

5.5. DOUGLAS RECREATIONAL VEHICLE STRATEGY 2017- 2021

REPORT AUTHOR(S): Brendan Leishman, Senior Community & Economic Development Officer
GENERAL MANAGER: Kerrie Hawkes, Executive Officer
DEPARTMENT: CEO Unit - Connected Communities

RECOMMENDATION

That Council:

- 1. Adopts the content of the Douglas Recreational Vehicle Strategy 2017-2021;**
 - 2. Delegates authority to the Mayor and Chief Executive Officer in accordance with the Local Government Act 2009 in relation to administering the Strategy.**
-

EXECUTIVE SUMMARY

As part of the 2016/17 Operational Plan the CEO Unit was to develop a Recreational Vehicles (RV) Strategy based on a RV Discussion Paper adopted by Council in June 2016.

The Douglas RV Strategy is to provide Council with a coordinated approach to improving facilities that help cater to the needs and improve the experience of the RV traveller while visiting the Douglas region. 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, maintain and grow their share of the RV traveller market.

BACKGROUND

The RV and caravan travel market continues to grow in Australia with caravan and campervan registrations increasing by 4.9%. As of the 31 January 2016 there was a national total of 554 344 registered caravans and 60 957 campervans within Australia.

The RV tourism market plays an important role in the Queensland and Douglas Shire's regional economy. The Queensland Government's *Queensland drive tourism strategy 2013-2015* sought to encourage more travellers to take a driving holiday in Queensland; and contribute to the State Government's overall goal of doubling the overnight visitor expenditure in Queensland from \$15billion to \$30billion per annum by 2020.

The Douglas RV Friendly Strategy has been developed by Council in order to provide a strategic and coordinated approach to managing and providing information services and facilities to meet the needs and requirements of the RV traveller market.

The Strategy has been developed based on findings contained within a Discussion Paper - 'Considerations for developing a Douglas RV Friendly Strategy' adopted by Council in June 2016.

This strategy will assist to improve the RV visitor experience to the region; help inform and support the increasing number of RV travellers to access services and facilities; and seek to improve the profile of the region within RV traveller networks.

COMMENT

In maintaining and growing the RV traveller 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.

The primary purpose of the RV Strategy is to:

- Improve/ enhance the RV traveller's experience while visiting the Douglas region through the provision of facilities, services and ready access information.
- Maintain and increase RV visitation rates and periods of time spent within a region
- Support local/ regional economic growth by providing infrastructure and provisions to support RV travellers
- Manage and mitigate impact of RV travellers on local community and environment

PROPOSAL

It is proposed for Council to adopt the contents of the Douglas RV Strategy 2017 – 2021.

FINANCIAL/RESOURCE IMPLICATIONS

It is proposed that associated costs with addressing the actions contained within the Douglas RV Strategy will be provided for in the Annual Budgets and Operational Plans over the next four financial years as resources and capabilities allow.

RISK MANAGEMENT IMPLICATIONS

To assist in managing community expectations, the timelines for the actions in the strategy will be staged over the next four years under Council's Operational and Capital Works Plans when resources and capabilities allow.

The Strategy will be reviewed against the key performance indicators annually and reported to Council to monitor progress and relevance.

SUSTAINABILITY IMPLICATIONS

Economic: A Douglas RV 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: A Douglas RV Strategy has 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 of suitable and facilities such as dump points are key to allowing the RV travellers to dispose of their waste responsibly.

Social: A strategic and coordinated approach to RVs within the region will help further develop a positive profile of the region as a RV friendly destination. This potentially has the ability to increase first time and returning visitor numbers; and to encourage all 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:

2.3.2 - Adoption of the RV Strategy – Stage 2.

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:

Facilitator	Bringing people together to develop solutions to problems
Fully-Responsible	Funding the full cost of a program or activity
Part-Funder	Sharing the cost of a program or activity with other organisations.

CONSULTATION

Internal:

- Sustainable Communities – Resource Management
- Environmental Health & Regulatory Services
- Governance – Property
- Infrastructure – Civil Works
- Councillor Workshop conducted on the 16 May 2017

External:

- Caravanning Queensland
- Tourism Port Douglas Daintree
- Wonga Beach Caravan Park

COMMUNITY ENGAGEMENT

The RV strategy is primarily operational in its focus with no significant implications to caravan parks or camping ground operators or the broader community it is recommended that community engagement on the strategy will be to 'inform' the community of Council's intention to adopt and implement priority actions.

ATTACHMENTS

1. Douglas Recreational Vehicle (R V) Strategy 2017 - 2021 **[5.5.1]**

DOUGLAS RECREATIONAL VEHICLE (RV) STRATEGY 2017 - 2021

TABLE OF CONTENTS

Introduction	1
Alignment with Corporate Plan	1
Relevant Council documents and policies	2
Strategy Focus.....	2
Key Priority Action Areas	3
1. Designated parking and signage	3
2. Provision of Dump-Points and Waste Management.....	4
3. Directional Signage to appropriate Camping Areas facilities	4
4. Potable Water.....	5
5. Rest Areas.....	5
6. Overflow Camping.....	6
7. Non-commercial Camping.....	7
8. RV Programs.....	9
9. Access to Information.....	11
10. Promotional Opportunities.....	11
11. Wonga Beach Caravan Park.....	12
Key Performance Indicators	14
Reference Information:.....	19

INTRODUCTION

The RV and caravan travel market continues to grow in Australia with caravan and campervan registrations increasing by 4.9% from 2015 to 2016. As of the 31 January 2016 there was a national total of 554 344 registered caravans and 60 957 campervans¹ within Australia.

The RV tourism market plays an important role in the Queensland and Douglas Shire's regional economy. The Queensland Government's *Queensland drive tourism strategy 2013-2015* sought to encourage more travellers to take a driving holiday in Queensland; and contribute to the State Government's overall goal of doubling the overnight visitor expenditure in Queensland from \$15billion to \$30billion per annum by 2020.

The Douglas Recreational Vehicle (RV) Strategy has been developed by Council in order to provide a strategic and coordinated approach to managing and providing information services and facilities to meet the needs and requirements of the RV traveller market.

This strategy will assist to improve the visitor experience to the region; help inform and support the increasing number of RV travellers to access services and facilities; and enhance the profile of the region within RV traveller networks.

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.

Improving the region's facilities and services which cater to RV travellers will help contribute to enhancing their experience while visiting the region and will also help to support the Douglas economy. It is important that as the number of RV travellers who take to the roads increases and the many who will visit our region that the potential impacts to the environment are minimised and managed responsibly.

The Douglas RV Strategy has captured and complements initiatives and processes already being undertaken by Council; as well as identifying strategic actions and infrastructure for future investigation and implementation.

ALIGNMENT WITH CORPORATE PLAN

The Douglas RV Strategy provides a considered framework for addressing the needs and requirements of RV travellers and in doing so aligns with relevant goals detailed in Council's Corporate Plan 2014 – 2019.

Theme 2 - Building a Sustainable Economic Base

¹ Caravan and Campervan Data Report 2016

- 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.

RELEVANT COUNCIL DOCUMENTS AND POLICIES

- Economic Development Strategy 2017 - 2021
- Douglas RV Strategy Discussion Paper – June 2016
- Douglas Shire Council Operational Plan – 2016/17
- Illegal Dumping Strategy
- Information Sheet – Camping in the Douglas Shire

STRATEGY FOCUS

The Douglas RV Strategy identifies Key Priority Actions which aims to improve and provide access to facilities and services; protect the environment and improve access to important and relevant information for RV Travellers.

KEY PRIORITY ACTION AREAS

1. Designated parking and signage

Locations such as Port Douglas, Mossman and Daintree Village have been identified as priority areas to improve access to parking facilities for RVs and long vehicles (e.g. cars towing caravans) to improve access to town shopping precincts and attractions. Additional RV parking locations within the Shire will also be considered as part of ongoing improvements and maintenance of traffic management facilities.

In conjunction with the provision of parking facilities directional signage will be installed to assist RV travellers to access parking and other specific RV facilities such as dump-point locations; as well as suitably positioned information signage to help inform RV travellers of regional attractions, camping options and information.



(Examples only)

Port Douglas – Wharf Street Car Park

It is proposed that improvements will be made to the Wharf Street car park by way of new line marking designated for RVs and long vehicles. Directional signage located on Port Douglas Road will direct RV and long vehicles via Mowbray Street to better access parking.

Considered for this area also is information signage on local facilities, safety information and camping options.

Port Douglas – Future additional RV Parking

During busy times such as Port Douglas Market day in conjunction with fishers (with boat trailers); and/ or when other significant public and community events are taking place designated parking for RVs is limited. It is proposed that Council undertake a scoping exercise to investigate the feasibility of establishing a new overflow car park in Mowbray Street which could accommodate additional off road RV parking spaces.

Mossman – Parking and Dump Point Signage

Presently in Mossman RV and long vehicle parking is available adjacent to Bubu Kinkari/ George Davis Park in Foxtan Avenue. The installation of directional signage in Front Street (north bound) will help prepare RV travellers in advanced to access parking and rest stop facilities. Line marking will also be undertaken to assist with long vehicle parking.

The car park area of the Mossman Riverside Leisure Park located in Park Street; Mossman currently provides the only free, public dump-point in the Douglas region. Presently no directional signage is provided to assist RV travellers in accessing this facility. Any future proposed dump-point facilities provided by Council in the Douglas region will include directional signage.



(Examples only)

Daintree Village – Access to Parking

Directional signage to park will be installed in Daintree Village to direct RVs and long vehicles to the lower car park area situated at the bottom of Stewart St near boat ramp.

2. Provision of Dump-Points and Waste Management

Presently within the Douglas Shire only one public RV dump-point facility is available which is located in the car park of the Mossman Riverside Leisure Park, Mossman. It is proposed Council will identify two additional locations within the Shire where dump-points can be installed in the future.

Consideration will be given to locating a dump-point as part of the implementation of a future master plan and upgrade of Teamsters Park, Craiglie. The other proposed location for a future dump-point will be based on the assessment by Council Officers of suitable locations; and current and future facilities north of the Daintree River.

3. Directional Signage to appropriate Camping Areas facilities

To assist RV travellers in locating appropriate camping locations it is proposed that directional signage will be installed throughout the region to direct travellers to commercial caravan parks and camping grounds. Council does not provide free or low cost overnight parking/ camping within the Douglas Shire. Camping which is not within a commercial establishment or is not authorised by Council is not permitted. Presently there are 15 commercial operators within the region which provide approximately 890 camping sites for

RVs, caravans and tents. Presently all commercial operators provide a range of camping options which are in close proximity to townships and locations such as Port Douglas, Mowbray, Mossman, Daintree Village, Wonga Beach, Newell Beach, Cape Kimberley and Cape Tribulation.

A regional audit of directional signage to commercial caravan parks and camping grounds will be undertaken to assess the signage required. The implementation of directional signage which will assist RV travellers locate and access commercial operators will also help support Council's efforts to best manage illegal camping within the region.



(Examples only)

4. Potable Water

It is proposed where possible, that RVs have access to safe and fresh drinking water at key rest stop areas. Appropriate signage (and online information) will assist RV travellers in locating and accessing these facilities.

Additional potable water locations within the Shire will also be considered and identified as part of ongoing improvements and maintenance of Council open space facilities.



(Examples only)

5. Rest Areas

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.

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

- Teamsters Park, Craiglie – Captain Cook Highway
- Bubu Kinkari/ George Davis Park, Foxtan Avenue – Mossman
- Daintree Gateway, Cape Tribulation Road – Lower Daintree (Daintree Ferry)

Teamsters Park - Future Plans

Teamsters Park - Craiglie is a popular rest area for self drive visitors arriving in the Douglas region. Council considers this facility important for the RV and self-drive tourist market entering the region. It is proposed to develop a master plan for this facility. 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).

Teamsters Park has the potential to be transformed into a 'gateway', which can best support RV travellers and other visitors with information and appropriate facilities.

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 RVs and long vehicles. As mentioned above (in Designated Parking and Signage) improvements will be made in relation to line marking and directional signage promoting the available parking for RVs/ long vehicles; and the nearby free Council Dump point.

Daintree Gateway – Future Plans

The Daintree Gateway Project has already 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. The soon to be completed sealing of the drive way and car park areas with concrete will greatly improve access and environmental impact of RV and other self drive travellers. 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.

Future infrastructure for road travellers will be considered for the northern side of the Daintree River ferry crossing as resources and funding permit.

6. Overflow Camping

Within the Douglas Shire anecdotal evidence suggests it is extremely unlikely that 100% peak capacity is reached by all 15 commercial operating caravan /holiday parks at any one time. Council in 2015 to better support the strong demand for camping sites within the region approved an overflow area operated by a commercial operator which can accommodate 50 camping sites. Figures indicate that there are a combined total of approximately 890 caravan/ RV sites (powered and unpowered) within the region.

Also supporting the future demand of camping sites in the Douglas region as at March 2016 there had 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.

It is also proposed under the *Draft Douglas Planning Scheme – Rural Activities Code* that rural landholders on properties of at least 10 hectares can operate a small scale Tourist Park for self-contained RV vehicles only. As a self-assessable development if the landholder is able to meet all the acceptable outcomes of the Planning Scheme this would allow property owners to accommodate up to three (3) self-contained RVs at any one time for a maximum period of (3) days per vehicle.

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.

Overflow facilities are a contingency plan to support the business community, including caravan and tourist park owners. It would also help to ensure that as many as possible RV tourists are able to experience the Douglas area without impacting on the health and safety of the permanent and travelling community, and helping to protect the environment.

Council will engage with commercial caravan and holiday park operators to ascertain the need for an additional RV overflow facility within the Douglas Region. It is proposed to undertake a survey with caravan park and holiday park operators within the region to identify a need or priority for establishing such a facility.

It should be noted that Coronation Park/Mossman Show Grounds has provisional approval from the Queensland Government to permit RVs to use this area for overnight stays. Activation of such a facility would require the appropriate engagement with commercial operators to identify if there is a need for such an overflow facility. Also careful consideration should be given to the ability of Council to implement regulations/ compliance and administration of such a facility.

The Caravan Parks Association of Queensland Overflow Policy provides a framework to aid both commercial caravan, holiday parks and Councils, by facilitating a system of referral for overflow clients to other commercial operators or local showgrounds at times when Commercial Parks within the immediate area are full and no longer can accommodate additional clients.

It is important that Douglas is prepared and competitive as a destination which can cater for the possibility of an influx of RV vehicles into the Douglas region during one-off events such as RV rallies; or during periods of peak demand. It provides the opportunity for special arrangements to be made in consultation with commercial operators and event organisers to ensure that suitable facilities are provided.

7. Non-commercial Camping

Currently within the Douglas region any camping not within a commercial caravan park or camping ground is not permitted. Significant resources are invested by Council to best manage the environmental impact and community concerns in relation to illegal camping.

A number of Councils and community organisations throughout Australia 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, with challenges that include:

- collection and administration of camping fees;
- monitoring compliance of campers who stay longer than permitted;
- monitoring compliance of self-contained RV only camping areas;
- maintenance and waste management
- adverse feedback from commercial operators; and
- environmental damage e.g. camp fires, litter.

Caravanning Queensland and the *Queensland Camping Options Tool Kit: A Guide for Local Government in Developing Camping Options-2014* highlights that any non-commercial camping operation undertaken by a Local Government needs to function under the 'competitive neutrality principals' (CNPs). 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.

Caravanning Queensland and the *Queensland Camping Options Tool Kit: A Guide for Local Government in Developing Camping Options-2014* also recommends that careful consideration should be given to the location of non-commercial camping facilities. They recommend that non-commercial camping facilities should not disadvantage existing commercial operators and therefore should not be located in close proximity.

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 supportive 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 little or no facilities for short stays.

The CMCA actively seek to secure the opportunities for non-commercial camping for their members and have established a code of conduct 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 travellers 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 self-contained RVs.

It should be noted that Coronation Park/ Mossman Show Grounds and Teamsters Park, Craiglie has provisional approval from the Queensland Government to use these areas for overnight stays. Both facilities are in close proximity to commercial operations, therefore this strategy will not consider activation of such facilities at this time for non-commercial camping.

With the current number of commercial operators and future commercial operators in the Douglas Shire; and the possibility of the future Douglas Planning Scheme allowing rural landholders on working properties of at least 10 hectares being able to operate a small scale Tourist Park for up to 3 self-contained RV vehicles, it is presently not warranted or feasible for Council to consider establishing low cost non-commercial camping facilities. Other important considerations include extra Council resources to monitor compliance in regards to non-commercial camping, and the ability to implement and administer camping fees.

In the future if the need or demand warrants the establishment and access to low cost non-commercial camping facilities, in the first instance commercial operators can be encouraged to provide such facilities and services for the region. Alternatively, if Council in the future were to meet the market need in the provision of low cost camping facilities, this could be done on a cost-benefit analysis and consideration given as to how such facilities could transition to be being run by a private-sector provider or community organisation.

8. RV Programs

'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).

The website www.communitywelcomesrv.com.au hosts 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



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 60 000 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

Presently camping not within a commercial caravan park or camping ground is not permitted within the Douglas Shire. It is currently not proposed or feasible that Council will establish any non-commercial low cost parking for RVs within the region. This is because the establishment of such appropriate parking facilities would be nearby to commercial operators

who are broadly dispersed across the region; and the ability of Council to administer fees onsite and monitor compliance daily (365 days per year).

9. Access to Information

RV travellers and visitors require access to accurate, up-to-date and practical information on regional services and facilities which is readily available before and after they arrive within the region.

Council Website

Council will develop, manage and keep up to date online information relating to camping options within the region. Information will include regulations 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.

Council will promote the website through links via visitor information websites including camping, RV Camper rental and backpacker/ camper websites.

Print Material

A resource which will list the camping options within the Douglas region will be produced and distributed to RV Travellers within the region who may be camping illegally. Information will include rules relating to camping within the region; general safety information; responsible disposal of sewage and litter; Dump point locations; links to State managed and operated camping sites; and commercial operator sites.

Signage

Signage will be developed to assist RV Travellers with access to appropriate services and facilities, general safety, camping regulations and Council's website. Signage will be located in key locations where RV Travellers frequent and stop e.g. public amenities buildings in rest stop areas or RV parking areas.

10. Promotional Opportunities

There are several mediums available for marketing and promoting facilities and attractions to entice RV travellers who are researching potential holiday destinations. It is important that Council work closely with Tourism Port Douglas Daintree (TPDD) to ensure Council complements the strategies being undertaken by TPDD to reach the self-drive tourist market.

Caravanning Queensland

Council 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 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 programs 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

Council will become an Associate Membership of Caravanning Queensland.

Print Publications

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. Also 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, Council's details including website would be listed in their publication, and the ability to advertise at a special member's rate.

11. Wonga Beach Caravan Park

Council is responsible for all operating costs and maintenance and receives income derived from the Wonga Beach Caravan Park facility. 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.

Capital Works

In meeting caravan and RV customer's expectations and needs Council will look to make improvements to the Wonga Beach facility. A medium – long term staged upgrades to improve the safety, amenities and presentation of the facility will be implemented as resources allow.

In seeking to attract and grow the RV traveller market to the region the Wonga Beach Caravan Park facility can provide an exemplary and positive representation of RV and caravan facilities for the region.

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.

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 which provides general information on the Wonga Beach Caravan Park is provided via <http://www.daintree.info/wongabeachcaravanpark.html>. This page provides basic information on the Wonga Beach Caravan park facility.

“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

Council will investigate the feasibility of establishing a website to assist RV and caravan travellers with park information, regional attractions, general camping and safety information, referral to other commercial regional operators; and online bookings system.

KEY PERFORMANCE INDICATORS

Unless specified, actions will be staged over the four years by incorporating into Council's annual Operational and Capital Works plans:

Designated parking and signage		
Action	Responsibility	Key Performance Indicator
<p>Port Douglas – Wharf Street Car Park</p> <p>Installation of directional signage to access RV parking from Port Douglas Road via Mowbray Street.</p> <p>Improve line marking to designate RV and long vehicle car parking.</p> <p>Develop and install information signage on local facilities (including dump point locations), safety information and camping options for the Douglas region.</p>	<p>Infrastructure/ Civil Works</p> <p>Infrastructure/ Civil Works</p> <p>Regulatory Services</p>	<p>Directional signage installed to assist travellers with access to RV and long vehicle parking.</p> <p>Line marking completed to improve access to designated parking for RV and long vehicles.</p> <p>Information signage installed in key areas throughout the Shire that target RV travellers.</p>
<p>Port Douglas – Future additional RV Parking</p> <p>Undertake a scoping exercise to investigate the feasibility of establishing a new overflow car park in Mowbray Street that is able to accommodate RVs.</p>	<p>Infrastructure/ Civil Works</p>	<p>A feasibility report into the establishment of a Mowbray Street car park facility which is able to accommodate RV vehicles.</p>
<p>Mossman, Foxtan Avenue – Parking and Dump Point Signage</p> <p>Installation of directional signage to access RV parking off Foxtan Avenue located near Bubu Kin Kari/ George Davis Park.</p>	<p>Infrastructure/ Civil Works</p>	<p>Directional signage installed to assist travellers with access to RV and long vehicle parking.</p>

Renew line marking for long vehicles.	Infrastructure/Civil Works	Line marking for long vehicles completed.
Installation of directional signage to improve access public Dump Point located in car park area of Mossman Leisure Park.	Infrastructure/ Civil Works	Directional signage installed to assist travellers with access to Dump Point.
Provision of Dump-Points		
Action	Responsibility	Key Performance Indicator
Investigate locations for additional Dump Points within the region. One to the North and one to the South of the Daintree River.	Water & Wastewater	Provide options of suitable locations for at the installation of at least two additional Dump Points within the Shire.
Installation of additional Dump Points within the region as resources permit.	Water & Wastewater	Two additional Dump Points installed within the region.
Investigate the feasibility to upgrade the Mossman Dump Point facility.	Water & Wastewater	Report on the resources required to upgrade Mossman Dump Point facility.
Upgrade Mossman Dump Point facility as resources permit.	Water & Waste Water	Upgrade to Mossman Dump Point facility completed.
Directional Signage to appropriate Camping Areas facilities		
Action	Responsibility	Key Performance Indicator
Investigate the feasibility and logistics of providing directional signage to caravan park and camping facilities throughout the Shire.	Regulatory Services Infrastructure/ Civil Works	A completed survey into the provision of directional signage to assist RV Travellers locate and access caravan parks and camping grounds within the Shire The installation of directional signage throughout the region to assist RV Travellers in locating caravan parks and camping grounds.

Potable Water		
Action	Responsibility	Key Performance Indicator
Access to Water Identify suitable locations where RV travellers are able to access potable water.	Water & Waste Water Open Spaces	Accessible potable water locations identified with signage.
Rest Areas		
Action	Responsibility	Key Performance Indicator
Teamsters Park - Future Plans <i>As part of Council's Operational Plan for 2016/17 Council is to investigate a strategy to increase utilisation of Teamsters Park. Dependant on Council's decision on this strategy:</i> Implement strategies (maintenance and capital works) which increase utilisation of Teamsters Park especially as they relate to improving the facilities for RV travellers as resources allow.	Infrastructure Open Spaces	Annual report on maintenance and capital works undertaken on Teamsters Park.
Daintree Gateway – Future Plans Implement staged upgrades of the Daintree Gateway as resources permit.	Infrastructure Open Spaces	Annual report on maintenance and capital works undertaken on Daintree Gateway.
Overflow Camping		
Action	Responsibility	Key Performance Indicator
Survey Undertake a survey with Commercial Caravan Park and Camping Ground Operators to ascertain need for establishing an Overflow Camping area for the Douglas region at times of peak demand.	CEO Unit	Survey completed

RV Programs		
Action	Responsibility	Key Performance Indicator
<p>Community Welcomes RVs Program</p> <p>Council to participate in the 'Community Welcomes Recreational Vehicles' program which is facilitated by Caravanning Queensland.</p>	CEO Unit	<p>Formally achieve membership of the 'Community Welcomes Recreational Vehicles' program.</p> <p>Installation of Community Welcomes RV signage.</p>
Access to Information		
Action	Responsibility	Key Performance Indicator
<p>Council Website</p> <p>Council will develop, manage and keep up to date online information relating to camping options within the region and other associated information.</p>	CEO Unit Regulatory Services	Monthly or as required update of camping and RV information on Council website.
<p>Print Material</p> <p>Council will produce a printed resource which will provide RV travellers with camping options and other associated general information that will assist them whilst visiting within the region.</p>	Regulatory Services	<p>Printed resource/ brochure developed.</p> <p>Printed resource/ brochures disseminated to RV Travellers.</p>
<p>Signage</p> <p>Signage will be developed to assist RV travellers with access to appropriate services and facilities, general safety, camping regulations and Council's website. Signage will be located in key locations where RV Travellers frequent and stop e.g. public amenities buildings in rest stop areas or RV park areas.</p>	Regulatory Services	Signage developed and installed.

Promotional Opportunities		
Action	Responsibility	Key Performance Indicator
<p>Caravanning Queensland</p> <p>Council will become an associate member of Caravanning Queensland. Membership will provide benefits and opportunities which will help to promote the Douglas region within with RV and Caravanning networks in Queensland and Nationally.</p>	CEO Unit	<p>Council will achieve associate membership with Caravanning Queensland.</p> <p>Douglas region will be profiled and promoted via Caravanning Queensland.</p>
Wonga Beach Caravan Park		
Action	Responsibility	Key Performance Indicator
<p>Capital Works and Website</p> <p>Council will identify and undertake general maintenance and capital works on the Wonga Beach Caravan Park facility as resources permit.</p> <p>Council will investigate the feasibility of establishing a website to assist RV travelers with Wonga Beach Caravan Park information, regional attractions and facilities; and online bookings system.</p>	<p>Property Infrastructure</p> <p>CEO Unit Property</p>	<p>Annual report on maintenance and capital works undertaken on Wonga Beach Caravan Park Facility.</p> <p>A report providing detail of the development and ongoing maintenance costs associated with a website.</p>

REFERENCE INFORMATION:

A guideline for the management of camping areas in South Australia, South Australia Parks – March 2014

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

Cairns Regional Council Caravan and Camping Business Plan – 2012

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