

GLADSTONE REGION RECREATIONAL VEHICLE STRATEGY

November 2019



GLADSTONE
REGIONAL COUNCIL

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1. PURPOSE & OBJECTIVES

One of the **Destination Tourism Plan** priorities for the Gladstone Region is the **Drive Market** of which the RV market has been identified as a potential growth market for the region, based on current and projected growth of the market in Australia.

Currently, locations such as Agnes Water and Town of 1770 have carrying capacity issues during high seasons, with caravan parks experiencing 100% occupancy and illegal free camping occurring.

Within Gladstone City there are no free camping/RV friendly sites.

Particularly to help increase economic return from this market, it is recommended to develop RV friendly sites in the region to grow Gladstone Region's reputation as an RV Friendly destination, particularly to address:

- To increase visitation near retail CBD of Gladstone
- Address overflow and illegal free camping for areas currently experiencing capacity issues

This strategy has been developed as a support document for the Gladstone Region Visitor Economy Strategy based on a need to identify current opportunities that exist within the Gladstone Region for attracting the recreational vehicle (RVs)¹ market.

The report is influenced by the recommendations made by the *Queensland Camping Options Toolkit* which outlines industry supported solutions for local government, including land management issues that can be adapted and implemented to the many changing needs of RV travellers.

There is a trend towards self-contained recreational vehicles as evidenced by environmentally sustainable policies such as 'Leave No Trace' that have been adopted by the Campervan and Motorclub of Australia (CMCA) which serves to mitigate the damage done to the natural environment by the drive market.

A RECREATIONAL VEHICLE AS DEFINED BY THE QUEENSLAND CAMPING OPTIONS TOOLKIT IS:

'A CARAVAN, MOTORHOME OR CAMPERVAN THAT HAS BUILT IN EATING, SLEEPING, FOOD STORAGE AND PREPARATION FACILITIES AND ALSO CONTAINS A TOILET, SHOWER AND HOLDING TANKS FOR BOTH GREY AND BLACK WATER, CLEAN WATER STORAGE AND HOT WATER SERVICE.'

THE OBJECTIVES OF THIS STRATEGY ARE TO:

- Ascertain economic outcomes and discover opportunities to attract RV travellers to the Gladstone Region and drive repeat visitation
- Evaluate Council or CMCA owned RV/overnight sites and identify current facilities available for each site
- Recommendations that can be made towards an enhanced visitor experience for such sites
- Provide marketing opportunities for the Gladstone Region to the RV market and improve the quality of information disseminated to RV travellers

2. THE CARAVAN & CAMPING MARKET

Australia's RV industry enjoyed a record year in 2018, with domestic caravan and camping trips exceeding 12.8 million overnight trips equating to a 7.1% increase from 2017². The RV market generates 21.8 Billion in economic impact to the Australian economy annually and in 2018.

Queensland had the largest fleet of Caravans and Campervans in Australia, totalling 180,092³. This equates to 26.5% of all registered Caravans and Campervans Australia-wide. In addition, Queensland experienced the largest significant growth in terms of RV visitor numbers from 2017 – 2018 making the state the most attractive region for visitation from the RV market.

In terms of activities undertaken by domestic campers whilst on their trip, eating out was the most popular activity, with 6.5 million trips involving this activity. Other activities that followed included outdoor sightseeing, going to the beach and bush-walking all being involved in more than 4 million caravan/camping trips.

3. RV TRENDS – SUPPLY + DEMAND ISSUES

The rapid growth in sales of self-contained caravans, outstripping that of motorhomes, has significantly increased demand for low-cost, no-frills parking and camping options.

At the same time of this rapid growth in the number of self-contained vehicles, the number of caravan parks offering "no frills" has declined, and in some areas, such as Gladstone City, other users, such as fly-in/commercial traveller demand has seen the number of non-powered sites decrease, and often replaced with self-contained cabins.

Manned caravan parks are no longer low-cost accommodation providers

¹ A recreational vehicle is 'a vehicle that combines transportation and temporary living quarters for travel, recreation and camping' as defined by the Recreational Vehicle Industry Association

² 2019 Caravan and Camping State of Industry - Caravan Association of Australia

³ Caravan and Campervan Data Report – BDO

and generally do not offer products priced to meet the “no-frills” requirements of the self-contained RV market. They are heavily reliant on a family market (representing over 50% of their market), with growth in auxiliary facilities and services such as self-contained cabins, children’s splash pools and sandpits, games rooms and internet kiosks.

4. THE GLADSTONE REGION

The Gladstone Region is an indisputably popular spot for the Caravan, Camping and RV market.

The region is a popular fishing destination and the gateway to the Southern Great Barrier Reef which includes Heron Island, Lady Musgrave Island, Masthead Island, North West Island, and Wilson Island. In addition, there are a number of national parks that surround the region such as Kroombit Tops National Park, Eurimbula National Park, and Deepwater National Park. Popular camping and RV destinations include Agnes Water and Town of 1770 as well as Lake Awoonga, Tannum Sands, Calliope and Mt. Larcom.

5. CONSULTATION PRIORITIES

The consultation phase for this strategy involved workshops for the Visitor Economy Strategy and Destination Tourism Plan (DTP), interviews with individuals that represented local Council, the tourism businesses, and RV market. The input provided helped gauge Gladstone Region as a travel destination for the RV market, evaluating the state of the industry and improving visitor experience for the drive market.

THE FOLLOWING KEY THEMES WERE IDENTIFIED:

→ **DUMP POINTS** - there should be an increase of dump points around the region (E.g. Gladstone City, Boyne Tannum, and Miram Vale).

→ **INCREASING DEMAND** - there is an increasing demand for overflow sites especially relating to the Agnes Water area during peak season.

→ **RV FRIENDLY** – the need to provide more RV sites in general with regards to Gladstone City where there is an identified lack of sites and facilities to cater for this market.

→ **GLADSTONE REGION PROFILE** – the need to increase the Gladstone Region on third-party camping apps such as YouCamp.

6. CURRENT SITUATION

There are a number of sites located around the Gladstone Region where travellers can stop to rest or stay overnight. Such locations can range from rest areas on highways to existing Council sites and facilities, and campgrounds within a National Park.

The following section splits overnight camping sites in to the following categories:

- Council owned overnight sites and facilities
- Roadside Rest Areas
- Commercial Caravan Parks and Campgrounds
- Campgrounds within State Forests, National Parks and Recreations Areas
- Unauthorised sites popular amongst the RV market

6.1 EXISTING SITES (NON-COMMERCIAL) ON COUNCIL CONTROLLED LAND

There are five sites in the region for RV travellers where overnight stays are permitted on land that is either owned or managed by Council. Of these sites, three are paid sites and two are free resting sites. A minimum level of standards for these existing facilities will be introduced under the proposed hierarchy of stops (Refer to Section 6). In addition, The Action Plan attached to this Strategy identifies a series of actions that will include improvements to existing sites (e.g. infrastructure and signage) as well help establish a minimum standard of what to expect for facilities at planned future sites.

Figure 1: Existing overnight facilities on Council owned/controlled land, numbered below in Table 1



TABLE 1: EXISTING OVERNIGHT FACILITIES ON COUNCIL OWNED/CONTROLLED LAND

SITE	NEAREST TOWN	EXISTING INFRASTRUCTURE/ TOILETS	COST	COMMENTS
<p>1. Futter Creek Camping Reserve, Boynedale Gladstone-Monto Rd</p>	<p>Calliope (Approximately 20.9 km)</p>	<ul style="list-style-type: none"> → Rest area → Toilet block → Picnic tables → 72-hour time limit → No fires allowed → Dogs not allowed 	<p>No Charge</p>	<ul style="list-style-type: none"> → Not a popular site compared to Calliope River Picnic Area or Boynedale Bush Camp a few KM down the road → Site is well located to extend travellers stays in western region due to alternative free camping relative to commercial paid sites → Recommend increasing visibility of signage for site → Many remnants of fire pits by visitors around the reserve → Recommend increasing enforcement of the “No Fires Policy” in addition to additional maintenance on-site to collect charcoal from ground → Recommend extending time limit to 5 days
<p>2. Calliope River Picnic Area, River Ranch Two Sites (or sides): North Side: Calliope Historical Village (Entry Via Bruce Highway) South Side: Old Bruce Highway, River Ranch (Entry via Bruce Highway)</p>	<p>Calliope (Approximately 12.5 km)</p>	<ul style="list-style-type: none"> → Toilets available → Non-potable water available on site → Dogs allowed (but must be on leash) → 48-hour time limit → Nearby Calliope Village provides refreshments such as tea, coffee, and soft drinks. → Markets are held at Calliope Village on a frequent basis 	<p>No Charge</p>	<ul style="list-style-type: none"> → Well-used site → Highly recommend more signage especially relating to the South site → Perhaps include a sign informing visitors of the turn-off point instead of relying on a small street sign on a major highway → Recommend developing potable water on site due to popularity of site → Stakeholder engagement revealed time limit is not strictly enforced. Caravans overstaying time limit. – Recommend more enforcement during peak season and increasing duration of stay during off-season → Recommend to investigate possible partnership with Calliope Historic Village to potentially manage site and provide packaging with village to raise funds for ongoing upkeep and development of village. → Consider working towards being an “RV Friendly Destination” as outlined by CMCA.
<p>3. Workman’s Beach Camp Grounds, Agnes Water (Entry via Springs Road, Agnes Water)</p>	<p>Agnes Water (Within Town)</p>	<ul style="list-style-type: none"> → 38 camp sites available for tents and caravans → Unisex and disabled toilets → Cold water beach shower → Picnic tables → Free gas barbecues → Bins provided → Drinking water → Unpatrolled beach adjacent → 42-day time limit, with a minimum of 7 days vacated before usage again → Dogs must be leashed and tethered 	<p>Family (2 adults and 2 children under 17 years): \$27 – per day Per person: \$9.60 – per day</p>	<ul style="list-style-type: none"> → Extremely popular site → Money is collected on site by two rangers who alternate throughout the week → Recommend ability for visitor to book and check online and keep manager on site. Ability to do so will make it exponentially easier for visitors who are coming in without knowing what capacity campgrounds are at → Recommend having a designated female area for toilets → Recommend building fire cover over the BBQ for cooking → Advise 42-day limit remain; however, with a caveat that it is 42 days for the entire year without a reset. Can deter campers and squatters who live long-term which can be detrimental during peak season → Stakeholder engagement with caravanners and rangers reveal an interpretation stand conveying fauna, wildlife, and indigenous information would be an educational asset to the area → Advise having signage added at entrance of town directing towards campgrounds

TABLE 1: EXISTING OVERNIGHT FACILITIES ON COUNCIL OWNED/CONTROLLED LAND

SITE	NEAREST TOWN	EXISTING INFRASTRUCTURE/ TOILETS	COST	COMMENTS
<p>4. Gladstone Harbour Islands</p> <p>Two Sites: The Oaks Camping Ground, Facing Island South End Camping Ground, Curtis Island</p>	Facing Island/ Curtis Island	<ul style="list-style-type: none"> → Composting toilets on both sites cleaned regularly by caretakers → 32 camp sites available at “The Oaks” → 20 camp sites available at “South End” → Dogs must be leashed and tethered 	<p>Overnight campers require a permit.</p> <p>Family (2 adults and 2 children under 17 years): \$20.50 per day</p> <p>Per person: \$6.80 per day</p> <p>School groups – attending an approved school excursion per person: \$3.20 per day</p>	<ul style="list-style-type: none"> → Great that a booking system is set up online → Permit can be obtained online or through the Gladstone Visitor Information Centre → Conflicting information on length of stay permitted. Gladstone Council page listed 42 days while booking page on Gladstoneregion.info lists 14 days. → Both sites based in beautiful scenic locations that requires a ferry to reach → Bigger size camp-sites available for those who drive campervans → Recommend keeping a longer duration of stay on site
<p>5. Lilley’s Beach, Boyne Island</p> <p>(Entry via Handley Dr, Boyne Island)</p>	Boyne Island (Within Town)	<ul style="list-style-type: none"> → Camping only permitted in the enclosed area at the northern end → Site is very basic. No facilities or rubbish bins. → Dogs must be on leash and well-trained to voice commands 	<p>Permits cost \$50/year or \$10/week.</p> <p>A \$5 charge applies for replacement permits.</p>	<ul style="list-style-type: none"> → Permit can be obtained online through Gladstone Council website → Only accessible by 4x4 → Beach fires are strictly prohibited → Given the nature and environment of where this camp site is, recommend ensuring proper signage is placed along Handley Dr directing users to it

6.2 COMMERCIAL CARAVAN PARKS AND CAMPGROUNDS

Commercial caravan parks and campgrounds are numerous and there are 12 commercial caravan parks spread across the region. Such parks and campgrounds differ from Council sites in that commercialised sites usually provide a higher level of services and infrastructure such as showers, laundry facilities, communal areas, powered and non-powered sites, on-site potable water and a dump point to dispose of wastewater. In addition, such facilities may provide additional infrastructure and services such as swimming pools, activities for the family, and playgrounds.

As commercial caravan parks can fill up quite quickly during peak season (especially in regards to

the Discovery Coast region), it would be well within Council’s interest to establish an overflow policy and ensure the maximum number of RV tourists are retained. Such a policy would help establish locations that would be suitable for any excess number of RV travellers that cannot be accommodated in the region due to available sites being at full capacity. In addition, such a policy would provide conditions and guidelines that have to be followed in the establishment of such sites. For example, the Queensland Camping Options Toolkit includes a template for such a policy and lists requirements such as ensuring overflow sites to be only used during peak periods or when all available RV parks are at capacity, therefore providing an interim space for caravanners until sites becomes available again.

6.3 STATE FORESTS, NATIONAL PARKS AND RECREATION AREAS

There is a plethora of day-use and camping areas that exist within State Forests, National Parks, and Recreation Areas within the region. Such areas are utilised quite frequently by visitors and the Gladstone Region has no shortage of National Parks for camping.

The following camping areas are within the Gladstone Region with the managing authority being the Department of Environment and Science. However, permits are managed and enforced by the Queensland Parks and Wildlife Service (QPWS).

→ Bulburin National Park (There are 3 camping areas within the park. Note that this park is partly within the North Burnett Region as well)

- Old Forestry Camping Area
- Range View Camping Area
- Zampia Camping Area

→ Castle Tower Bush Camping Area

→ Curtis Island National Park and Conservation Park (There are 3 camping areas within the park)

- Joey Lees Camping Area
- Turtle Street Camping Area
- Yellow Patch Camping area

→ Deepwater National Park Camping Area

→ Eurimbula National Park (There are 4 camping areas within the park)

- Bustard Head Camping Area
- Eurimbula Creek Camping Area
- Middle Creek Camping Area
- Rodds Peninsula Camping Area

→ Mouth of Baffle Creek Camping Area

→ Kroombit Tops National Park (There are 3 camping areas within the park. Note that this park shares land with the North Burnett Region and the Banana Shire)

- Griffiths Creek Camping Area
- The Razorback Camping Area
- The Wall Camping Area

→ Wild Cattle Island Remote Bush Camp

While these sites help form a diverse range of accommodation options across the region, it should be noted that the RV travellers may not choose to stay in National Parks due to the limitations that such parks possess. For example, distant proximity to services and shops, possible restrictions (such as prohibited domestic animals or generators), and difficulty in accessibility, are all factors that can deter RV travellers from visiting. As visiting these sites typically involve the acquisition of permits online, these overnight stays are pre-planned.

The minimum level of services applied to Council controlled or managed sites detailed later in the document does not apply to state facilities.

6.4 ROADSIDE REST AREAS FOR DRIVER FATIGUE MANAGEMENT

In order to curb driver fatigue, roadside rest areas exist as spaces usually throughout major highways and roads where motorists can stop to take breaks. Roadside rest areas are not long-term camping sites and the duration of stay for each site can differ with such information being locatable on signage on-site. Camping may not be permitted in some areas and the maximum length of stay is usually capped at 20 hours.

The driver reviver program is a campaign launched by the Department of Transport and Main Roads (DTMR) in order to promote drive fatigue awareness. Within this program, they have established the “stop, revive, survive” slogan which is visible around state highways and roads and driver reviver sites which offers refreshments to motorists that stop by to rest.

While Roadside rest areas are integral to the safety and well-being of the drive market, its purpose is not ideal to meet the needs of travellers aside from providing a place of refuge and rest.

There are 3 roadside rest areas in the Gladstone Region with two under control by local Council and one by the DTMR. While rest areas suitable for overnight camping are listed on the Gladstone Council website, the 2 rest areas run by Council listed below are not and it is recommended that such sites be added as “Day Rest Areas” on the Council website.



Figure 2: Designated Road Rest Area within Gladstone Region according to the DTMR



The rest areas within the Gladstone Region that are designated as such by the DTMR are (Numbered above on Figure 2):

1. Boyne River Rest Area, Bruce Highway, Benaraby (DTMR)
2. Bororen Memorial Park Rest Area, Bruce Highway, Bororen (Local Council)
3. Mount Larcom Park Rest Area, Raglan Street, Mount Larcom (Local Council)

6.5 UNAUTHORISED SITES

The Gladstone Region has areas where unauthorised camping happens on an intermittent basis. At certain times of the year, such illegal camping may happen more frequently (such as Agnes Water when Caravan parks are at capacity). Such a scenario may result in Council receiving complaints from neighbouring residents.

Areas where unauthorised roadside camping transpires includes areas such as the parking lot by Main Beach; the SES grounds near the township of 1770; Barney Point Esplanade; and the Gladstone Duckponds (opposite the Croquet Grounds). **It is recommended to increase signage of designated RV sites to assist in the region’s attempt to mitigate unauthorised camping.**

6.6 WASTEWATER POLICY

Council’s website currently does not display any policies that are in place regulating the disposal of wastewater (such as greywater) at Council owned/controlled sites. This is especially problematic for sites that are unsupervised with limited space as it would be ideal to rotate disposal points to allow sites to “dry out” to avoid possible environmental and health risks. Due to an increase of campers using RV sites and water-based appliances on board self-contained vehicles (such as sinks, washing machines, showers) the issue of greywater contamination is much more serious.

Disposing of wastewater on open ground can contain an assortment of risks to both human health, flora and fauna and the natural environment. For example, greywater is used from sinks, showers, hand basins and hold harmful chemicals, fats, oils, and bacteria. When disposed of on the ground, greywater can be absorbed in to the soil or washed off in to nearby surface water bodies such as creeks and rivers where an adverse growth of algae can negatively impact the ecosystem.

In addition, greywater is detrimental to both human health and the environment through nutrient

discharge, bacterial loads, salinity impacts, and biological oxygen demand. Under Schedule 9 of the Environmental Protection Regulation 2009 in Queensland, greywater (wastewater) is constituted as a prescribed water contaminant. The disposal of a prescribed water containment in waters or in any other place where it could reasonably be expected to wash back in to waters is an offence within the state.

This strategy recommends that Council-controlled sites include a bylaw or condition of usage that greywater is not disposed of illegally. Instead, campers would have to be self-sufficient and store any wastewater on-board either purpose-built storage tanks or smaller portable storage tanks. Another alternative is that Council builds some variant of a storage tank on-site where it can then be emptied at a dump point facility.

This is particularly important for sites of high use, e.g. Calliope River and peak seasons around Workman’s Beach.

6.7 EFFLUENT DUMP POINTS AND POTABLE WATER FILL POINTS



Effluent dump points are facilities that are built with the intention of letting self-contained RV travellers dispose of any wastewater they are carrying while Potable Water Fill Points are sites where travellers have access to water safe for personal consumption.

Due to an increase in self-contained RV travellers, the demand for these sites around the region have increased.

The Gladstone Region provides 4 dump points in the region accessible by the public below:

**Please note that while some caravan parks provide dump points, these are not listed below as they may not be accessible by the public*

LOCALITY	SITE ADDRESS
Calliope Caravan Dump Point	Cnr Taragoola Road and Dawson Highway, Calliope
Miriam Vale Caravan Dump Point	Cnr Blomfield Street and Dougall Street, Miriam Vale *The CMCA has highlighted the existing Miriam Vale dump point needs realignment of the curb to meet the dump point as larger vehicles can't access it.
1770 Caravan Dump Point	Cnr SES Access and Captain Cook Drive, Seventeen Seventy
Benaraby - Boyne River Rest Area Caravan Dump Point	Bruce Highway, Benaraby *Note that this dump point is maintained by the DTMR

WATER FILL STATIONS

Gladstone has several water fill stations situated in localities around its region. It is highly advisable to inform users that the potable water is accessible side by side with dump point locations on Council's website.

<https://www.gladstone.qld.gov.au/camping-beaches>

LOCATION	SITE ADDRESS	COMMENTS
Calliope Water Fill Station (Placed at Calliope Dump Point)	Cnr Taragoola Road and Dawson Highway, Calliope	→ No usage charge associated with it
Miriam Vale Water Fill Station (Placed at the Miriam Vale Dump Point)	Cnr Blomfield Street and Dougall Street, Miriam Vale	→ Potable water available on site but no signage to show it
1770 Water Fill Station (Placed at 1770 Caravan Dump Point)	Cnr SES Access and Captain Cook Drive, Seventeen Seventy	→ Water is designated as "Non-potable" as there is no back-pressure valve installed. A regulator would need to be fitted for it to be safely designated as drinkable.

Additional dump sites and water filling stations are recommended in Gladstone City precinct area and Tannum Sands, with further investigation for Mount Larcom lookout area and near Lake Awoonga.

6.8 DESIGNATED LONG VEHICLE PARKING (DAY USE)

Long-vehicle parking (day use only) is sparse within the Gladstone Region and not well documented. It is recommended that a review of existing Long-vehicle parking is conducted identifying current car vehicle bays for long vehicles and subsequently posting such information on the Gladstone Regional Council and tourism websites. In addition, further investigation should be made on potential spots where additional long-vehicle parking spaces can be made.

In order to maximise the economic impact of this market and increase the Gladstone Region’s reputation as being RV friendly, it is highly advisable to ensure long-parking vehicle bays exist within easy

access of essential services that RV travellers would use, by such as supermarkets, main streets of towns and beach frontages/fishing opportunities.

Research conducted shows long-vehicle parking exists in Agnes Water with an official parking bay outside the Caltex on Captain Cook Drive. Parking is also possible at both the Marina and Visitor Information Centre in Agnes Water, Lion’s Park at Miriam Vale, and the Mt Larcom rest area. Informal parking spots exist outside of the Headlands and SES grounds at the Town of 1770.

Feedback was made during stakeholder engagement that **a lack of long-vehicle parking spaces is readily apparent especially in regards to peak seasons where such designated bays are often full.**

The proposed new Marina Car Park at Agnes/1770 will require RV/Caravan parking and turnaround area.

Other locations identified during consultation for designated long vehicle parking (day use) includes:

- Mt. Larcom look-out
- Mt. Larcom township (northern entry to region)
- Miriam Vale (southern entry to region)
- East Shores (Gladstone City)
- The Gladstone Marina



RV FRIENDLY TOWN PROGRAM

What is it?

The RV Friendly Town™ (RVFT) program is a Campervan and Motorhome Club of Australia Limited (CMCA) initiative.



An RVFT is one that has met a set of guidelines to ensure they provide a certain amount of amenities, and level of services for these travellers. When RV tourists enter a town displaying the RVFT sign, they know they will be welcome, certain services will be provided and they will have access to a safe place to stay overnight, and possibly for a longer period.

CMCA promotes RV Friendly Towns by dedicating one page to the town on the Club website, publishing a one-off article on the town in the Club's monthly magazine, The Wanderer, and listing the town in each edition of the magazine.

CMCA also offers council 2 x 600mm x 690mm roadside 'RV Friendly' signs free of charge. These signs will display the abbreviated 'RV' symbol, followed by the words 'Friendly Town™'.

The CMCA RV Friendly Town™ (RVFT) program is used by more than 36% of councils across Australia as a tool for managing the provision of low-cost accommodation.

How does a town qualify?

For a town in the Gladstone Region to be appointed to the program, the following set of guidelines that must be met:

Essential Criteria

- Provision of appropriate parking within the town centre, with access to a general shopping area for groceries and fresh produce.

- Provision of short term, low cost overnight parking (24/48 hours) for self-contained recreational vehicles, as close as possible to the CBD.
- Access to potable water.
- Access to a free dump point at an appropriate location.

Desirable Criteria

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

Other considerations

Other considerations by the CMCA when assessing an RV Friendly Town is the general attitude of the council and the business people. The program is intended to offer town business owners the opportunity to be innovative in meeting the needs of RV tourists, while at the same time growing their businesses.

A consideration may be to consider tendering of sites following consultation and confirmation of potential sites with council approval that meet minimum standards for overflow and potential RV parking.



RV FRIENDLY DESTINATION

An RV Friendly Destination is a “one-off” place of interest, such as a homestead or country pub, that is friendly towards all mobile travellers. They are generally businesses where you can visit in any size rig and in many cases, stay overnight.

It is aimed at assisting those towns and communities not able to meet the criteria of the CMCA RV Friendly Town™ (RVFT) program.

Local councils, community organisations and businesses can participate by selecting a suitable site within the town precinct to become the RVFD.

Sites considered for inclusion in this program could include: hotels and pubs, clubs, wineries, tourist attractions and businesses that meet the essential criteria as listed below.

In respect to camp sites it needs to be demonstrated that the nominated site has a commercial element and or has undergone a significant upgrade to facilities and provides a level of amenity that sets it apart from a normal campground or roadside rest area. Existing campgrounds that lie outside town and community boundaries will not be considered for inclusion in the RVFD program.



The essential and desirable criteria are listed below.

Essential Criteria

- Provision of short term, low cost overnight parking (24/48 hours) for self-contained recreational vehicles (RVs) in a safe location.
- The nominated parking area needs to be on a solid level surface with enough room for large vehicles to manoeuvre safely.
- If the nominated site is a campground, then it needs to be well maintained and offer facilities such as BBQ areas, toilets, power, covered seating, refuse bins and commercial element eg. cafe or restaurant.

Desirable Criteria

- Access to a dump point.
- Access to potable water.
- Longer term parking.

All RVFD applications are assessed on an individual basis with the final decision being made by CMCA. The CMCA reserves the right to review any RVFD at any time and withdraw the site from the program should an acceptable standard not be met or charges levied fall outside the criteria of low cost.

The RVFD will be promoted on the CMCA website, in the Club's monthly magazine, The Wanderer, and on the GeoWiki online database.



CMCA RV PARK NETWORK

A CMCA RV Park is on land owned or leased by the CMCA with:



- Approximately one hectare of flat ground.
- Space for 30 to 50 RVs.
- A dump point with a wash down tap, with potable water taps around the site.
- One (1) powered site for the 24/7 volunteer custodian.
- A shelter shed for gatherings and an assembly point.
- Access available to CMCA members and a limited number of the general public for vehicles that meet the CMCA Self-Contained Vehicle Policy.
- All operational costs including grounds maintenance and rubbish collection met by CMCA.
- An administration/booking fee of \$3 per person or \$6 per vehicle, per night for members and \$15 per site for non-members.

The infrastructure development consists of:

- Access and roadways into and within the park, as required.
- Fences or bollards to restrict access to the main gate.
- Main gate and signage.
- Dump point and wash down tap.
- Potable water taps as required around the site.
- One powered site including the power connection for the custodian.
- A shelter shed and concrete pad.
- Any required levelling, landscaping and planting

All infrastructure development is organised and funded by the CMCA. Based on our experience this cost will vary depending on the site, but we expect development costs generally to be in a range of \$50,000 to \$100,000.

CMCA will consider purchasing or leasing any suitable land, however we see mutual opportunities and benefits in partnering with local councils.

CMCA RV PARK BUNDABERG

A new CMCA RV Park has been opened in Bundaberg in Burrum St (via Civic Ave). With shaded or open sites, a happy hour shelter, dump point (cassettes only) and potable water. It is conveniently located close to the local shopping district, only a short stroll for travellers to stock up on supplies or dine in and explore the town. This park is only open to people travelling in self-contained vehicles.



7. INTO THE FUTURE

With an ageing population and increasing leisure time, future trends for the recreational vehicle and caravan and camping market are likely to continue its upward trend. With this in mind, it is imperative Gladstone Regional Council develop a more proactive approach to non-commercial recreational vehicle accommodation within the region to:

- Harness the potential of the market growth for the economic benefit of the region,
- Adequately manages the market growth for potential environmental impacts, and
- Promotes the opportunities and sites available with its key partners, including GAPDL and DCTC.

7.1 ATTRACTIONS & EXPERIENCES

The Gladstone Region offers attractions and experiences the RV market strongly desires.

With stunning coastal villages and a renowned fishing destination, this is already evident in the demands experienced at the Discovery Coast (including Town of 1770 and Agnes Water) with access, carrying capacity and illegal camping issues arising, especially during peak seasons.

In addition to the Discovery Coast, Gladstone also offers existing experiences that would cater for this market, including industry tours, Feast on East Markets and the Coffee Cruise. The Art Gallery is centrally located with library in the CBD and the marina is walking distance to CBD.

Other attractions include – Boyne Valley, Calliope Historical Village and markets, Tannun Sands and BAM Markets, climbing Mount Larcom, the new Gladstone Region Tours and proposed Boyne Burnett Inland Rail Trail.

7.2 RV FRIENDLY TOWNS & DESTINATIONS

The Gladstone Region needs to become known and marketed as RV Friendly to meeting growing market trends.

Neighbouring regions, including Bundaberg and the Gympie Region have been recognised as supportive of RV tourism and has received 'RV Friendly Town' status from the CMCA for the townships of Gympie and Goomeri with Tin Can Bay recognised under the 'Community Welcomes Recreational Vehicles' program from Caravanning Queensland.

There are opportunities to develop the towns across the region to determine if appropriate as RV Friendly towns or destinations under the CMCA program or under the Community Welcomes Recreational Vehicles program by Caravanning Queensland.

Currently Miriam Vale is recognised on the Caravanning Queensland site. Such programs will assist with promoting the region as an attractive RV destination to a wider audience.

7.3 OVERFLOW POLICY

Consideration should be given to establishing a policy to manage overflow of existing facilities during peak seasonal periods, particularly for the Agnes Water / Town of 1770 area which often experiences a greater demand during peak periods and could benefit from an overflow area that could be utilised during period of peak demand.

Feedback from caravan park operators indicates that during peak times visitors are being turned away as commercial sites are generally at capacity.

Allowing areas to be utilised for camping during peak times only, when commercial sites are fully booked would enable a greater number of travellers to stay in the region and avoid them potentially moving on out of the region.

The Queensland Camping Options Toolkit outlines a suggested model that can be developed and other RV Strategies have adopted this model or committed to further investigation.

This approach has been successfully used in locations where there is insufficient demand year-round for an additional facility but demand is consistently too great during peak periods to be accommodated in existing facilities.

The aim is to offer an alternative to camping in a rest area by providing a safe camping environment for visitors while protecting the viability of permanent commercial or low cost facilities.

The policy would provide direction on suitable overflow sites and would outline restrictions on use i.e. only when there are no vacancies available at any caravan park within the location. Terms of use, time limits, management of the site would also need to be addressed in the policy.

A 'camp host' program may also be utilised for overflow sites, to ensure guests are welcomed, general visitor information is provided and to provide a presence on the site to assist with any security and unlawful stay/overstay concerns.

An Overflow Camping Policy Template from the Queensland Government Camping Options Toolkit is included in Appendix 1.

7.4 WELCOME AND VOLUNTEER HOST PROGRAMS

It is recommended that a 'camp host' program be investigated which may be beneficial for sites such as Calliope.

This would allow for a volunteer to act as a host for the site with duties that may include greeting travellers on site, providing basic visitor/tourism information and in return would be able to stay on the site for a short period.

This program has been developed in other Council areas. For example with McKinlay Shire, for their park at Julia Creek.

The local CWA in Julia Creek also provides morning teas and the Visitor Information Centre volunteers organise a weekly “Welcome to Julia Creek” camp oven dinners to increase length-of-stay and spend.

A “Welcome to Gladstone” campaign, like the “Welcome to Noosa” campaign to make a visitor and RV Friendly atmosphere (e.g. Welcome to Boyne/Tannum, Welcome to Calliope, Welcome to Agnes/1770, Welcome to Miriam Vale etc.).

This could be developed or extended from the greeters program with GAPDL volunteers. To be successful, local leaders in each town/location would be required.

7.5 INCREASING GLADSTONE REGION’S RV PROFILE

Currently the region’s presence in RV forums and media is limited.

To harness the growth in the market, as RV friendly sites, facilities and parking are confirmed, Council should work with its marketing and industry partners, particularly GAPDL and DCTC to give them the facts and content to promote the locations and region within this network.

In addition to the **CMCA** (website and The Wanderer Magazine) and **Caravanning Queensland** networks and the Caravan and Camping Shows, there are numerous websites and social media networks, particularly Facebook groups in this market, some with exceptionally large followings.

Just a sample of other networks include:

WIKI CAMPS

Website and a very popular APP
<https://www.wikicamps.com.au/>

FREE RANGE CAMPING

(including where up dump points are)
<https://www.freerangecamping.com.au/directory/>

YOU CAMP

An Air BnB for Caravanners
<https://youcamp.com/>

THE GREY NOMADS

<http://www.thegreynomads.com.au/>

KEY RECOMMENDATIONS

The following recommendations are seen as key drivers to capture the potential of the RV market into the future for the success of the Gladstone Region:

KEY RECOMMENDATIONS

1. Attract a commercial major chain leisure based Caravan Park/RV Park Resort in Gladstone City (e.g. BIG 4/Discovery Parks) and promote expansions on Discovery Coast.
2. Develop an RV Friendly site or Official RV Friendly Destination in easy walking distance of Gladstone CBD
3. Where appropriate, following needs analysis and consultation, develop RV Friendly Towns throughout the Gladstone Region.
4. Develop overflow policies, sites and management structures, particularly for the Discovery Coast area during peak seasons.
5. Further dump points, water fill stations and designated long vehicle parking (day use) in key locations.
6. Investigate potential RV Friendly Tourist Centres and Miriam Vale and Mount Larcom township as key entry and dispersal points for the Gladstone Region.
7. Provide accurate and timely content with strategic partners, GAPDL and DCTC to actively promote the destination to this market and disseminate information through tourism networks.
8. Investigate an RV volunteers host program and/or expansion of cruise ship ambassador/greeters program into targeted RV sites.

GLADSTONE REGION RV STRATEGY 5-YEAR ACTION PLAN

KEY RECOMMENDATIONS

STRATEGY	ACTION	STAKEHOLDER	KPI	2019 - 2020	2020 - 2023	2023 - 2025
Stakeholder Consultation and Collaboration	GRC and GAPDL to lead industry and community consultation process for RV Friendly sites.	GRC GAPDL	Industry and community consultation undertaken for potential/identified RV friendly sites.			
	Feature the RV Strategy Action Plan as an ongoing item of implementation with the Destination Tourism Plan committee of GAPDL. Where appropriate bring in advice from relevant industry bodies, such as CMCA and CQ (for both RV consumer and commercial operator's perspectives). Where needed, advice to also be sought from local government councils who have undertaken any similar actions (e.g. Bundaberg, Rockhampton).	Destination Tourism Plan Committee	Implementation of Action Plan with collaboration achieved across sectors and relevant industry groups			
Caravan Park/RV Park Resort	Actively promote and attract a commercial major chain, leisure based Caravan Park/RV Park Resort in in Gladstone City (e.g. BIG 4/ Discovery Parks) and promote expansions on Discovery Coast.	GRC GAPDL	Investment prospectus/ preliminary feasibility study. Attraction of major chain leisure park. Expansion of park/s on Discover Coast to meet demand.			
RV Friendly Sites/ Destinations and Towns	Confirm potential RV Friendly Sites <ul style="list-style-type: none"> Utilise and build upon the information gathered from the Gladstone RV Strategy and input from consultation to identify potential RV Friendly Sites/ Destinations for the Gladstone Region. Select these sites based on essential criteria provided by CMCA (included in this document). Undertake community/industry consultation for each site. Potentially tender approved sites. 	GRC GAPDL	Confirm potential RV Friendly sites. Confirmation by CMCA Insert line			
	RV Friendly Town - commence process of developing RV Friendly Towns throughout the region following essential criteria, with the target of a minimum one RV Friendly town within the Gladstone Region by end of 2020, with multiple towns by end 2021.	GRC CMCA	At least one RV Friendly Town in region by end of 2020.			
RV Friendly Policies	Develop and/or clearly communicate through council website and GAPDL visitor website RV information for: <ul style="list-style-type: none"> Wastewater policy Overflow camping policy (particularly for Town of 1770/Agnes Water during peak holiday periods) Unauthorised camping policy Communicate, promote and sign existing dump points and potable water fill points/stations Communicate, promote and sign designated long vehicle parking (Day Use) 	GRC GAPDL	Policies developed Information on policies communicated and publicly available.			

STRATEGY	ACTION	STAKEHOLDER	KPI	2019 - 2020	2020 - 2023	2023 - 2025
RV Friendly Facilities	Existing facilities: <ul style="list-style-type: none"> Erection of sign at Calliope River free camping site Miriam Vale dump point (cnr. Blomfield & Dougall St) requires realignment for larger vehicles Miriam Vale Water Fill Station requires sign for potable water available 1770 Water Fill Station (at 1770 caravan dump point) is currently "non-potable". Requires regulator to be fitted for water to be potable 	GRC	Existing Facilities Upgrade/update existing facilities.			
	Undertake planning and development of : <ul style="list-style-type: none"> More designated long vehicle parking (Day Use), particularly for Gladstone (e.g. CBD, East Shores, Tannum sands, Mount Larcom, Lake Awoonga) More strategically located dump points and potable water fill points/stations in line with long vehicle parking locations Dump points and potable water fill points/stations 	GRC GPC (East Shores)	Planning & Development Site identification, planning, installation, signage and communication of more designated long vehicle parking locations (day-use). Dump points & water fill stations...			
	Review of sites and facilities annually to monitor demand and management of sites	DTPC GRC GAPDL				
RV Welcome Program/ volunteers	Investigate an RV volunteers host program and/or expansion of cruise ship ambassador/greeters program into targeted RV sites/locations. This could include pop-up services in high demand areas (e.g. Calliope free camping area, Discovery Coast/ Miriam Vale during peak seasons). Educate current tourism volunteers and ambassadors on RV friendly facilities, locations, interests and needs of the RV market.	GAPDL DCTC	Incorporation of RV facts and market needs into tourism volunteer training. Development/ expansion of tourism volunteer program into RV friendly locations/ sites.			
RV Friendly Tourist Centres	Undertake pre-feasibility of Miriam Vale and Mount Larcom townships as locations for RV Friendly Tourist Centres that could be developed with long-vehicle parking, visitor information to encourage dispersal and length-of-stay throughout the Gladstone Region. Provide ancillary services e.g. electric car charging station, free WIFI and digital charging stations, dump point, water fill station etc.	GRC GAPDL DCTC	Complete site identification and pre-feasibility study.			
Increasing Gladstone Region's RV Friendly Profile	Updating of existing RV friendly sites, parking and facilities/services (e.g. dump points, water fill stations) on GRC, GAPDL and DCTC websites. Supply of this information, images and destination information about why Gladstone Region is great for a caravan, camping and RV holiday for third party sites including (but not limited to) <ul style="list-style-type: none"> CMCA Caravanning Queensland Wiki Camps Free Range Camping You Camp The Grey Nomads 	GAPDL DCTC GRC CMCA CQ National RV networks/ media.	Sales and marketing strategy developed and implemented including promotional tools, activities and collateral.			

STRATEGY	ACTION	STAKEHOLDER	KPI	2019 - 2020	2020 - 2023	2023 - 2025
Increasing Gladstone Region's RV Friendly Profile	<p>Further develop promotion to this market as part of annual regional destination marketing, including:</p> <ul style="list-style-type: none"> • RV information on Gladstone Region visitor map and visitor guide. • Inclusion of RV information on Gladstone Region in Southern Great Barrier Reef campaign. • Presence and promotion of Gladstone Region at Caravan and Camping shows (e.g. Brisbane, Sydney, Melbourne), including RV information, self-drive itineraries and fishing – reef/coastal/inland opportunities. • Update and further develop RV friendly content for destination promotion from blogs, images and media releases. • Invite RV friendly media and influencers to experience the RV offering. 	GAPDL	Inclusion of RV information and content in wider destination campaigns, promotions and marketing collateral.			

Stakeholders

GCR	Gladstone Regional Council
GAPDL	Gladstone Area Promotion and Development Limited
GPC	Gladstone Ports Corporation
DCTC	Discovery Coast Tourism and Commerce
DTPC	Destination Tourism Plan Committee
CMCA	Campervan and Motorhome Club of Australia
CQ	Caravanning Queensland

CONSULTATION & PROCESS

The consultation process included industry workshops with the Gladstone Region Destination Tourism Plan and Visitor Economy Strategy in Gladstone and Agnes Water, including over 30 representatives from the region.

One on one interviews were also conducted following the workshops with council officers and councillors, GAPDL, DCTC and CMCA.

Site inspections for this strategy was conducted at Calliope River Picnic Area, Futter Creek Camping Reserve, and Workman's Beach. Anecdotal feedback was gathered from visitors staying at these sites helping contribute to stakeholder engagement. In addition, the research collected included visits to the Visitor Information Centres in Agnes Water and Gladstone.

REFERENCES

- *Queensland Camping Options Toolkit*
 - Department of Tourism, Major Events, Small Business and the Commonwealth Games.
- *2019 Caravan and Camping State of Industry*
 - Caravan Association of Australia.
- *Caravan and Campervan Data Report 2018*
 - Caravan Industry Association. ABS Motor Vehicle Census.
- *Environmental Protection Regulation 2009*
 - Queensland Government.
- *Growth and Trends in the RV Sector in Australia*
 - May 2019, CMCA.
- *CMCA RV Toolkit*
 - CMCA, 2019
 - <https://www.dropbox.com/sh/lhougylz6j24xuq/AAAlT69-jE0ZVZi24pVBdVxRa?dl=0>

APPENDIX 1

Overflow Camping Policy Template

OVERFLOW CAMPING POLICY (draft)

Objective

The purpose of this policy is to provide overflow facilities within [Insert Shire/Location] that will accommodate additional numbers of camping tourists when permanent caravan parks and camping facilities within the local government area are operating at or near capacity.

This policy will ensure that the operation of overflow sites/facilities within the local government area complies with legislative requirements. Also, it will ensure a consistency of regulation so that all overflow site/facilities operate and meet an agreed minimum standard, and will ensure the operation of overflow sites/facilities does not impact on the viability of permanent facilities.

Legislative requirements

Land Act 1994

Queensland Caravan Park Policy (PUX/901/102 version 3)

Secondary Use of Trust Land (PUX/901/209 version 5)

Workplace Health and Safety Act 1995

Local Law No. 16

(Parks and Reserves)

Local Law No. 5 (Control of Animals)

General

Risk management

A regular risk management review will be carried out at the overflow area to ensure that all the infrastructure components required in the camping areas comply with the requirements of legislation, Australian standards, government policies and local laws.

Public liability insurance

The council will arrange public risk insurance to protect ratepayers from any and all costs incurred by any accident or incident involving campers that may result in claims against the council.

Sewer and sullage disposal compliance

The dump points for disposal of waste sullage and sewerage water are to be inspected regularly and all fittings and hoses checked, and maintained if necessary, to comply with Australian standards.

Fire separation zone

Individual caravans, motorhomes or tents are to be sited on sites 6 metres wide to ensure 3 metres separation from the next caravan motorhome, tent or building to ensure fire safety. Hydrants and hoses are to be checked regularly and must be able to reach all areas where vehicles are sited when camped.

Open fires

No open fires are to be lit, or fireworks discharged inside the overflow area at any time without prior council approval.

Waste management

Waste disposal bins are to be regularly serviced to ensure there is no build-up of waste.

Grounds maintenance

All grounds maintenance will be carried out by council staff or contractors. Vegetation clearing and mowing will be carried out by council staff as needed to ensure bushfire protection is maintained.

Relocation/termination

Campers may be asked to relocate to more appropriate sites at the discretion of the council. Camping may be terminated or suspended at any time at the discretion of the council.

Part A

This section relates to the establishment and operation of a recreational vehicles (RV) emergency overflow facility within [Insert Shire/Location].

For the purposes of this policy, an RV is a vehicle that combines transportation and temporary living quarters for travel, recreation and camping.

1. Council may establish an overflow area for RVs only when there are no vacancies for vehicles of this nature available at any caravan park within [Insert Shire/Location]. A camper is permitted to book into the overflow only if it is believed that there are no available spaces in the caravan parks.
2. Council may close the overflow area for camping for the purposes of significant community events.
3. Primary-use activities at the overflow area will take precedence at all times.
4. The maximum stay at any RV overflow camping facility could be a maximum of 7 consecutive days or at the determination of [Insert Shire/Location]. Authorised camping ground hosts may stay longer than the maximum period.
5. Camping by participants at community events may be exempt from some or all of the conditions

APPENDIX 1

Overflow Camping Policy Template continued

- in this policy as determined by Council from time to time.
6. Unless otherwise determined, camping by participants of community events is deemed to be authorised by the Council approval to conduct the event and no further charges shall apply.
 7. Bona-fide grey nomad program volunteers who are actively involved in a grey nomad project within the community may continue to camp at the overflow area beyond the 7-day limit) only during the time that they are working on that project.
 8. During the utilisation of the overflow sites, the Council's ranger or authorised delegate is to resolve any unforeseen problems arising except where a camping ground host has been appointed, in which case the camping ground host is responsible for day-to-day supervision and management of the facility. A camping ground host will have delegated authority over the site.
 9. Fees for camping at overflow facilities shall be determined in accordance with Council's annual schedule of fees and charges.
 10. The maximum number of vehicles allowed in a RV overflow facility area will be determined based on allocated spacing between vehicles, size of vehicles (whether they have trailers), turning circles, and usable space in the allocated area.
 11. Dogs and other pets are permitted in this overflow camping area but must be held on a leash and/or under the control of a responsible person at all times.
- Part B**
- This section relates to the [Insert Shire/Location] overflow camping grounds.
1. Where there are no vacancies available at all existing caravan parks within Council areas, including approved overflow sites within the licensed caravan parks, Council may authorise the operation of overflow camping grounds at the following locations:
[Location 1]
[Location 2]
[Location 3]
 2. These overflow sites are only to be opened for use in the following sequence and occupied in accordance with the number of sites specified:
 3. [Location 1, e.g. 20 powered sites and 10 unpowered sites]
 4. [Location 2, e.g. 10 unpowered sites]
 5. [Location 3, e.g. 20 powered sites].
6. Council does not favour the use of the overflow sites over privately operated caravan parks in the area and will actively promote private parks as an alternative camping option to the overflow sites through:
 - (a) the [Insert Shire/Location] Visitor Information Centre
 - (b) signage at the overflow site
 - (c) information provided from phone enquiries to Council's administration office.
 7. The maximum stay at Council emergency overflow camping facilities is to be 7 consecutive days. Authorised camping ground hosts may stay longer than the maximum period. A camper is permitted to book for up to 7 consecutive days at the overflow only if it is confirmed by Council that there are no available spaces in the caravan parks in the Council area.
 8. Fees for camping at the above facilities shall be determined in accordance with Council's annual schedule of fees and charges
 9. Dogs and other pets are permitted in the above overflow camping areas but must be held on a leash and be under the control of a responsible person at all times.

SOURCE: Queensland Camping Options Toolkit

APPENDIX 2

CMCA RV Park Network Fact Sheet

The following key facts are provided by the Campervan and Motorhome Club of Australia Limited (CMCA) to assist local government and key stakeholders involved in the CMCA RV Park project to better understand the Club, how it represents its members, and its approach to recreational vehicle (RV) tourism. It also provides key facts on the CMCA RV Park project, including how the project will be developed and the benefits it will deliver.

1. CMCA is a not-for-profit, membership-based Club established in 1986 to support the RV traveller movement in Australia. The Club delivers key benefits to members and promotes the interests of members to industry and government bodies. It also promotes the benefits of RV tourism to the wider Australian community.
2. CMCA is a national, community-based organisation, currently with a fleet of approximately 37,000 member vehicles and 70,000 individual members.
3. CMCA seeks to establish RV parks in partnership with local and state governments. These specialist RV accommodation facilities will increase RV tourism in regional areas.
4. CMCA RV Parks are specialised, commercial facilities offering low-cost, no-frills accommodation to CMCA members and the general public with self-contained RVs. These vehicles include motorhomes, campervans, caravans, fifth wheelers, slide-ons and the like. CMCA RV Parks are quite distinct from commercial caravan parks.
5. CMCA joining fee is currently just \$16.50, with an annual subscription of \$44.00. Domestic or international tourists hiring self-contained RVs can also join CMCA and access the CMCA RV Park Network and other CMCA member advantages during their holidays.
6. CMCA RV Parks will be managed on site by qualified, volunteer custodians. They will ensure all park visitors comply with the CMCA Self Contained Vehicle Policy and that the park operates in accordance with an approved management plan.
7. The Queensland Government recognised CMCA in their Camping Options Toolkit, noting that the Club provides the best available definition of what constitutes a self-contained vehicle.
8. CMCA will utilise the RV park network to educate self-contained travellers on best practice in environmentally responsible RV tourism. This will include educating RV owners on the installation of grey water tanks and the use of external grey water tote systems, as well as waste management and containment, and the use of chemicals within RV waste systems.
9. CMCA will operate the RV park network on commercial principles but to a break-even business model. Any surplus funds generated by individual RV parks will be used to maintain the network as a high quality, community-based accommodation experience, accessible to as many RV travellers as possible.
10. CMCA does not seek preferential treatment from local government in establishing CMCA RV Parks but asks to be treated the same way as any not-for-profit club would, when seeking the opportunity to lease state or council owned land to establish a community-based facility for its members.
11. CMCA seeks no financial or in-kind support from councils to develop the RV park network. The Club only seeks assistance to identify appropriate sites to establish each accommodation facility and advice on the best options for obtaining state and local government approval to establish an effective and attractive RV accommodation network.
12. CMCA is responsible for all maintenance and upkeep costs of its RV parks and will maintain landscaping and other visual aspects of the property to a high standard.
13. Because CMCA RV Parks are not commercial businesses operating for profit, CMCA is happy to consider leasing land not suitable for commercial or residential purposes. This will relieve councils from the costs of maintaining such property while providing the opportunity to make these sites cost neutral to ratepayers. CMCA will also consider vacating the land from time to time and close the RV park if required.
14. CMCA is committed to directly supporting businesses in regions which the RV parks are located. This includes engaging local contractors to maintain each

APPENDIX 2

CMCA RV Park Network Fact Sheet continued

park, such as lawn mowing, rubbish removal, and fencing.

The Club will also contribute to the local community through lease payments and land rates.

15. CMCA RV Park custodians will liaise with local visitor information centres, chambers of commerce, and individual businesses to promote regional tourist attractions, local products, and local businesses to all park visitors.
16. CMCA currently has the financial and organisational capacity to develop a network of 20 RV parks across Australia by the end of 2019. The Club is committed to a substantial investment in the RV parks project but is also looking to partner with the federal and state governments to access grant funding opportunities to better facilitate this process.
17. CMCA estimates it may cost between \$30,000 - \$90,000 to establish each CMCA RV Park, with a network of 20 parks requiring a significant investment by CMCA over the next two years.

For more information please contact
National Headquarters
Telephone: 02 4978 8788
Email: seanconstable@cmca.net.au

APPENDIX 3

CMCA Dump Point Subsidy Program

The Dump Point Subsidy program has been created by the Campervan and Motorhome Club of Australia Limited (CMCA),

in partnership with KEA Campers, to develop a network of key infrastructure for recreational vehicles (RVs) across Australia.

The basic infrastructure needs for self-contained RV travellers are a dump point, access to potable water and a place to park. Any location offering these three facilities can attract and sustain this lucrative market.

This subsidy program targets those councils that the CMCA and KEA Campers have identified as having ideal locations for RV dump points within their region. It should be noted that these dump points not only meet the needs of RV travellers but also provide a service for touring coach operators who usually offload passengers for a rest break before taking their vehicle to the dump point to empty the on-board toilet.

What is provided?

The CMCA/KEA Campers Dump Point Subsidy program provides a Gough Plastics Dump-Ezy dump point unit, delivered to council.

What is required?

- Council is responsible for installation and maintenance of the facility.
- The dump point is available for public use, free of charge.
- The dump point is available for use every day, at a minimum during daylight hours.
- The dump point is located in a position accessible to all types and sizes of recreational vehicles and is installed in a manner that ensures all vehicles can access the facility.
- A small plaque (supplied by the CMCA) is displayed at the facility acknowledging the contribution of CMCA and KEA Campers.

CMCA can also supply two 600 x 690mm steel signs, which may be displayed on roadways leading into the dump point.

These signs display the official dump point logo. There is also one 300 x 500mm sign available that can be supplied, which may be affixed at the dump point site. The total cost for all three signs, including freight is \$313.00.

It is important that dump points are installed as low to the ground as possible to allow gravity discharge from waste tanks, which in motorhomes, are usually located between the front and rear axles. It is also important they are located in a position that allows access for large vehicles up to 19.5 metres in length, as access may be required by coaches and large towed vehicles, such as fifth wheelers.

Councils should tap into the experience and knowledge of their local CMCA State Representative, whose role is to encourage councils to install dump points and help identify the best locations for these facilities.

An application form for the CMCA / KEA Campers Dump Point Subsidy program can be obtained from CMCA National Headquarters.

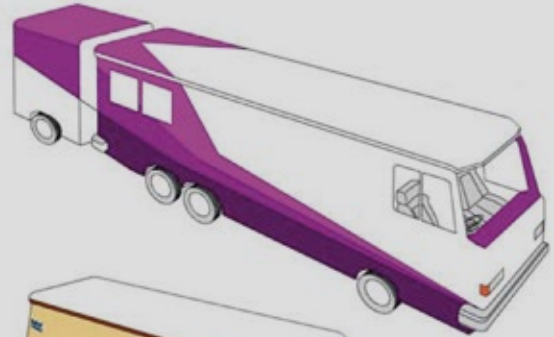
For more information please contact National Headquarters
PO Box 254 HRMC, NSW 2310
02 4978 8788
memberbenefits@cmca.net.au

APPENDIX 4

CMCA RV Space Requirements

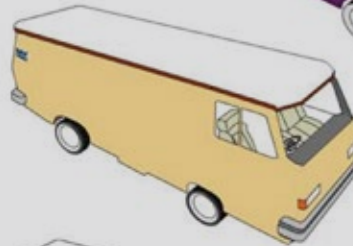
Big Rig

Big rigs are converted full size coaches with a trailer. They can have a combined length of up to 19.5 metres and be up to 4.3 metres high. These vehicles require a turning circle of 35 metres.



A and B Class

A and B class motorhomes can be up to 12.5 metres in length and 4.3 metres high.



C Class

C class motorhomes can be up to 12.5 metres in length and 4.3 metres high.



Pop Top Campervans

Pop top campervans require parking lots to be designated in such a way as to accommodate a roll-out awning, approximately 2 metres, whether it be a grassed or concrete area, making the required minimum dimension 6 metres wide.



Car Caddie / Trailer

Car caddies / trailers should also be given consideration to facilitate parking.



For more information please contact
National Headquarters
PO Box 254 HRMC, NSW 2310 | 02 4978 8788
memberbenefits@cmca.net.au

APPENDIX 5

CMCA Dollar Wise Park Network For Industry Operators

The Campervan and Motorhome Club of Australia Limited (CMCA) has grown over the last 30 years to become the largest recreational vehicle (RV) club in the southern hemisphere, now boasting over 70,000 members and a fleet of more than 34,000 vehicles.

The self-contained RV market has been steadily growing and the vast majority of vehicles registered with CMCA are now fully self-contained. This growth has resulted in many travellers no longer requiring toilet and shower facilities or powered sites. However, security is still considered a high priority and parks that provide 'low-cost, no-frills' accommodation options are an extremely popular choice among CMCA members and travellers alike.

Parks that accommodate for the self-contained market are highly desirable and CMCA would like to partner with these parks and promote them via our 'CMCA Dollar Wise Park Network'.

Become a CMCA Dollar Wise Park

To be promoted as part of this network, your park simply needs to offer an accommodation option of \$15 or less per vehicle, per night.

You determine what is included in this rate; it may simply be a place to park, with no power or use of facilities included. You may also determine the conditions that best suit your business, such as minimum or maximum stays, black-out periods, additional fees for use of facilities, etc.

Benefits of joining the CMCA Dollar Wise Park Network

- Park is listed in monthly Club magazine, The Wanderer.
- Park also be advertised in the CMCA monthly e-newsletter, going out to a database of over 61,000 recipients.
- The Dollar Wise Parks will be highlighted with the use of a unique icon in GeoWiki, our geographical and navigational app and website that allows members to search for points of interest, such as camping grounds and dump points.
- Park will be promoted on CMCA's website, which generates new sessions at an average growth of 40 percent each month.
- Word-of-mouth promotion is also guaranteed via our online forum and regular club events, including chapter meetings and rallies.
- Window signage will be provided to Dollar Wise Parks to assist in attracting visitors.

This strategy was developed in consultation for Gladstone Regional Council with Krista Hauritz and research assistant, Caleb Chui.

The information and advice in this document is provided with the best intentions to provide information, in good faith on the basis that Krista Hauritz and associated contractors are not liable to any person or organisation for any damages or loss occurred by person or organisation by taking or not taking action in relation to any information or advice referred to in this document.



KRISTA HAURITZ
TOURISM + MARKETING + CONSULTING

November 2019