



KEMPSEY
Shire Council

DIRECTOR CORPORATE SERVICES REPORT

14th March 2006

**DCS12 CARAVAN PARKS - SIX MONTHLY REPORT
FILE: 120 SJR**

SUMMARY:

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



In September 2005 Council dissolved the Caravan Park Committee and requested that 6 monthly progress reports be provided.

The following report provides an overview of activities relating to the 4 Shore Holiday Parks over the past six (6) months.

Upgrade And Improvement Program

Hat Head

Considerable upgrade work has been carried out at Hat Head 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.

A modular design of electrical lead props was trialled with the installation of the powerheads. This lead prop has proven unsuitable and has been returned to the supplier and refunded. Sturdier lead props will be fabricated by staff and installed within the coming month.

The overhead electricity service to the public amenities block has been relocated underground.

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.

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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. 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 sillage 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.

A Development Application was lodged for the construction of new roadways as identified in our Management Plans. Council's design section has nearly completed designs for the construction of these roadways. These designs also include provision of improved stormwater lines. The two boomgates will be installed as part of the road construction.

Crescent Head

A new electric BBQ has been installed in the Oceanside precinct of Crescent Head Holiday Park and another is being installed in the Lakeside precinct. The kiosk at Crescent Head has recently been painted inside and out and is a much more attractive building gaining positive comment from visitors and local residents alike.

Cabin Installations

Three new luxury cabins 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.

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.

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.

We are currently assessing designs for two new cabins for Hat Head and two replacement cabins for Stuarts Point. The cabins for Hat Head are contingent on the construction of a new roadway to access the new cabin precinct and the cabins for Stuart Point will replace two old non-ensuite cabins in the park which do not meet the expectations of today's traveller.

Occupancy Rates

An Occupancy Report for the 4 Shore Holiday Parks is attached at [\(Appendix L\)](#).

These occupancy reports detail trends over the past few years and demonstrate pleasing trends in increasing occupancies for the parks. Note the healthy occupancy rates for the new cabin installations at Crescent Head and Grassy Head over the holiday period. The occupancy rates of the non-ensuite cabins at Stuarts Point illustrate that these cabins are below the industry standard and should be replaced with suitable cabins.

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.

4 Shore Holiday Parks has continued to promote at trade and consumer shows specific to the caravan, camping, 4WD and fishing markets and reinforced these promotions with targeted advertisements in print publications including:

- Regional newspapers
- Travel magazines
- NSW Retirees
- NSW Fishing Association Year Book
- Backpack Guide to Australia
- Drive guides
- Caravan & Camping Holiday and Touring Guide
- NRMA Tourist Park Guide
- Sensis Accommodation Guide
- AAA Tourism Experience NSW
- Macleay Valley Coast Visitor Guide

4 Shore Holiday Parks also play an active part in marketing initiatives of the Kempsey Visitor Information Centre.

A new full colour brochure was produced for the four parks and the logo was revised and refreshed as part of this process. The web site www.4shoreholidayparks.com.au is the prime web site and a comprehensive range of links is maintained on numerous high volume tourism industry websites. This web based marketing delivers approximately 1,500 enquiries annually and the freecall telephone number is widely promoted on every marketing initiative.

The Stuarts Point Holiday Park was successful with a submission to host 'GeoQuest 2006' which is a 48 hour endurance race including trekking, mountain biking and kayaking. 350 entrants and their families will descend on Stuarts Point Holiday Park for 4 days over the June long weekend. This promises to be a huge boost to this traditionally quiet period and overflow effects will assist neighbouring accommodation providers.

Financial Report

A financial report on operations of the Holiday Parks is attached at [\(Appendix M\)](#). Operating Revenues and Expenses are in line with Budget provisions.

Comparisons of the Capital Works budgets expenditure to date reveal unspent funds to 28 February of \$433,763. These funds should be utilised to complete projects within the proposed upgrade program for Hat Head Holiday Park.

REPORT IMPLICATIONS:

- *Environmental*

Nil

- *Social*

Nil

- *Economic (Financial)*

Nil

- *Policy or Statutory*

Nil

- *Directors Review*

Nil

RECOMMENDATION:

That the information be noted.

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G B Snape
DIRECTOR CORPORATE SERVICES