducted on the 13 May 2016 with feedback provided.

**External:**

- Cook Shire Council
- Cassowary Coast Shire Council
- Tableland Regional Council
- FNQROC – Economic Development Officer network
- Caravanning Queensland
- Caravan and Motorhome Club of Australia

## COMMUNITY ENGAGEMENT

Specific elements of a Draft Douglas RV Friendly Strategy will require engagement with key stakeholders such as commercial caravan and tourist park operators; and/or camping ground operators. Community engagement would be undertaken at the level of 'consult' on issues which require input and feedback from this key stakeholder group.

Certain aspects of a Draft RV Friendly Strategy will be operational in nature and would therefore not require consultation with the broader community. However key stakeholders will be 'informed' of Council's commitment to best cater to the needs of RV travellers, with the opportunity for feedback.

## ATTACHMENTS

Attachment 1 - Discussion Paper – Considerations for developing a Douglas RV Friendly Strategy

# Discussion Paper

## Considerations for developing a Douglas RV Friendly Strategy

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## Purpose

Many local Government areas in Australia and New Zealand, as part of tourism and economic strategies have identified the need to support and enhance facilities to attract and grow their share of the Recreational Vehicle (RV) traveller market.

This document proposes to inform Douglas Shire Council with information gathered from a range of sources which will help guide Council in providing information, infrastructure and services to best meet the needs and expectation of RV travellers. By increasing visitation rates, market share and the number of overnight stays within the region there is the ability to support the growth and prosperity of the Douglas economy.

It is an intention that information detailed within this document will assist in developing a framework for a Douglas *RV Strategy and Action Plan*. Such a strategy and action plan would capture and complement initiatives and processes already being undertaken by Council; as well as identify strategic actions and infrastructure for future implementation and delivery.

### What are recreational vehicles?

*Recreational Vehicles (RV's) include vehicles used by the travelling public such as motor homes, ridged vehicles, camper vans, caravan and trailers.*

Best practice strategies and initiatives presented within this document being similarly implemented by other local governments in Australia and overseas are examples which may be suited or adaptable for the Douglas region. The *Queensland Camping Options Tool Kit: A Guide for Local Government in Developing Camping Options and Best Practice Guide for Roadside Rest Areas* have also provided direction and guidance in preparing this document for consideration by Council.

Also identified are online websites, organisations and networks which are able to support the Douglas Shire ambitions of sustaining and growing the self-drive RV tourism market within the region.

## Background

Drive tourism along the extensive road networks throughout Queensland is important to many regional community economies. It supports local businesses, as well as creates tourism and employment opportunities. The Queensland Government launched the *Queensland drive tourism strategy 2013–2015* to encourage more travellers to take a driving holiday in Queensland. The strategy contributes to the State Government's overall goal of doubling the overnight visitor expenditure in Queensland from \$15billion to \$30billion per annum by 2020.

*"Excluding accommodation commercial campers directly spend \$2 billion in Australia each year, with 90% of this spent in regional areas and create \$5.4 billion of economic activity. On Average commercial campers create \$26 million of economic activity in each statistical subdivision of Australia per annum..."*

*Caravan, RV and Accommodation Industry of Australia – Economic Benefit Report – Spending Patterns of Commercial Campers and Non-Commercial Campers – March 2013*

In December 2015 the Caravan Industry Association of Australia reported that:

*Caravan and campervan registrations have increased by 5.34 percent, with a total of 586,585 registered, according to the 2015 Caravan and Campervan Data Report released today (12 Dec 2015).*

*Caravan and campervans remain the fastest growing vehicle type in Australia by registration for the sixth year running.*

*This new registration data comes as no shock, as Caravan Industry Association of Australia has seen RV production in Australia soar over the past decade.....*

*"Yearly production for 2014 was one of the highest in over two decades," said Stuart Lamont, CEO, Caravan Industry Association of Australia. "So with 2015 set to outperform on last year is a great sign, and this new data bodes well for our industry into the future."*

*"Our research shows that more and more, families are turning to caravanning and camping for leisure in Australia."*

*Caravan Industry Association of Australia research shows the largest domestic user group in the sector is 30-54 year olds, making up 50 percent of the market (followed by 55-70 year olds who make up 25 percent.)*

Of all States and Territories, Queensland has the largest fleet of Caravans and campervans in Australia, accounting for approximately 151 765 registered vehicles. This equates to 25.9% of the total national fleet (586 585).

RV travellers have preferences for a range of different camping options. Some choose to always stay in commercial venues such as caravan and holiday parks. While other RV travellers use both commercial and non-commercial alternatives; while a certain percentage only prefer to stay at non-commercial locations. Non-commercial camping can be camping overnight on public land including showgrounds, roadside reserves and roadside rest areas (regardless of whether a nominal fee is charged) or in non-defined areas such as street, parking areas and bush sites. Council does not provide nor allow for any non-commercial camping within the Douglas region and invests time and resources to best manage illegal camping. Council seeks to best manage and balance the expectations of RV travellers and local community, and minimise impacts on the local environment.

In Australia local governments in seeking to attract and meet the expectations and best practice standards for the RV traveller have developed RV Strategies which consider improvements and

provision of infrastructure and policy to achieve this. In attracting and growing the share of the RV tourism market within the Douglas region there would be benefit from having a coordinated and strategic implementation plan that will provide a clear pathway in delivering the facilities and access to services required and expected by this sector of the self-drive market.

Improving the RV visitor experience not only supports return visitations but also provides a valuable source of marketing potential which many travellers can share with their personal and extended social media networks. In providing information and facilities catering to the RV market would support positive returns to local businesses and the economy; and ensure effective management and protection of the environment and of Council assets.

By 2020, Queensland will be the nation's number one drive tourism destination, reflecting safe and appealing tourist drive routes that showcase outstanding experiences from the Outback to the coast and up the Gulf. Source: *Queensland drive tourism strategy 2013 – 2015, Queensland Government (2012)*

## Commercial Operators in Douglas

Caravan parks and camping grounds are a significant accommodation provider for the region's tourism industry. They offer a variety of affordable budget accommodation; as well as providing powered and unpowered sites for tents, and RVs. Most caravan parks provide showers, toilets and laundry facilities as well as potable water and disposal points for grey and black water for self-contained RV travellers. For every \$1.00 of park income, approximately \$1.38 of local economic activity is generated by an individual park<sup>1</sup>.

<sup>1</sup> Economic Benefit Report – Commercial Caravan Holiday Park to a local community: Caravan, RV & Accommodation Industry of Australia – October 2012

### What are self-contained recreational vehicles?

*Self-contained RV is defined as a self-contained vehicle that has internal cooking facilities as well as a toilet, shower and sleeping facilities; plus water tanks sufficient for 24 - 48 hours use by the occupants for drinking and other purposes; as well holding tanks for grey and black water.*

The caravan and camping industry in the Douglas region remains steady with signs of growth and opportunity in the future. Within the Douglas Shire there are 15 registered caravan, tourist parks and camping grounds, which include:

- Big 4 Port Douglas, Glengarry Holiday Park – Port Douglas (Black Water Dump Point)
- Cape Tribulation Camping – Cape Tribulation
- Daintree Riverview Lodges & Campground – Daintree Village
- Dougies Backpackers – Port Douglas
- Jungle Lodge – Cape Tribulation
- Koala Daintree Campsite & Resort – Cape Kimberley
- Lync Haven – Diwan (Cape Tribulation)
- Mossman Riverside Leisure Park – Mossman (Free Council - Black Water Dump Point)
- Newell Beach Caravan Park – Newell Beach

- Pandanus Tourist Van Park – Port Douglas (Black Water Dump Point)
- Pinnacle Village – Wonga Beach (Black Water Dump Point)
- PKs Jungle Village – Cape Tribulation
- Rainforest Village – Cape Tribulation
- Tropic Breeze Van Village – Port Douglas
- Wonga Beach Van Park – Wonga Beach (Black Water Dump Point)

Figures indicate that between these businesses there are a combined total of approximately 890 caravan/ RV sites (powered and unpowered).

### Future Commercial Operations

In the 2015/16 year there have been positive signs of growth for future caravan/ RV parks in the Douglas region. As at March 2016 there has been:

- a pre-lodgement enquiry from the developers of the proposed new 57 site caravan park off the Captain Cook Highway in Mowbray which has received in-principle support from Council subject to further detailed investigations; and
- a development application for a proposed 20 site campground to be located at the Mossman Golf Club.

### Council Commercial Facilities

Council presently has interests in three (3) caravan park operations with the Douglas area. The levels of responsibility for these facilities vary, with leased facilities requiring little involvement.

Location	Land Tenure	Facility Tenure	Facility
<b>Port Douglas – Tropic Breeze Caravan Park</b>	Reserve – Council as Trustee	Leased to November 2029	52 Powered sites with concrete slabs 23 Un-powered sites camp sites 10 Cabins Amenities Block/Laundry Camp Kitchen Swimming Pool Workshop/Store Manager's Residence/Reception
<b>Mossman Riverside Caravan Park</b>	Freehold	Leased to March 2020	55 Powered sites with concrete slabs and unpowered camp sites 2 Cabins Camp Kitchen Kiosk Swimming Pool / Gym Amenities Block/Laundry Black Water Dump Point (Council)
<b>Wonga Beach Caravan Park</b>	Reserve – Council as Trustee	Council Managed via Caretaker Agreement	100 Powered and unpowered sites Amenities Block/Laundry Camp Kitchen

## Port Douglas - Tropic Breeze & Mossman Riverside Caravan Park Facilities

The Port Douglas Tropic Breeze Caravan Park and the Mossman Riverside Caravan Park are leased facilities managed by commercial operators, who pay Council market rental for the facilities. All maintenance obligations and operational costs are the responsibility of the Lessors. Council presently has little/ no involvement with the general operations of these facilities.

## Wonga Beach Caravan Park

A formal Caretaking Agreement is in place for Wonga Beach Caravan Park. The Caretaker is responsible for the day to day running and cleanliness of the facility. Council is responsible for all operating costs and maintenance and receives income derived from the facility.

Should Council seek to attract and grow the RV traveller market to the region the Wonga Beach facility may be considered as part of a medium – long term staged Capital Works upgrade to make it a premier RV park. Improved caravan park facilities further ensure customer satisfaction and return visitations. Satisfied customers also share positive reviews on websites such as [Tripadvisor](#) and other caravan and camping website which are a valuable form of free marketing for attracting and growing the business and the RV market to the region.

### *"A Visit to a very Restful place"*

Reviewed 30 September 2015  via mobile

I have had the pleasure of a stay in the Caravan Park. Religiously a daily happy hour directed by the Manager of the Park, Bob. An event not to be missed at 4.00pm daily. Bob also will look after your every needs from seats, table, tours, the best place to find crocodiles. The Park is pretty immaculate in regard to cleanliness. The Facilities although older than some are very clean. It also contains two dump points.

Two steps and you are on the beach. 2k walk one direction, 8k walk north on sandy beaches. Fishing apparently is also ok.

The Park is very sheltered from any winds or bad weather.

I have no hesitation in recommending the place to stay. Central to the Daintree Coast.

Well done Bob and Joyce for making us feel welcome.

Stayed September 2015, travelled with friends

[Less ▲](#)

Helpful?



3 Thank alan12davis

Report

[Ask alan12davis about Wonga Beach Caravan Park](#)

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC

## Promotion

Presently Council or the Wonga Beach Caravan Park currently has no affiliation or membership with any relevant associations or organisations representing Caravan Parks or that conduct direct marketing to the Caravan/ RV travellers. Caravanning Queensland is the peak organisation for the State representing Caravan Parks and the Caravan and RV industry and manufacturers. A number of Local Governments in Queensland are taking advantage of being an associate member of Caravanning Queensland such as Cassowary Coast Council and Barcoo Shire Council. Local Governments and other organisations under the associate membership receive benefits which could include:

- promoting the Local Government Area region on their website under the Holiday destinations
- Promoting attractions/ events via brochures distribution at all trade shows
- TV appearances via national television shows endorsing drive tourism e.g. Creek to Coast
- A linked listing in both digital formats of their *Queensland Caravan Parks and Touring Accommodation Directory (250 000 copies)*
- A quarterly newsletter (March, June September, December) in which Council would be listed
- Communication via a monthly eNews Blast
- The opportunity to advertised in the *Queensland Caravan Parks and Touring Accommodation Directory* at a discounted rate
- Regular divisional meetings to network and develop business partnerships
- There is the opportunity to promote the region by providing prizes and promotional activities for park members and delegates attending the State Conference

Associate Membership with Caravanning Queensland is currently \$550 per annum.

### Other Promotional Opportunities:

There are several mediums available for advertising and promoting facilities and attractions to entice RV travellers who are researching potential holiday destinations:

**Print:** There are a number of caravanning publications and e-magazines available in Australia. Foremost amongst these are the Caravanning Australia Magazine which is published on a quarterly basis; and the annual *Queensland Caravan Parks and Touring Accommodation Directory* which is produced by Caravanning Queensland and has a print run of 250 000 copies and reaches in excess of 500 000 travellers. As an Associate Member of Caravanning Queensland the ability to be listed their publication would be included; and to advertise at a special members rate.

**Web:** It is widely recognised that the internet is the most utilised method of researching and booking holidays, followed by tour agencies and word of mouth.

The following is an example of one such popular website:

***Caravan Parks Online – [www.caravanparksonline.com.au](http://www.caravanparksonline.com.au)***

“a fast, simple, easy way to search online for a Caravan Park / Tourist Park, Camping Site, Tent and Cabin Accommodation, Australia wide.”

This site boasts:

- Over 2500 Caravan Parks listed
- Facilities-based searching with over 25 different facility types to refine your search
- Links to local attractions and discounts in the Town you are visiting
- Book sites directly from the website (participating parks only)
- Park Specials

Caravan Parks Online offers three types of advertising packages available to Park operators:

- Bronze membership is free for any period of time
- Silver membership which is a yearly fee of \$349
- Gold membership which is a yearly fee of \$649

**TV / Radio:** The fees for advertising through this medium are cost prohibitive and would not reach the majority of the target audience.

**Website:** Presently the Wonga Beach Caravan Park does not have its own dedicated website for travellers to obtain up to date and relevant information on the facility or the ability to conduct online bookings. A dedicated webpage on the Wonga Beach Caravan Park is provided via <http://www.daintree.info/wongabeachcaravanpark.html>.

The Gold Coast City Council, Sunshine Coast Regional Council and Fraser Coast Regional Council have dedicated Caravan and Camping accommodation websites which are easy to locate and read. These websites provide a one-stop-shop for finding and booking your caravan or camping holiday in these regions. It should be noted that each of these Councils has several parks operating within their regions:

Gold Coast: [www.goldcoasttouristparks.com.au](http://www.goldcoasttouristparks.com.au)

Sunshine Coast: [www.sunshinecoastholidayparks.com.au](http://www.sunshinecoastholidayparks.com.au)

Fraser Coast: [www.beachfronttouristparks.com.au](http://www.beachfronttouristparks.com.au)

*"The Internet is the core starting point for consumers when researching holidays. 69% expect online booking facilities...."*

*Consumer Research Report 2011 – Caravanning and Holiday Parks Industry*

*"Top spot!"*

 Reviewed 19 November 2015  via mobile

We had a rough idea of where to go around Port Douglas and the Cape, but then we spoke to Bob, the owner. Top bloke, knows his stuff and his site was great for our camper van. We didn't book, we just rocked up, plugged in and woke to a stunning sunrise. Plus the beach was only about 5 metres away.

Recommended.



Stayed November 2015, travelled as a couple

## Non-Commercial Camping

### Illegal Camping

Within the Douglas region any camping not within a commercial caravan park or camping ground is illegal. Council invests significant resources to best manage the environmental impact and community concerns in relation to illegal camping which primarily includes:

- The installation of signage to the entrances of key towns/ locations with tailored messages.
- Supplement entrance signage with hot-spot signage targeting locations well known for illegal camping. A preliminary audit identified over 20 potential hot-spot locations.
- Letters have been sent to campervan rental companies advising of camping regulations and lawful camping places in the shire.
- A communication protocol has been formalised with the local Police. The Police have also offered to support Local Laws officers from time to time with early morning patrols.
- Bollards have been installed at Four Mile Park, Teamsters Park and Market Park.
- Council's website and Facebook page is being updated with camping information.
- A handout about illegal camping translated into 6 languages has been created to help with law enforcement and compliance.
- Install more bollards to key locations preventing access to sensitive areas e.g. foreshores, reserves, esplanades.
- Install boom gates or other barriers to restrict access to paths, tracks and roads to beaches and other areas e.g. Market Park, Rex Smeal Park.
- Engage Police in a commercial arrangement known as "Specials" to jointly do patrols with Local laws officers and assist with enforcement.
- Recruit an additional part time local laws officer to assist Regulatory Services with patrols and other associated enforcement activities.
- Distribution of information with illegal campers - listing of commercial operators in the region.
- Online information sharing with campers e.g. Wikicamps

### Non-Commercial Camping Considerations

Caravanning Queensland and the *Queensland Camping Options Tool Kit: A Guide for Local Government in Developing Camping Options-2014* reinforces the message that any non-commercial camping operation undertaken by a local government needs to function under the 'competitive neutrality principals' (CNP). In providing an overnight non-commercial RV camping service, Councils are required to appropriately apply the CNPs and should adopt what is known as a 'full cost attribution' model in determining the cost of providing that service. This means Councils must charge a price for the service that reflects the actual costs incurred, as well as those costs that the Council would have incurred if it had been a private operator.

A number of Councils and community organisations in the Far North Region have established low cost camping facilities for RV travellers and specifically for self-contained RVs only. There have been varying levels of success and acceptance by communities of these trials and challenges in monitoring compliance by users who stay longer than permitted.

Mareeba Shire Council does not currently have a RV Strategy. There are two sites which currently operate within their region which are non-commercial – low cost stop points.

### Kirribree Park Rodeo Grounds

- Managed by the Mareeba District Rodeo Association
- Quiet, friendly atmosphere with room to move
- Over 100 powered sites
- Plenty of unpowered sites
- Gas hot showers
- Toilet/shower with disabled access
- Mobile phone reception & public phone
- Potable water is available from Hunter Street Mareeba – best to top up before you arrive
- Dump point (for residence only)
- Laundry
- Pets are permitted
- Resident caretakers
- No Bookings are taken for sites

Per Camp Per Night	Powered Site/nt	Unpowered Site/nt
Single	\$16	\$11
Double	\$18	\$15
Each Additional Person	\$7	\$7
No Charge	No Charge	No Charge

### Rifle Creek -Mount Molloy

- Council controlled and maintained rest stop facility – 48 hours
- Donation honesty box
- Free Dump Point
- Rubbish Bins
- Toilet facilities
- Cold Showers
- Wheelchair Accessible
- Access to drinking water
- Access for caravans and large rigs
- Covered Picnic Tables
- Pets welcome – under conditions
- Fire Places (subject to fire restrictions and wood collection)

Tableland Regional Council (TRC) currently doesn't have an official RV Strategy and will look to develop one in 2016/17. TRC have indicated through consultation for this paper that there would be benefits in working with other Councils to help align and develop a consistent approach which would help improve the RV traveller's experience. There are three sites which currently operate within their region which are non-commercial and/ or are free/ low cost stop points.

### **Rocky Creek War Memorial Park**

- 72hr stay
- Park is managed by a community group/ committee
- Donation honesty box
- Funds raised go back into maintaining the park – Mowing, repairs to infrastructure
- Rubbish bins
- Council also maintain infrastructure/ and services
- Receipt Collection to gage how much is spent and what the expenses include.
- Census once a year to collect numbers staying in park.
- Toilet facilities
- BBQ Facilities
- Pets are permitted
- No Fires or Generators
- Wheelchair Accessible
- No access to drinking water
- Access for caravans and large rigs
- Picnic tables
- Mobile phone coverage/reception
- Caters for:
  - Tents
  - Caravans
  - Camper Van
  - Self-contained

### **Archer Creek**

- Council controlled and maintained rest stop facility – 20 hour stop over time limit
- No Cost
- Unpowered
- Toilet - Accessible Toilet
- Rubbish bins
- Mobile phone coverage
- Access for caravans and large rigs
- Mobile phone coverage
- Toilet Block (Shower?) provided by Council
- Council also maintain infrastructure/ and services
- Pets are permitted
- Free Dump Point in Ravenshoe - Ascham Street
- Picnic Tables

### **Ravenshoe**

- Managed by the Ravenshoe Railway Company
- 7 day stay
- Powered \$15/ Unpowered \$10
- Toilet - Accessible Toilet & Hot Showers

- No Booking
- Camp fire area (subject to fire restrictions and wood collection)
- Camp kitchen
- Laundry facilities
- 24hour Caretaker
- Free Dump Point close by in Ascham Street
- Access for caravans and large rigs
- Access to drinking water
- Mobile phone coverage

There are significant aspects of the RV travel market which seek and expect access to low cost camping options. The Campervan and Motorhome Club of Australia (CMCA) are strong advocates for access to free/low cost camping sites. They recognise that one of the great advantages of travelling in a self-contained vehicle is having the luxury to be able to stop at remote and regional locations, with no facilities.

The CMCA seek to secure the opportunity for non-commercial camping and have established a code of conduct for their members titled the Leave No Trace® Program, which was introduced in 1994. This program demonstrates to all levels of governments that self-contained vehicles do not necessarily have a negative impact on the environment, even if the campsite does not have any facilities. Under the Leave No Trace program, RV users adhere to strict guidelines relating to the vehicle's capacity for holding fresh, grey and black water allowing Councils to consider giving access to controlled areas for RV self-contained users.

The following articles in relation to the Cooktown and Cooroy non-commercial camping facilities highlight considerations for Council in relation to consultation with key stakeholders, identifying appropriate locations and terms of use for the establishment of such facilities:

### **Park operators fuming over \$5-a-night stays**

Caravanning News by Dennis Amor – March 2013

*CARAVAN park operators in tropical Queensland's historical Cooktown are fuming over a council-run budget camp which offers travellers \$5 overnight stays.*

*They accuse the council of robbing them of business and have already met to discuss battle tactics.*

*But Mayor Peter Scott told Caravanning News: "We consider it's paradise up here and are happy to share it with those prepared to make the long haul."*

*The council would trial the budget camp for a year, he said.*

*Located close to the town centre and ironically next to one its caravan parks, the facility can take up to 40 self-contained caravans and motorhomes and offers a dump point and water tap.*

*Stays will be limited to 48-hours.*

*"Those wishing to stay longer or in more comfortable surrounds can choose from the four well-catered-for caravan parks in town or the three out of town," Cr Scott said.*

*"The council and community are excited about the prospect of attracting the travelling and recreational public to our beautiful region which we call 'the heart of Cape York'," he added.*

*But Cooktown Caravan Park manager John Noonan fumed: "It's totally disgusting. How can our caravan parks compete against \$5 a night?"*

*"Councils are supposed to support local businesses ... not compete against them."*

*Mr Noonan lashed the council for going ahead with the budget camp without first consulting the local caravan park operators.*

*"They did not talk to us at all," he complained. "They just went ahead and did it. Who's going to pay to run this camp?"*

*Tammy Martland, manager of the BIG4 Cooktown Holiday Park, said the town's caravan park operators had met to discuss their concerns and would be "pursuing the matter".*

*"All four caravan parks in town can easily accommodate RVers ... if there had been an overflow situation then it would be a different story. But there has never been a time when they could not cope with the influx of tourists, even when the southern grey nomads descend on us."*

Nb. The Cooktown Shire Council low cost camping facility is no longer operational.

### Noosa Council – Press release 10 December 2015

Noosa Council will open a trial RV stop in Cooroy from 12 December (2015) to support hinterland tourism. The Cooroy RV Stop, at 17 Mary River Road, offers motorhome travellers easy access to Cooroy from the highway and serves as a gateway to Noosa's hinterland, complementing Tourism Noosa's new Noosa Country Drive initiative.

The facility caters for up to 40 fully self-contained recreational vehicles (RVs), and includes a chemical toilet dump point. Noosa Council Executive Officer Narelle Reid said Council saw the project as an economic development opportunity for the town.

"The local chamber of commerce, community groups and residents called for an RV stop in Cooroy to encourage the growing motorhome tourist market to stop in and explore Noosa's hinterland," she says. "Council is pleased to be able to support economic development in Cooroy and surrounding towns with this initiative, which we hope fulfills a need for a low-cost no-frills option for self-drive visitors to explore Cooroy and other towns."

Council chose the Mary River Road site, behind the Combined Coastal Car Club premises, for its location, which is within walking distance of Cooroy's main street.

Council will assess the RV Stop's success in 12 months. The RV Stop, which a caretaker will manage, offers fully self-contained RVs a maximum four-night stay at \$10 per vehicle per night.

To book, visit Council's website at [www.noosa.qld.gov.au/cooroy-rv-stopover](http://www.noosa.qld.gov.au/cooroy-rv-stopover)

Conditions of use for Cooroy RV Stop:

- \$10 per vehicle per night
- Fully self-contained motorhomes and caravans are permitted to use the site for a maximum of four nights.
- SELF-CONTAINED MEANS: all the resources needed to live must be on board and contained within the vehicle. This includes sleeping, cooking, refrigeration, power supplies (gas/solar/batteries), fresh water supplies, toilet/shower, and holding tanks for both black and grey water. Grey water or "sullage" is not to be captured in buckets or disposed to the ground.
- Registration numbers of all vehicles must be provided
- There are no amenities or power.
- A dump point facility available.
- LEAVE NO TRACE MEANS: don't leave any rubbish, or impact to the surrounding area.

## RV Programs

### Campervan and Motorhome Club of Australia

The Campervan and Motorhome Club of Australia (CMCA) is the largest RV Club of its type in the Southern Hemisphere with approximately 66 000 members. As a not-for-profit organisation they provide a range of services as well as perform as an advocacy agent on behalf of their membership. Most of their club's membership is comprised of owners/ travellers using self-contained RVs. They have two programs called the *RV Friendly Town™* and *RV Friendly Destination™* which is primarily targeted at Local Governments to join. To be eligible for these programs there are a number of prescribed criteria which need to be met:

#### **RV Friendly Town™ Essential:**

- Provision of appropriate parking within the town centre with access to general shopping area from groceries and fresh produce.
- Provision of short term, low cost parking (24/48 hours) for self-contained RVs as close as possible to the CBD.
- Access to potable water
- Access to a free dump point at an appropriate location

#### **RV Friendly Town™ Desirable:**

- Provision of long term parking for self-contained RVs
- Access to medical facilities
- Access to pharmacy or a procedure to obtain pharmaceutical products
- Visitor Information Centre (VIC) with appropriate parking facilities
- VIC to provide map showing essential facilities, such as short and long term parking areas, dump point and potable water
- RV Friendly Town™ signs to be erected within the town precinct

#### **RV Friendly Destination™ Essential:**

- Provision of short term low cost overnight parking (24/48hours) for self-contained RVs
- The parking area needs to be on a solid, level surface
- There must be enough room for large vehicles to manoeuvre

#### **RV Friendly Destination™ Desirable:**

- Waste water dump point
- Potable Water
- Longer term parking

The Douglas Shire currently is unable to meet the RV Friendly Town™ or RV Friendly Destination™ criteria. Presently Council does not provide free/ low cost overnight parking facilities for RVs; or a designated readily accessible potable water source or a Visitors Information Centre (VIC). Council does currently provides one (1) free dump point for black and grey water located in the car park area of the Mossman Leisure Park, Park Street.

The Moira Shire Council highlight within their Draft RV Friendly Strategy Dec 2015 the following: *The self-contained RV market covers visitors that travel with caravans, campervans and/or motorhomes, but does not require the facilities of commercial caravan and camping grounds. This newer generation of RVers are seeking an experience that offers freedom of choice along with new options to satisfy their needs. In other words, the self-contained RVers are capable of being independent for up to a week and enjoy the freedom of stopping whenever and wherever they want. They require only access to potable water, dump points and a place to stop and camp overnight legally.*

The *Queensland Camping Options Tool Kit: A Guide for Local Government in Developing Camping Options* and Caravanning Queensland identifies that Councils should not impact or affect local commercial caravan parks and camping ground operators through the provision of free/ low cost non-commercial camping facilities. Due to the number and locations of the regions commercial tourist parks and camping ground operators within the Douglas region, careful consideration and consultation with relevant stakeholders should be given in relation to the type and proposed sites of low cost camping facilities.

The *Queensland Camping Options Tool Kit: A Guide for Local Government in Developing Camping Options*, Caravanning Queensland; and the Tasmanian Government's, Division of Local Government, Security and Emergency Management Department of Premier and Cabinet clearly highlight the point that:

- any overnight camping facilities provided by local governments should and must be guided by the 'competitive neutrality principles' under the National Competition Policy;
- and should be delivered within a 'full cost attribution' model.

This would mean that any overnight parking facilities provided by Council would require full cost recovery for the services and facilities provided.

## 'Community Welcomes Recreational Vehicles' Signage Program

The 'Community Welcomes Recreational Vehicles' brand is supported nationally by the caravan and camping industry as a program promoting towns, destinations and regions as places that actively encourage RV travellers to visit them. Caravanning Queensland is the peak state caravan and camping organisation which promotes this signage program, and represents approximately 350 holiday parks and tourism members. This signage program is a community focused signage program to encourage caravan and camping visitors to spend time in a region and help draw attention to the facilities and service available to them locally while they travel through a particular area.

Adoption of the 'Community Welcomes Recreational Vehicles' branding by a Local Government Area will make the community eligible for inclusion in all marketing activities and promotion of the program both by Caravanning Queensland and nationally by all other state associations. Specifically Caravanning Queensland is able to achieve this through advertising and editorial in various print publications and other media outlets, promoted at Caravanning Queensland's annual Caravan and Camping Show and at similar shows interstate, in the annual Caravan Parks and Touring Accommodation Guide (250 000 distribution) and via their website ([www.caravanqld.com.au](http://www.caravanqld.com.au)).

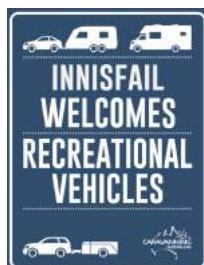
A website [www.communitywelcomesrv.com.au](http://www.communitywelcomesrv.com.au) (currently being built) will host a listing of all the towns, regions and communities that carry the 'Communities Welcomes Recreational Vehicles' brand that will be promoted by the national and state associations. The combined national marketing by the industry is over \$7 million annually with the Caravan Industry Association Australia alone having a digital consumer contact of over 350 000 per annum on a regular basis.

For a particular community to be eligible for this signage program there are three (3) criteria which need to be met, these include:

- Provides easily accessible long vehicle parking within the town centre
- Has directional signage to the local information/ Visitor centre (if there is one)

- If there is a commercial Caravan park in the Community, the Local Government Area does not provide free overnight parking/ Camping within the town centre or town boundary

The ‘Community Welcomes Recreational Vehicles’ signage program could be complemented by a review of directional signage that is relevant and helpful to visitors arriving in RVs – such as signs indicating RV/ long vehicle parking, a visitors rest areas, a (future) Information Centre, and/ or local caravan parks and camping grounds and other tourist facilities and attractions. Alternatively a map could be installed in a town centre RV parking area to direct travellers to local caravan parks and camping grounds, and other tourist attractions and facilities.



## Signage

Signage is an important component of a RV Strategy outlining the signage requirements and locations. To assist RV travellers it is essential that signage clearly identify RV parking, facilities and services. Signage can include:

- RV Parking
- Long vehicle parking signage (where appropriate)
- Overnight parking signage (if applicable)
- Promotional signage of key attractions and caravan parks/ camp grounds
- Potable water signage
- Dump Points



## Roadside Rest Areas in Douglas

### *Safety and driver fatigue management*

The provision of rest areas for motorists is recognised as an integral part of a holistic approach to the management of driver fatigue on Queensland roads. Fatigue is recognised as one of the major contributors to the road toll across the country. The Douglas Shire already provides a number of rest areas which provides motorists with varying levels of facilities and amenities.

#### *What are roadside rest areas?*

*Roadside rest areas are designated spaces on highways and roads where drivers and passengers can take breaks to reduce driver fatigue. When suitably located, they can also play an important role in maximizing the drive tourism experience and the economic benefit to surrounding towns.*

#### *Best Practice Guide for Roadside Rest Areas in Queensland – Queensland Government - 2014*

The *Best Practice Guide for Roadside Rest Areas in Queensland* provide local governments with a matrix of desired standards and facilities for rest areas based on the average annual daily traffic (AADT).

Table 1: Matrix of user requirements to maximise the attraction of roadside rest areas:

User groups	Rest facilities	Amenity facilities	Tourist information and signage	Social connectedness
Drive tourists (fatigue management and drive tourism focus)	Seating, tables, shade, shelter	<ul style="list-style-type: none"> <li>▪ Hand washing facilities</li> <li>▪ Toilets</li> </ul>	<ul style="list-style-type: none"> <li>▪ Locational and geographic information</li> <li>▪ Information on local and 'must see' regional tourism attractions</li> <li>▪ Information on distances to major destinations</li> <li>▪ Information on roadside rest areas at least every two hours</li> </ul>	<ul style="list-style-type: none"> <li>▪ Mobile phone coverage</li> </ul>
Long distance motorists (fatigue management)	Seating, tables, shade, shelter	<ul style="list-style-type: none"> <li>▪ Hand washing facilities</li> <li>▪ Toilets</li> </ul>	<ul style="list-style-type: none"> <li>▪ Locational information</li> <li>▪ Information on roadside rest areas at least every two hours</li> </ul>	<ul style="list-style-type: none"> <li>▪ Mobile phone coverage</li> </ul>
RV and motorhome travellers (fatigue management and drive tourism focus)	Seating, tables, shade, shelter	<ul style="list-style-type: none"> <li>▪ Proximity to fuel and food outlets</li> <li>▪ Hand washing facilities</li> <li>▪ Toilets</li> <li>▪ Dump points for waste</li> </ul>	<ul style="list-style-type: none"> <li>▪ Information on local and regional tourism attractions</li> <li>▪ Information on roadside rest areas at least every two hours</li> </ul>	<ul style="list-style-type: none"> <li>▪ Wireless internet access (for travel blogs, phone apps and information)</li> </ul>
Caravanners (fatigue management and drive tourism focus)	Seating, tables, shade, shelter	<ul style="list-style-type: none"> <li>▪ Proximity to fuel and food outlets</li> <li>▪ Hand washing facilities</li> <li>▪ Toilets</li> <li>▪ Dump points (for waste)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Information on local and regional tourism attractions</li> <li>▪ Information on roadside rest areas at least every two hours</li> </ul>	<ul style="list-style-type: none"> <li>▪ Wireless Internet access (for travel blogs, phone apps and information)</li> </ul>
Campers (fatigue management and drive tourism focus)	<p>Generally, camping is prohibited or restricted in any area that is not a designated camping area, truck stop or public area, or an area that does not permit overnight camping.</p> <p>Local government authorities will be able to advise whether there are local laws limiting the length of stay. DTMR will be able to advise on any limitations to length of stay for any roadside rest area it controls. Signage at the roadside rest area may specify a limit on the length of stay.</p>			

In assessing the rest areas across the Douglas region the most significant or prominent rest areas in the Douglas Shire could include:

- Teamsters Park, Craiglie – Captain Cook Highway
- Bubu Kinkani/ George Davis Park, Foxton Avenue – Mossman
- Daintree Gateway, Cape Tribulation Road – Lower Daintree (Daintree Ferry)
- and suitable locations north of the Daintree River

Secondary rest areas in the Douglas Shire could include:

- Wangetti Beach Reserve, Wangetti (southern end) – Captain Cook Highway
- Wonga Beach Park, Mossman – Daintree Road – Wonga Beach
- Rotary Park, Captain Cook Highway – Mossman

It should be noted that no overnight camping is permitted in any rest areas within the region.

Table 2 provides standards which can best assist Local Governments in providing appropriate facilities at rest areas.

*Table 2: Standards for heavy vehicle and regular motorist's roadside rest area facilities:*

	Heavy vehicle			Motorist			
	Type A	Type B	Type C	Type A	Type B	Type C	
Capacity (for largest vehicle permitted on route)	Large: 15+ bays (>2000 HV AADT) Medium: 10–15 bays (500–2000 HV AADT) Small: 5–10 bays (<500 HV AADT)			Large: 20+ bays (>10 000 AADT) Medium: 10–20 bays (1000–10 000 AADT) Small: 5–10 bays (<1000 AADT)			
All-weather seal	Yes	Yes	Gravel	Yes	Yes	Gravel	
Separation for vehicle types	Yes	Desirable	Where possible	Yes	Desirable	Where possible	
Separation for long term/short term visitors	Yes	Desirable	No	Yes	Desirable	No	
Bins	Yes	Yes	Yes	Yes	Yes	Yes	
Natural shade/trees (where available)	Yes	Yes	Yes	Yes	Yes	Yes	
Tables/chairs	Yes	Yes	Yes	Yes	Yes	Yes	
Shelters/artificial shade	Yes	Yes	Yes	Yes	Yes	Yes	
Toilets	Yes	Desirable	No	Yes	Desirable	No	
Lighting	Yes	Desirable	No	Yes	Desirable	No	
Separation from road	Well separated and screened with vegetation, mounding, barrier, etc.	Separated and screened where possible	Separated (as a minimum by line marking)	Well separated and screened with vegetation, mounding, barrier, etc.	Separated and screened where possible	Separated (as a minimum by line marking)	
On-road signage	Yes	Yes	Yes	Yes	Yes	Yes	
BBQ	No	No	No	Yes	Where possible	No	
Playground	No	No	No	Yes	Where possible	No	
Private camping allowed (20 hr max)	No	No	No	Yes	As appropriate	No	
Caravan dump point provided	No	No	No	Yes	Where possible	No	

Source: Rest Areas and Stopping Places—Location, Design and Facilities (March 2014)

Table 3: Overview of important Douglas rest area facilities:

	Teamsters Park	Bubu Kinkari/ George Davis park	Daintree Gateway
Numbers of parking bays	Undefined – no line marking		Undefined– no line marking
All weather seal	No/ Gravel road way	Yes	No/ Gravel road way
Separation for vehicles	Undefined Parking	Yes	Undefined Parking – consideration for future stages of development
Separation for short or longer term visitors	To be considered	Not applicable	No applicable
Bins		Yes	Yes
Natural Shade/ Trees	Yes - limited	Yes	Yes - limited
Shelters/ artificial shade	Yes	Yes	Only under the Interpretative signage area
Tables/ chairs	Yes	Yes	
Toilets	Yes – no Accessible toilet	Yes – including Accessible Toilet	Yes – including Accessible Toilet
Lighting	Yes/ limited	Yes	
Separation from road	Yes	Yes	Yes
On road signage	No RV Parking Signage No Rest Area Signage	No RV Parking Signage No Rest Area Signage No Dump Point Signage	No RV Parking Signage No Rest Area Signage No Dump Point Signage
BBQ	No	Yes – electric	No
Playground		Yes – All Abilities Playground	No
Overnight camping allowed – 20hrs max	No	No	No
Dump Point	No	No – one located close-by. No Dump Point Signage	No
Wifi Hotspot	No	No	No (proposed for future)

\*Annual Average Daily Traffic (AADT)

### Teamsters Park - Future Plans

Teamsters Park - Craiglie is a popular rest area for visitors currently arriving in the Douglas region. Council considers this facility important for the self-drive tourist market entering the region. With master planning and investment this facility has the potential to be transformed into a ‘gateway’, which can support RV travellers with information and appropriate facilities. The *Best Practice Guide for Roadside Rest Areas* provides guidance to assist Council in providing a quality and exemplary facility.

### ***Bubu Kinkari/ George Davis Park – Future Plans***

This location under the iconic Raintrees in Mossman provides an ideal spot for RV travellers to stop and take a walk up the main street. Currently there is adequate parking for RV's and long vehicles. However, the area does not have any directional signage promoting the available parking for RVs/ long vehicles or the nearby free Council 'Dump point'.

### ***Daintree Gateway – Future Plans***

The Stage 1 of the Daintree Gateway Project has seen major improvements to infrastructure especially within the area identified as the *Western Precinct*. This has included the installation of new toilet facilities, landscaping and interpretive signage. Stage 2 will include the sealing of the drive way and car park areas with asphalt. It is proposed that this area will in the future have a Wi-Fi hotspot installed which will assist travellers in accessing relevant information about the region.

## **RV/ Long Vehicle Parking**

RV/ Long vehicle parking bays are significantly longer than a regular vehicle bay. These bays allow parking of caravans, boats and longer vehicles which are otherwise difficult to accommodate. For a town to gain an economic return from the RV market, it is essential that long vehicle parking is located close to the town retail precincts.

Parking may or may not be line-marked however is usually within easy access to the town shopping precinct and amenities. Best practice usually has parking line marked and/or signposted where appropriate and directional signage installed.

## **Establishments of an Overflow Policy, Protocol and Facilities**

Currently within the Douglas Shire there is no 'Overflow' policy, protocol or facilities to support commercial caravan and tourist park operators at times of peak demand when, or if their businesses are at capacity. It may be the rare occasion when 100% peak capacity is reached in all the commercial caravan /holiday parks and it is necessary to be able to accommodate extra visitors.

*A guideline for the management of camping areas in South Australia, South Australia Parks* suggests it is appropriate to have as a contingency an Overflow policy, protocol and facilities for local/ regional communities. Such Overflow Facilities could be designed to only operate during peak times or during certain events.

The opening and availability of such a facility should be developed after discussion with an agreement by, all relevant stakeholders of the local community, including the existing caravan parks and other accommodation providers. This process is also supported by the *Queensland Camping Options Tool Kit: A Guide for Local Government in Developing Camping Options* document and also provides some framework and guidance on how to establish and administer such facilities.

The establishment of Overflow facilities should be based on a lack of available supply, rather than a demand from the RV lobby groups for free/ low cost facilities who are seeking a cheap camp sites at the local rate and tax payers' expense. Overflow facilities would be a contingency plan to support the business community, including caravan and tourist park owners; it would help to ensure that as

many as possible RV tourists are able to experience the unique Douglas area without impacting on the health and safety of the permanent and travelling community; as well as protecting the local environment.

## Black and Grey Water Dump Points

In self-contained RVs grey water comes from the kitchen sink, the bathroom and the shower/bath. Black water comes from the toilet and consists of human waste.

Ready access to Dump Points is an essential staple of the RV lifestyle and allows for the responsible disposal and protection of the environment. Currently within the Douglas Shire there are four (4) commercial caravan/ tourist park operators which have a black water dump point for use by paying guests. A free public Council dump point is located in the car park area outside the Mossman Riverside Leisure Park. There are no dump points north of the Daintree River.

Council in relation any future upgrades to facilities such as rest areas may consider identifying suitable locations and budgets for the installation of additional dump points within the Douglas region including north of the Daintree River.

## Proposed Goals and Actions for consideration when developing a Douglas RV Friendly Strategy

Goal 1: Access to information - RV travellers will have relevant and up to date information to assist with planning their visit to the Douglas region, including an understanding of where and where not to camp.

Ref	Action	Who will do this?	Why is it needed?	What will it cost?	Timeline	Measurable Target
1.1	<p>Caravan and Camping Stakeholders:</p> <ol style="list-style-type: none"> <li>As required Council to engage with Caravan Park and Camping Ground operators and other stakeholders to gain a greater understanding of the issues and needs in relation to RV travellers within the Douglas region.</li> </ol>	CEO Unit	To ensure that key stakeholders are informed and involved with matters related to RV travellers to the Douglas region.	To be determined	Ongoing – as needed	Feedback and responses  Survey results
1.2	<p>Council Website:</p> <ol style="list-style-type: none"> <li>Council will develop, manage and keep up to date online information relating to camping options within the region. Information will include rules relating to camping within the region; responsible disposal of sewage and litter; maps of 'Dump point' locations; links to State managed and operated camping sites; and commercial operator sites.</li> <li>Encourage and promote the Council website through links via visitor information websites</li> </ol>	<p>CEO Unit  Regulatory Services</p>	<p>To provide information to RV/ Camper Van hire companies to assist their customers in planning their travel within the Douglas Shire.</p> <p>To assist RV visitors in planning their trip and accommodation prior to arriving the Douglas region.</p> <p>To ensure RV travellers have the best experience while visiting the Douglas region.</p>	No direct cost – existing staff resources	Ongoing	<p>Number of website hits – data downloads – data analytics</p> <p>Number of organisation and company websites with links to Council website.</p>

	including camping, RV Camper rental and backpacker/ camper websites.					
Ref	Action	Who will do this?	Why is it needed?	What will it cost?	Timeline	Measures
1.3	<p>Wonga Beach Caravan Park:</p> <ol style="list-style-type: none"> <li>In consultation with the Park Manager undertake an investigation into the feasibility of establishing a dedicated website.</li> </ol>	CEO Unit	<p>To assist visitors using RVs in planning their trip and accommodation prior to arriving in the Douglas region.</p> <p>To ensure RV travellers have the best experience while visiting the Douglas region.</p>	No immediate direct cost – obtain quotes.	To be determined	Quotes in relation to setting up a website to specific features
1.4	<p>Printed Materials:</p> <ol style="list-style-type: none"> <li>Maintain a list of camping options which can be distributed to RV/Campers, RV Camper rental companies.</li> </ol> <p>This can also be available as an brochure to be promoted online via Council, RV, camping and other relevant websites.</p>	Regulatory Services CEO Unit	<p>Provide access to information for visitors when planning their visit; and for when they arrive within the Douglas Shire.</p> <p>To ensure RV travellers have the best experience while visiting the Douglas region.</p>	No direct cost – existing staff resources  Per annum - Print Cost	Ongoing	Number of brochures distributed to RV /camper hire businesses.  Number of brochures distributed by Local Laws Officers to illegal campers  Number of downloads from website

Ref	Action	Who will do this?	Why is it needed?	What will it cost?	Timeline	Measures
1.5	Associate Membership of Caravanning Queensland: 1. Become an Associate Member of Caravanning Queensland to take advantage of promoting the Douglas region and Council facilities (Wonga Beach Caravan Park) as a RV friendly destination of choice.	Manager Governance CEO Unit	Provide access to information for visitors when planning their visit; and for when they arrive within the Douglas Shire.  To ensure RV travellers have the best experience while visiting the Douglas region.	\$30.00 Joining Fee \$550.00 annual membership	To be determined	To be determined
1.6	Online Promotion of Wonga Beach Caravan Park: 1. Promote the Wonga Beach Caravan Park facility on relevant and appropriate RV/ caravan websites.	CEO Unit	Provide access to information for visitors when planning their visit; and for when they arrive within the Douglas Shire.  To ensure RV travellers have the best experience while visiting the Douglas region.	No direct cost – existing staff resources	Ongoing	Number of websites.

**Goal 2 - Signage – Provide appropriate signage which will assist RV travellers in accessing and locating parking, services and amenities.**

Ref	Action	Who will do this?	Why is it needed?	What will it cost?	Timeline	Measurable Target
2.1	<p>Key Information Signage:</p> <ol style="list-style-type: none"> <li>1. Providing information signage at key entry points into the district and/ or at significant illegal camping hotspots locations describing the regional camping opportunities and local laws regulations.</li> </ol>	<p>Team Leader Regulatory Services</p> <p>Manager Infrastructure</p> <p>CEO Unit</p>	<p>To provide visitors to the region with information when they arrive in the region and provides them appropriate information to ensure they have the best experience while camping in the commercial facilities available throughout the Douglas Shire.</p>	<p>Production Cost</p> <p>Per annum – Maintenance</p>	To be determined	<p>Number of information signage installed</p> <p>Number of maintenance and vandalism</p>
2.2	<p>No Camping Signage:</p> <ol style="list-style-type: none"> <li>1. Install and/or replace 'No Camping' signage at illegal camping hotspots.</li> </ol> <p>No Littering Signage:</p> <ol style="list-style-type: none"> <li>2. Install and/or replace appropriate 'No littering' signage at illegal camping hotspots.</li> </ol>	<p>Team Leader Regulatory Services</p> <p>Manager Infrastructure</p> <p>CEO Unit</p>	<p>To ensure the wellbeing and safety of RV visitors to the region.</p> <p>To ensure the natural environment is not adversely impacted by RV visitors to the Douglas region who camp illegally.</p> <p>To ensure RV travellers have the best experience while visiting the Douglas region.</p>	<p>Production and installation cost</p> <p>Per annum – replacement and maintenance</p>	To be determined	<p>Number of signs produced</p> <p>Listing of locations where signs have been installed/ trialled</p>

Ref	Action	Who will do this?	Why is it needed?	What will it cost?	Timeline	Measurable Target
2.3	<p>Waste Point signage:</p> <ol style="list-style-type: none"> <li>Provide signage to improve accessibility and awareness of the current (and/or future) free Council Black Water Dump Points, transfer stations and public place bins.</li> </ol>	<p>Manager Sustainable Communities</p> <p>Manager Water and Waste Water</p> <p>Manager Infrastructure</p> <p>CEO Unit</p>	<p>To ensure that RV/ Campervans have access to waste disposal facilities.</p> <p>To ensure the natural environment is not adversely impacted by RV visitors to the Douglas region.</p>	<p>Production and installation costs of a Waste Point Signage</p>	<p>To be determined</p>	<p>Installation of appropriate road signage.</p>
2.4	<p>RV/ Long Vehicle Parking Signage:</p> <ol style="list-style-type: none"> <li>Install RV/ Long Vehicle Parking signage in current and potential parking locations throughout the Douglas Shire.</li> </ol>	<p>Manager Infrastructure</p> <p>CEO Unit</p> <p>CEO Unit</p>	<p>To assist RV travellers find appropriate and safe parking.</p> <p>To ensure RV visitors have the best experience while visiting the Douglas region.</p>	<p>Production Cost</p> <p>Per annum – Maintenance</p>	<p>To be determined</p>	<p>Parking locations assessed and identified; and signage (and line marking if appropriate) installed</p>
2.5	<p>1. 'Community Welcomes Recreational Vehicles' signage: Council will work with Caravanning Queensland to participate in the Welcome RV Program signage program</p>	<p>Manager Infrastructure</p>	<p>To value and welcome RV Travellers to the Douglas region.</p>	<p>Installation costs only (Signage provided by Caravanning Queensland)</p> <p>Per annum – Maintenance</p>	<p>To be determined</p>	<p>Installation of road signage.</p>

**Goal 3: Protecting the Environment – RV travellers have access to information and facilities that are easy to locate and help protect the environment.**

Ref	Action	Who will do this?	Why is it needed?	What will it cost?	Timeline	Measurable Target
3.1	<p>Litter Management:</p> <ol style="list-style-type: none"> <li>Promote through online and printed information for RV travellers coming to the Douglas region the philosophy of 'Leave no trace'; looking after the environment and disposing of rubbish responsibly.</li> </ol>	<p>Team Leader Regulatory Services CEO Unit</p>	<p>Mitigate the risk of litter harming the environment and wildlife.  Reduce the cost on the Douglas community for rubbish collection/clean-up in illegal camper hotspots.</p>	<p>No direct cost – existing staff resources</p>	Ongoing	Appropriate information included online and printed information for RV travellers.
3.2	<p>Waste Dump Points:</p> <ol style="list-style-type: none"> <li>Identify suitable location/s and install new Black Water Dump Point/s, and rubbish and recycle bins within the Douglas region.</li> </ol>	<p>Manager Sustainable Communities  Manager Water and Waste Water CEO Unit</p>	<p>To ensure that RV/ Campervans have access to waste disposal facilities.  To ensure the natural environment is not adversely impacted by RV visitors to the Douglas region.</p>	<p>No direct cost – existing staff resources  Installation cost of a new Dump Point</p>	To be determined	<p>Locations identified  Quotes obtained  Installation of new Dump Point/s  Reduction in littering.</p>
3.3	<p>Rubbish Disposal:</p> <ol style="list-style-type: none"> <li>Provide and promote rubbish disposal and recycle options for visitors at significant parking/rest stop areas serviced by rubbish and recycle contractors.</li> </ol>	<p>Manager Sustainable Communities CEO Unit</p>	<p>Provide the means for visitors to dispose/ recycle their rubbish responsibly and appropriately.  To ensure the natural environment is not adversely impacted by rest area users.</p>	<p>Within existing budgets</p>	Ongoing	<p>Number of rest areas with rubbish and recycle bin facilities.  Reduction in littering.</p>

**Goal 4: Provision of facilities, initiatives and implementation of policies which support and encourage RV travellers.**

Ref	Action	Who will do this?	Why is it needed?	What will it cost?	Timeline	Measurable Target
4.1	<p>Develop an Camping Overflow Policy, Protocol and facility:</p> <ol style="list-style-type: none"> <li>Engage with commercial operators for their feedback and perspectives on the establishment of a camping overflow facility.</li> <li>Identify an appropriate location for the purpose of a camping overflow facility.</li> <li>Develop a policy and protocol to help manage the facility.</li> </ol>	<p>Manager, Governance CEO Unit</p>	<p>To ensure the wellbeing and safety of RV visitors to the region.</p> <p>As a risk management strategy to ensure an overflow facility and process is in place should all commercial operators of caravan and tourist parks be at peak capacity and require overflow facilities.</p> <p>To ensure RV visitors have the best experience while visiting the Douglas region.</p>	<p>To be determined</p>	<p>To be determined</p>	<p>Feedback and responses from commercial operators.</p> <p>A Camping Overflow Policy and Protocol.</p> <p>An identified and appropriately approved camping overflow facility.</p>
4.2	<p>Teamsters Park – Rest Stop, Craigie:</p> <ol style="list-style-type: none"> <li>Develop a Master Plan for Teamsters Park – Rest Stop.</li> </ol>	<p>Manager Sustainable Communities Manager Infrastructure</p>	<p>To ensure the wellbeing and safety of RV visitors to the region.</p> <p>To ensure RV visitors have the best experience while visiting the Douglas region.</p> <p>To ensure the natural environment is not adversely impacted by RV visitors to the Douglas region</p>	<p>To be determined</p>	<p>To be determined</p>	

Ref	Action	Who will do this?	Why is it needed?	What will it cost?	Timeline	Measurable Target
4.3	<p>Improve Rest Stop facilities:</p> <ol style="list-style-type: none"> <li>Identify and conduct an audit of rest stop facilities for maintenance and upgrading that can best cater to the needs of RV travellers to the Douglas region (including consideration/provision of rubbish and recycle bins and other waste disposal facilities).</li> </ol>	Manager Infrastructure	<p>To ensure the wellbeing and safety of RV visitors to the region.</p> <p>To ensure RV visitors have the best experience while visiting the Douglas region.</p> <p>To ensure the natural environment is not adversely impacted by RV visitors to the Douglas region</p>	To be determined	To be determined	Asset Management Plans developed for specific rest stops catering to the needs of RV Travellers
4.4	<p>Wonga Beach Caravan Park:</p> <ol style="list-style-type: none"> <li>Actively manage park facilities (through asset maintenance and capital investment) to improve business.</li> <li>Continue to investigate capital improvements which provide improved service outcomes and value for money for Council.</li> </ol>	Manager Infrastructure	<p>To ensure the wellbeing and safety of RV visitors while staying in a Council facility.</p> <p>To ensure RV visitors/ customers have the best experience while visiting the Wonga Beach Caravan Park and Douglas region.</p>	No direct cost – existing staff resources	To be determined	Asset Management Plan developed for Wonga Beach Caravan Park
4.5	<p>RV/ Long Vehicle Parking:</p> <ol style="list-style-type: none"> <li>Council undertake an audit of RV and long vehicle parking bays throughout the region and identify suitable locations for their designation and installation.</li> </ol>	Manager Infrastructure	<p>To ensure townships within Douglas gain an economic return from the RV market.</p> <p>To ensure RV visitors have the best experience while visiting the Douglas region.</p>	No direct cost – existing staff resources  Installation costs	To be determined	Listing of current and proposed RV and long vehicle parking bays.  Installation of long vehicle parking bays.

## Reference Information:

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*Best practice guide for roadside rest areas in Queensland, Queensland Government - 2014*

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*Cairns RV Strategy 2013 – Cairns Regional Council*

*Caravan and Campervan Data Report 2015 – Caravan Industry Association of Australia – December 2015*

*Caravan, RV & Accommodation Industry of Australia – Economic Benefit Report – Spending Patterns of Commercial Campers and Non-Commercial Campers – May 2103*

[\*Cooktown Shire Council - RV Rest Area Trial April – November 2013 – Prezi \(Presentation\)\*](#)

*Freedom Camping in the Queenstown Lakes District – Queenstown Lakes District Council, New Zealand*

*Queensland Camping Options Tool Kit: A Guide for Local Government in Developing Camping Options-2014*

*Queensland Drive Tourism Strategy 2013–2015*

*Recreational Vehicle (RV) Friendly City- Implications and Considerations – Independent Report for Geelong Otway Tourism – April 2013*

*Recreational Vehicle Strategy Friendly Strategy – December 2015 (DRAFT) – Moira Shire Council*

*Recreational Vehicle RV Strategy 2014 – South Gippsland Shire Council*

*Rest Areas and Stopping Places – Location, Design and Facilities - Queensland Government, Department of Transport and Main Roads – March 2014*

*The Provision of Council Recreational Vehicle Camping Services – Fact Sheet – May 2012 – Tasmanian Government, Division of Local Government, Security and Emergency Management Department of Premier and Cabinet*