



KEMPSEY
Shire Council

DIRECTOR CORPORATE SERVICES REPORT

12th September 2006

DCS12	HOLIDAY PARKS SIX MONTHLY REPORT
FILE: 120	SJR

SUMMARY:

Reporting on 4 Shore Holiday Parks operations over the past six months.



DESCRIPTION:

Providing an overview for Council of activities relating to the 4 Shore Holiday Parks.

UPGRADE AND IMPROVEMENT PROGRAM

Hat Head

Construction of five new or upgraded roads at Hat Head Holiday Park has almost been completed. New stormwater lines were installed prior to commencement of these roadworks and their installation will overcome localised flooding experienced in the powered sites behind the cabin precinct. The construction of the roadways necessitated the removal or replacement of three power poles and the placement of underground power lines in some areas.

Two boomgates have been installed and commissioned to enhance security to campers on the northern and southern sides of the main entry roadway to the Holiday Park.

To minimise disruption to the park and resulting loss of trade the underground works were broken into three precincts. The works in all of the precincts provided new water supply lines, drainage, and new powerheads to all powered sites. The overhead electricity service to the public amenities block has been relocated underground.

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As the terrain of the park was quite flat it necessitated the installation of several rising main pumps to enable the provision of effective sullage lines to the long term and short term sites.

A koppers log fence was installed from the Bowling Club to the rear of the cabins to delineate the day use playground area from the camping area on the hill in the Western precinct of the park. Bollarding has been installed as a barrier to sites on the southern precinct of the park and native plants will be grown amongst this barrier in the form of a low to medium height hedge.



Bollard fencing at Hat Head

Following intensive underground works much of the park was revegetated with turfing and this is growing at a pleasing rate and enhances the look and appeal of the park.

The entry to the cabins from the main entry road has been diverted to the newly constructed road behind the cabins. This necessitated the removal of the fencing behind the cabins, alterations to the garden beds, removal of plumbing fittings and power poles, the construction of extended driveways to meet the new roadway and the replacement of the fences along the other side of the cabins adjacent to the entry roadway. The safety benefits from this exercise are significant in terms of eliminating reversing onto the main roadway and prevention of children and cyclists entering what can at times be a fairly busy thoroughfare.

The computer equipment has been upgraded and cabling has been laid under the ground to service the boomgates.

Three electric BBQ's have been installed throughout the park to replace the old wood fired BBQ's. The siting of these facilities makes them readily available to holidaymakers in different parts of the park whilst retaining the large covered BBQ for use of day trippers and larger groups.

Two new cabins have been selected for installation in the newly serviced cabin precinct and will be ready for occupation prior to the Christmas holidays. These cabins will be larger two bedroom cabins sited on the rise adjacent to the amenities block and will enjoy views over the creek and the 'beach' area as it is known to locals and guests.



New roadways servicing rear entry to cabins

Rollover kerbing was installed on the sites opposite the cabin precinct and a turf paved roadway was laid throughout the hillside camping area. Restoration work was undertaken to the internal roads following the trench excavations in seven points to install sullage and water lines. Two new picnic tables were installed in the day visitor area at Hat Head as promised to the Hat Head Community Group.

Hat Head Holiday Park sponsored the NSW State Fishing Titles with a focus on the Super Veteran section.

Crescent Head

Two new covered electric BBQ's have been installed in the Holiday Park. One is in the Oceanside precinct and the other is in the Lakeside precinct. Both of these BBQ's are covered and have sinks adjacent for washing up. These installations have drawn favourable comment and are well utilised by patrons of the park.



The kiosk within the park has undergone a refurbishment including:

- Installation of shade sails
- Exposed rafters covered with VillaBoard
- Total repaint of exterior and interior
- Removal of outdated lattice screening
- Installation of stainless wire and post barriers
- Landscaping
- Lining of the unattractive doors to the cool room/storage area
- Sound proofing of common walls to the residence

The kiosk now has an appealing look which complements the colour schemes adopted throughout the park and is more pleasing to the eye.

The Crescent Head Fishing Club has been successful in gaining grant funding for the construction of a new fish cleaning table adjacent to the boat ramp and staff from 4 Shore Holiday Parks are volunteering labour to assist with its installation.

Improvements to the day visitor area are progressing well with the installation of all new playground equipment and rubberised soft fall, associated landscaping and turfing with the provision of an underground sprinkler system will aid in the irrigation and maintenance of this area. A wave style bench seat is to be installed on the foreshore area to provide for users of the area watching the many surf carnivals throughout the year and to also enjoy the seaside views. A park table and a wave roofed cover are being installed in the village green area opposite the skate park for use by parents and families.

Throughout the off season the majority of the very popular creek front sites were re-turfed to provide greater comfort for campers and to improve the amenity of the park.

Three new luxury oceanfront villas were installed at Crescent Head prior to Christmas. These cabins are far superior to any of our previous cabins and provide luxuries such as spa baths, air-

conditioning, dishwashers, private BBQ's on the veranda's and a high standard of finish. The cabins are proving extremely popular with visitors and have changed the marketing mix required to promote the park. New marketing initiatives include targeted advertising in Sydney Weekender magazine, Australian Coast and Country and the Waterfalls and Ways publication. Regular features in the Newcastle Herald, Maitland, Central Coast and Tamworth papers with package deals involving other local activity based operators are achieving excellent enquiry levels.

Two new cabins replaced older cabins on the creek front at Crescent Head and these cabins incorporate shade sails on the verandahs. The opportunity was taken to site these replacement cabins a little more aesthetically to take advantage of their wonderful location and break the monotony of the cabins being installed inline.

Security has become an issue at Crescent Head after 4 break and enters and 3 attempted break ins which have prompted further research into surveillance and funding. CCTV is currently on a one month trial at the park and data will be assessed and reported following completion of the trial period. There is an opportunity to work with the local Surf Club and the Chamber of Commerce to apply for National Crime Prevention funding for ongoing monitoring of the reserve area.

The boomgates at Hat Head Holiday Park are not visible from the office/reception area and to provide the best possible service to guests we may need to consider installation of CCTV to monitor this park following evaluation of the system at Crescent Head.

Grassy Head

The two cabins replaced from Crescent Head were installed at Grassy Head and have again proven popular and given the park a greater capacity to attract small groups who wish to travel together.



Resited cabins at Grassy Head

Several Coral trees have been removed from along the entrance road and replantings of native Tuckeroo trees has taken place. Coral trees have been identified as unsuitable for the holiday park as they are prone to dropping limbs and exposing us to undue risk to life and property. Levelling and turfing of sites has successfully controlled inundation of sites and provided additional flat grassed sites in close proximity to the amenities.

Stuarts Point

Planning is well underway for the upgrade and improvement program within the park. The upgrade will include the installation of compliant power heads, the provision of sullage lines and the renewal of all underground water supply lines. Some of the site boundaries will need adjustment to make them conform to site sizes. A new amenities block will be constructed to replace the existing aged block. An electrical upgrade will be undertaken to ensure the southern end of the park has the capacity to provide supply for a proposed future cabin precinct. Electric BBQ's with adequate water and drainage facilities will be provided in the park. This park will again be broken into 'precincts' to minimise the disruption to the park and guests and quotes will be sought prior to the end of September 2006.

The park hosted the NSW Geoquest Endurance event on the week of 8 – 12 June and attracted 350 guests to the park in what was a traditionally quiet time of the year. The event generated very positive media coverage and repeat bookings from participants and organisers is anticipated.

Gas BBQ's have been provided along the foreshore of the park and are proving popular as an alternative to the old wood fired BBQ's.



Wood fired BBQ's converted to gas – Stuarts Point

An application has been submitted to the Community Water Grants fund for the restoration of the riverbank behind the amp kitchen area. This funding application follows the principles contained within the GHD consultants report and the measures recommended total approximately \$60,000. We have also obtained an alternative quote from a local earthmoving company, this quote is much more affordable at \$12,000 and preliminary discussions have been held with John Schmidt from DIPNR.

The problem of siltation of the river adjacent to this park is continuing and is proving to be a barrier to return visitation to the park. The great majority of visitors to this park do so for the boating experience and unless dredging is undertaken we will need to reconsider future strategies and market segments for the ongoing viability of the park.

OCCUPANCY RATES

An Occupancy Report for the 4 Shore Holiday Parks is attached at [\(Appendix I\)](#). The 2005/06 campsite occupancy rates are equal to or better than previous years.

The impacts of rising petrol prices are beginning to impact on the occupancies of the holiday parks. This is not peculiar to 4 Shore Holiday Parks and in fact from all reports accommodation providers throughout the state are experiencing similar trends.

PROMOTIONS AND ADVERTISING

The 4 Shore Holiday Parks produced a new television commercial and ran a television campaign over the summer months to attract new clientele. The ads featured footage of each of the four parks and the different experiences available to holiday makers. The ads have stimulated interest in forward bookings and are a strategy to build the shoulder season.

Opportunities to market and promote the parks in partnership with the Mid North Coast Regional Tourism Organisation are being investigated and consumer shows including Caravan, Camping and Touring Holiday shows will be attended and reinforced with other promotional activities including.

- Regional newspapers
- Travel magazines
- NSW Retirees
- NSW Fishing Association Year Book
- Backpack Guide to Australia
- Over 50's lifestyle magazines
- Drive guides
- Caravan & Camping Holiday and Touring Guide
- NRMA Tourist Park Guide
- Sensis Accommodation Guide
- AAA Tourism Experience NSW

- Macleay Valley Coast Visitor Guide

GENERAL

4 Shore Holiday Parks have introduced kayaks and paddleboat activities to all parks as part of the kid's club program over school holidays with an average of 70 people taking advantage of this service at each session.



AAA Tourism have assessed and ranked each of the holiday parks over the preceding year and all parks ratings increased between .5 and 1.5 stars. All parks are now rated at 3.5 stars with Grassy Head the exception at 2.5 stars. AAA Tourism assessors have advised that for the parks to increase their ratings we will need to install swimming pools. This requirement may need to be further explored in the future planning process.

NBN Television's popular Getaway and Prime Television's Sydney Weekender programs have been contracted to showcase Crescent Head Holiday Park in future shows.

FINANCIAL REPORT

A financial report on operations of the Holiday Parks is attached at [\(Appendix J\)](#).

The major variations in the actual results as compared to the approved Budget are:-

- i) Income from Contract Rental Fee
- increase of \$33,208 (Increased gross revenue from Fees)
- ii) Expenditure on Interest on Loans
- reduced by \$40,658 (Loans take-up deferred to 2006/07)
- iii) Expenditure on Plant

- increased by \$27,849 (Contribution for purchase of new vehicle for Co-ordinator).

In summary, the overall result for 2005/06 enabled an Operating Surplus of \$634,779 which has been used to:-

a) fund Depreciation	-	\$77,042
b) Repay Loan Principal	-	\$311,235
c) Transferred to finance other Reserves	-	\$156,241
d) Transfer to 4 Shore Parks Reserve for future expenditure	-	\$244,345

REPORT IMPLICATIONS:

- ***Environmental***

Nil implications

- ***Social***

Nil implications

- ***Economic (Financial)***

Nil implications

- ***Policy or Statutory***

Nil implications

- ***Directors Review***

This report informs Council in relation to the operation of the 4 Shore Holiday Parks.

RECOMMENDATION:

That the information be noted.

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G B Snape
DIRECTOR CORPORATE SERVICES