



**KEMPSEY**  
Shire Council

## **DIRECTOR CORPORATE AND COMMUNITY SERVICES REPORT**

13<sup>th</sup> March 2007

<b>DCCS10</b>	<b>HOLIDAY PARKS HALF YEARLY REPORTS</b>
<b>FILE: 120</b>	<b>SJR {Folio No. *}</b>

### **SUMMARY:**

Reporting on 4 Shore Holiday Parks operations over the past half year.

◇◇◇◇◇◇

### **DESCRIPTION:**

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

### **UPGRADE AND IMPROVEMENT PROGRAM**

#### ***Hat Head***

The upgrade and improvement program for the current year has been substantially completed including the construction of five new or upgraded roads, new stormwater lines to overcome localised flooding experienced in the powered sites behind the cabin precinct, 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. Closed circuit television is currently being sourced to monitor the access at the boomgates as they are remote from the reception office and require monitoring for both security and the enhancement of service provision.

The works provided new water supply lines, drainage, and new powerheads to all powered 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 was installed as a barrier to sites on the southern precinct of the park and the final bollard fencing is being installed in the eastern section of the park now that the Creek Ridge cabins have been sited. This final fence will ensure the security and integrity of the boomgate system whilst still allowing public access for day visitors to the footbridge and the new picnic tables provided earlier at the creekside 'beach' area as it is commonly known as.



***Hat Head 'Creek Ridge Cabins'***

Two new cabins were installed at Hat Head just prior to the busy Christmas/New Year holidays. The cabins are both two bedroom and feature spacious balconies to take advantage of views toward the creek and 'beach' area. One of the cabins is equipped with two bathrooms, one of which contains a spa bath. The occupancy results for both of these cabins have been high and very favourable comment has been received from the first guests to make use of the new facilities. Several guests who have in the past booked the older cabins have taken the opportunity to upgrade to the new cabins and some traditional campers have also booked the cabins for return visits.

Following the underground works in the park considerable effort was put into ground restoration works and re-turfing of disturbed sites. When the new access and driveways were completed for the older cabins landscaping was replenished in the vicinity to complete the project. Ongoing attention to the gardens and watering of the turfed areas has seen good regrowth after a very busy holiday period.

The three electric BBQ's that were recently installed in the park are proving quite popular. A pleasing factor following the considerable upgrade works is the positive feedback we are receiving from both park guests and local residents on the improvements that we have made to the park.

### ***Crescent Head***

Two new covered electric BBQ's installed in the Holiday Park are proving very popular and adding to the amenity for campers and holidaymakers.



### ***Covered electric BBQ in Lakeside precinct Crescent Head***

Other improvements have been made to the day visitor area at Crescent Head including the installation of a wave roofed table in the village green area and a wave bench seat along the promenade overlooking the point break. These themed improvements raise the appeal of the area for day users and enhance the attraction of the popular beachside area.

The children's playground area project was also completed and included the replacement of the playground equipment, pouring of rubberised soft fall and laying of turf and an underground irrigation system.





The kiosk has been refurbished and renamed the 'Crescent Head Beach Café' and features a simplified menu more suited to the 'café set' who frequent the area whilst enabling businesses in the village who specialise in the broader range of foodservice to service the clientele of the park.

The refurbishments included:

- 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
- Establishment of Internet Café services
- Development of localised Visitor Information.

The kiosk now has an appealing look which complements the colour schemes adopted throughout the park and is more pleasing to the eye. The office reception area and the cafe have been incorporated into a dual use facility and speedier check in and front office duties can now be carried out for the benefit of park guests.



***Refurbished Crescent Head Beach Café and Holiday Park reception area***

In conjunction with the Crescent Head Fishing Club and 4 Shore Holiday Parks a new fish cleaning table has been installed adjacent to the boat ramp. This was a good example of Council and our business units working effectively for the betterment of the community.

The new luxury oceanfront villas are proving extremely popular with visitors and targeted marketing 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 forward bookings. Occupancy rates for these cabins are running at 74% year to date which is higher than the popular Oceanside Bungalows and proof that the park always needs to be capable of offering differing levels of accommodation tailored to the market.

Following the busy summer holiday period the great majority of regular guests have rebooked for next summer. There are suggestions that these guests may review their intentions when the time comes for the payment of their deposits on 30 October if no action has been taken on Killick Creek following the red weed and sea hare events of this summer.

The trial of CCTV in the park is ongoing and to date there has been a marked decrease in vandalism noted in areas which are monitored within the park. There has been a decrease in costly vandalism to the boomgates as well as less incidents of graffiti to the skatepark area. A few incidences of vandalism and destruction have been monitored on the CCTV system enabling identification of perpetrators of minor offences leading to successful prosecutions.

### ***Grassy Head***

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

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.

Council has previously approved the installation of a relocatable amenities block to cater for disabled guests and ensure regulatory compliance. Council are investigating the viability of demolishing and rebuilding the old extremely aged block on the Eastern boundary of the park.

Council are also considering other alternative locations for the amenities block to reduce costs and improve practicality for the visitors to the park.

Designs for the drainage and electrical services upgrade throughout the park will soon be underway. Council will have to consider if the upgrades to the park are a viable option due to the parks low operating revenue.

The amenities block in the day visitor area recently had the absorption trench renewed as the old trenches were no longer operating satisfactorily. A new swing set was also installed in the visitor area.

### ***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. Powered sites 10-18 were re-sized to ensure conformity of site sizes; this involved dragging concrete slabs to reposition in the appropriate positions and resulted in the loss of one site. 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 tenders for the upgrade works close on 6 March 2007. A report on the tenders will be submitted to Council on the 13 March as a supplementary report.

The replacement of the northern amenities block on Stuarts Point Holiday Park will be reviewed for consideration with future improvement programs, and the provision of funding for public amenities to service the Day Visitor Area.

The grassed area and gardens within Stuarts Point Holiday Park always present well and it is through the Park management's cultivation and propagation of cuttings that the gardens have such appeal.



### ***Gardens at Stuarts Point***

A meeting was held with Mr John Schmidt from the Department of Natural Resources to carry out riverbank restoration works in the vicinity of the Camp Kitchen. Designs are currently being formulated for the works and an onsite meeting to approve the restoration is envisaged in the coming weeks. This project should be completed with expenditure of \$12 – \$15,000 which compares favourably with estimates from GHD consultants estimates obtained earlier.

### **OCCUPANCY RATES**

An Occupancy Report for the 4 Shore Holiday Parks is attached at [\(Appendix F – Page J9\)](#). Cabin occupancies are at pleasing levels in all parks with year to date occupancies higher than the previous year for all parks excepting Grassy Head. The installation of two additional cabins in Grassy Head doubled the available product but only led to a decrease of three percentage points occupancy

<b>July to December occupancy for cabins</b>	<b>2006</b>	<b>2005</b>
Crescent Head	70.5	69.8
Hat Head	61.6	55.1
Stuarts Point	46.6	44.3
Grassy Head	49.1	52.3

<b>July to December occupancy for sites</b>	<b>2006</b>	<b>2005</b>
Crescent Head	35.6	34.1
Hat Head	15.8	15.1
Stuarts Point	26.3	24.6
Grassy Head	16.6	19.1

The second half of the year traditionally has a higher occupancy rate and accordingly the parks are travelling along quite well for a bumper year.

The parks are currently experiencing high levels of patronage in a period that usually slows following the busy January holidays.

## **PROMOTIONS AND ADVERTISING**

The 4 Shore Holiday Parks aired new television commercials in a campaign over the summer months to attract new clientele. 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 reinforce 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 held numerous social evenings for park guests over the summer holidays. These events featured live performances, talent quests, face painting, BBQ's and children's activities. The popular kayak and paddleboat activities in all parks continued and is much appreciated by park guests.



**Holiday face painting in the parks**

AAA Tourism undertook assessments for each of the holiday parks in December and all parks are now rated at 3.5 stars with Grassy Head the exception at 2.5 stars.

Discussions with the Department of Lands have been held and the handover of the primitive camping areas of Racecourse Headland and Delicate Nobby within Goolawah Reserve is scheduled for 30 June 2007.

Applications are being finalised for submission to the Department of Natural Resources for the sinking of bores within the Hat Head and Crescent Head Holiday Parks. The provision of these bores will allow more effective irrigation of the camping areas and day visitor areas.

We are sourcing prices for the conversion of hot water services to gas with solar boosters. Currently many of the water heaters are powered by diesel burners which are considerably aged and prone to breakdown. The gas conversion will prove more efficient and a cleaner energy option.

## FINANCIAL REPORT

A financial report on operations of the Holiday Parks is attached at [\(Appendix G – Page J11\)](#).

The estimated surplus from Holiday Park operations for 2006/07 is \$720,739. These funds are applied to:-

- the repayment of Loan Principal - \$335,610
- works on other Crown Reserves - \$326,249
- capital works on Holiday Parks - \$ 58,880

## REPORT IMPLICATIONS:

- *Environmental*

*Nil*

- *Social*

*Nil*

- *Economic (Financial)*

*Included in Report*

- *Policy or Statutory*

*Nil*

- *Directors Review*

*Nil*

## RECOMMENDATION:

**That the information be noted.**

.....  
**G B Snape**  
**DIRECTOR CORPORATE AND COMMUNITY SERVICES**