

Fraser Coast

Camping Options Strategy



Foreword



Australians have always had a unique sense of adventure and a need to explore. Our love for hitting the open roads and winding through the great outdoors is steeped in tradition. From the outback on a swag and a night under the stars, to a tent pitched by the creek or the caravan parked down by the beach Camping is what we do, its part of the Australian way of life. This in turn has created a significant economic industry accounting for direct expenditure upwards of 6.5 billion dollars annually from Camping, Caravanning and Recreational Vehicle (RV) users nationwide.

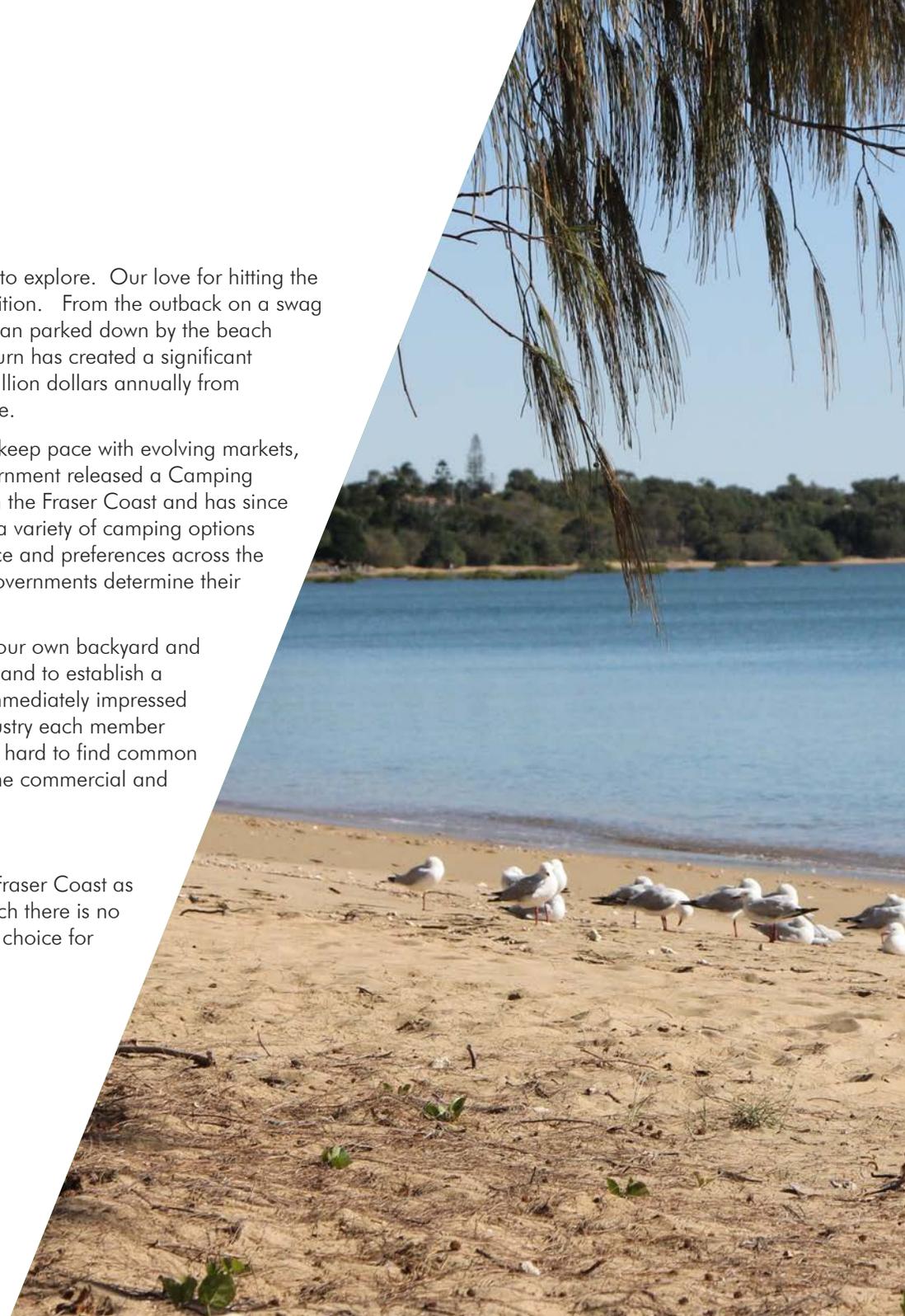
Recognising the value of this Industry to Queensland and the need to keep pace with evolving markets, competition and changing consumer dynamics the Queensland Government released a Camping Options Toolkit in March 2014. The Toolkit was formally launched on the Fraser Coast and has since been presented to Industry Stakeholders to ensure Queensland offers a variety of camping options designed to attract increased camping visitors regardless of their choice and preferences across the state. The Toolkit's main function is to act as a guide to assist local governments determine their own unique approach to camping options.

Fraser Coast Regional Councillor Stuart Taylor saw the opportunity in our own backyard and quickly moved the Fraser Coast to become the first council in Queensland to establish a Camping Stakeholders Working Group. As the elected Chair I was immediately impressed with the passion, professionalism and knowledge of the Camping Industry each member brought to the group. In turn over the past 6 months we have worked hard to find common ground and build a platform of recommendations that address both the commercial and non commercial camping sectors.

This report provides the opportunity for a new approach to camping.

The recommendations contained within are designed to promote the Fraser Coast as a sustainable and active Camping Community. With the right approach there is no reason why this region cannot become the Queensland destination of choice for camping, caravanning and RV users.

Geoff Redpath - Chair, Fraser Coast Camping Stakeholders Working Group



Foreword



The Fraser Coast region is abundantly blessed with a vast array of natural beauty from the pristine waters of the Great Sandy Strait to the calm protected beaches of Hervey Bay, captivating heritage of Maryborough and World Heritage Listed Fraser Island.

Tourism is a key driver of the Fraser Coast economy, injecting \$360 million into the economy through direct overnight expenditure. The Queensland State Government has set an aspiration to increase visitor expenditure on the Fraser Coast to approximately \$759 million by 2020.

Growth in the drive market, with a particular emphasis on camping on the Fraser Coast will assist in achieving this target. In March 2014, the Queensland Camping Options Toolkit was launched as a guide to assist local governments in developing camping options.

The Fraser Coast Regional Council was the first council to adopt this guide and endorsed the establishment of the Fraser Coast Camping Stakeholders Working Group.

The working group consisted of a broad representation of people and organisations committed to the growth and development of camping tourism on the Fraser Coast.

I have been personally encouraged by the professionalism and dedication of each participant and believe that the recommendations from this working group strike a good balance in addressing the needs of both commercial and non-commercial camping on the Fraser Coast.

I would like to acknowledge the Chair, Geoff Redpath, in his service to this working group and have appreciated the leadership that he has provided.

I also acknowledge all members of the working group in volunteering their time and providing invaluable contribution.

Cr Stuart Taylor - Deputy Mayor, Fraser Coast Regional Council





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Camping Stakeholders Group

The Fraser Coast Regional Council established a Camping Options Stakeholders Group consisting of community and industry representatives to ensure the needs of the community have been addressed in relation to camping options on the Fraser Coast.

The Stakeholder Group Representation included:

Industry	Representative
Local Government	Cr Stuart Taylor (Deputy Mayor), Lisa Desmond (CEO) and Toni Souvlis (EA)
Caravan Park Representatives	Marilyn Neil (Scarness Caravan Park), Chris Reeves (Happy Wanderer's Village)
Maryborough Chamber of Commerce	Lance Stone
Hervey Bay Chamber of Commerce	Geoff Redpath (Chair)
Tiaro Chamber of Commerce	Darryl Stewart and/or Linda Harris
Burrum Chamber of Commerce	Mal Chard
Industry Groups	John Kennedy (Wallace Caravan Park), Don Wallace (Poona Palms Caravan Park)
Consumer / User Advocate	Paul Elmer
Consumer Group	Colin Balfour and Richard Mainey (Campervan & Motorhome Club of Australia), Trevor Owens, John Hoffman and Ray Cornall (Australian Caravan Club)
Fraser Coast Opportunities	Brian Wright

A key focus of the group was to better understand the consumer's needs, the region's existing market demand and supply and to identify the opportunities and economic benefit this market represents.

The group agreed that any strategies deployed must build sustainable capacity within the market and focus on offering quality consumer experiences.



Partnerships

The successful implementation of this strategy relies on a strong partnership approach.

Fraser Coast Regional Council (FCRC)

This strategy aims to ensure that the Fraser Coast Regional Council strategically considers its involvement in funding, supporting and encouraging camping options to accommodate an increasing Drive Tourism Market as a key economic driver for the region.

Fraser Coast Opportunities (FCO)

Fraser Coast Opportunities is the region's peak body responsible for promoting the Fraser Coast as a premier holiday and events destination whilst developing the resilience and capability of the regional tourism industry. FCO works closely with FCRC to leverage marketing and promotional benefits for the region.

A Joint Partnership Agreement exists between Fraser Coast Regional Council and Fraser Coast Opportunities (the regions RTO). This partnership establishes a cooperative approach towards delivering key strategies and activities outlined in the Fraser Coast Destination Tourism Plan.

Tourism and Events Queensland (TEQ)

Tourism and Events Queensland's aim is to foster the creation of a collaborative tourism and events partnership. Its purpose is to facilitate the promotion, marketing and development of tourism to and within Queensland.

Caravan Park Operators

The Commercial Caravan Park sector is a significant contributor to domestic and international visitation with an estimated 45.3 million visitor nights per year Australia Wide (source: *Tourism Australia – Caravan and Camping in Australia - Snapshot 2012*).

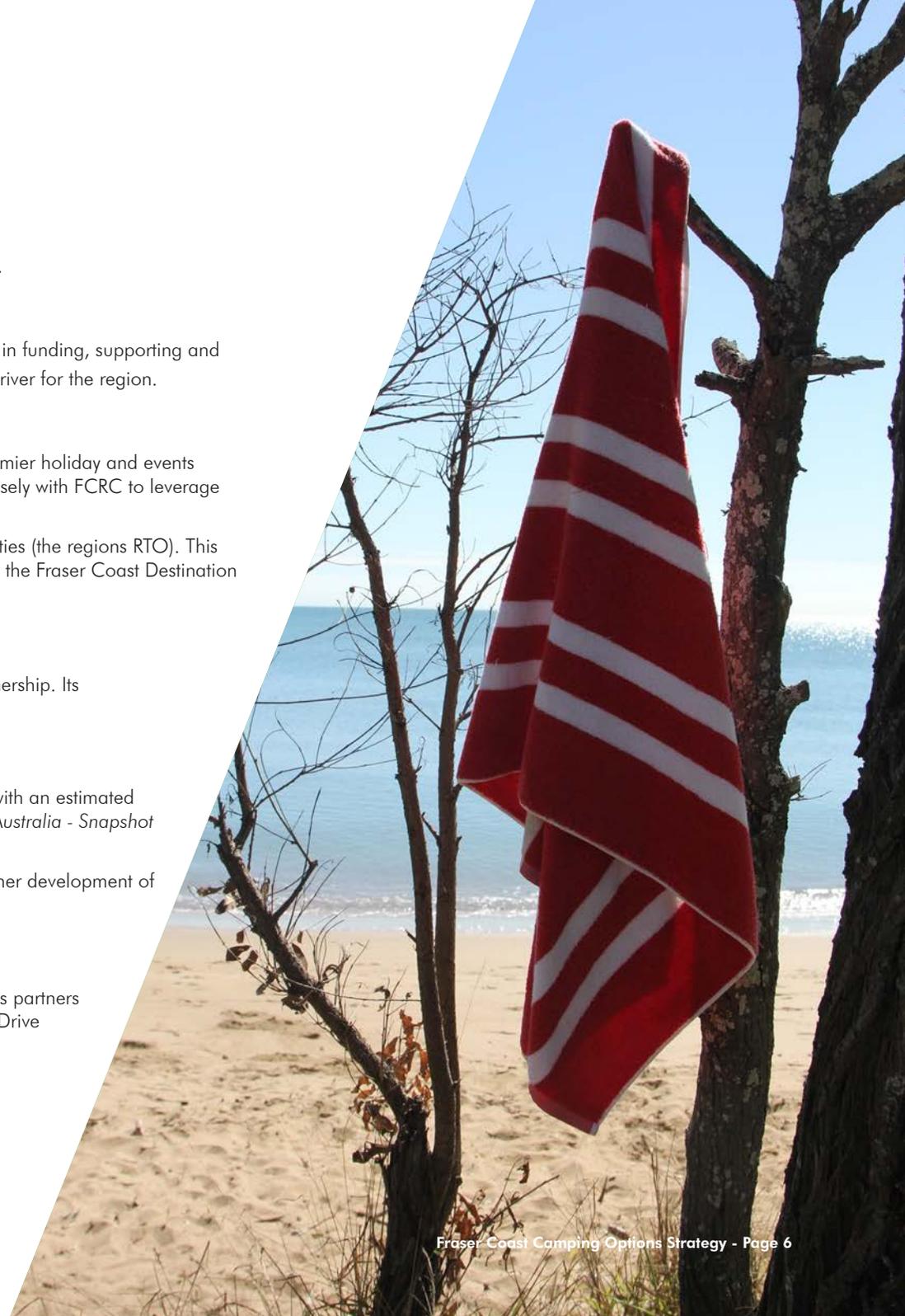
The growth and sustainability of Commercial Caravan Parks on the Fraser Coast is imperative for the further development of tourism development.

Business Community

Council continues to foster strong linkages with its business community. The active involvement of business partners is paramount to the success of this strategy - with one of the major drivers being the economic benefit of Drive Tourism.

Peak Bodies and Industry Groups

Peak bodies and Industry groups have a significant role to play in progressing growth in the caravan and camping sector. By working collaboratively and with a win/win philosophy consumer groups and industry groups have the opportunity to benefit the entire sector.



Overview

The Fraser Coast has an opportunity to develop a strategic framework for non-commercial and commercial camping activities within the region to ensure there is balance between meeting the emerging markets and facilitating growth of our caravan and camping commercial sector.

The Queensland Camping Options Toolkit provides relevant information as a guide in developing the strategic framework to assist in growing the drive market and supporting the visitor economy.

This strategy provides specific direction and guidance on how key partners will achieve this vision and in doing so, assist to deliver key visitor economy targets for 2020.

The strategy will:

- Provide travellers with a broad range of caravan and camping options on the Fraser Coast that will address two emerging markets:
 - a market looking for greater comfort (including the family market); and
 - a market looking to keep it simple and keep the costs down.
- Establish a consultative model in developing local laws, policies and procedures for caravan and camping on the Fraser Coast;
- Develop a regional strategic framework for caravan and camping options on the Fraser Coast; and
- Make recommendations to assist the growth and sustainability of commercial caravan and camping activity on the Fraser Coast with reference to local laws, policies and the planning scheme.





Fraser Coast Destination Tourism Plan (DTP)

The Fraser Coast Destination Tourism Plan (DTP) prepared in partnership with Tourism and Events Queensland provides a strong foundation from which to prepare a specific Fraser Coast Camping Options Strategy.

The DTP aims to address the needs of the broader visitor economy in the Fraser Coast region and is designed to complement other major corporate and tourism strategies.

The DTP outlines the value of tourism to the wider economy in terms of expenditure (\$360 million/annum), jobs (6,730) and industries supported by tourism and events.

The aim by 2020 is to lift that spend to \$759 million and the travelling visitor plays a key role in achieving this target.

It recognises and builds on the unique features of the Fraser Coast as a destination and identifies unique tourism experiences, product and event development opportunities and associated infrastructure needs.

The DTP specifically identifies “Drive Tourism” as a key target area for growth of the Fraser Coast’s visitor economy and specifically identifies objectives to:

- Facilitate Drive Tourism by implementing the outcomes of the Drive Tourism Strategy and Camping Options review at a regional level to maximise the value of the touring and long-haul drive markets;
- Undertake precinct master planning and implementation, alongside road infrastructure improvements to increase access and dispersal and further grow the day trip and short break markets out of Brisbane; and
- Create a network of current and future camping options with touring itineraries.

It follows that this strategy must work in conjunction with (and be responsive to) the strategic context and directions of the DTP. However, at a practical level it provides specific guidance on the core strategic issues confronting the Fraser Coast in pursuit of its vision to attract travelling visitors to the region.



2020 TARGET

Event Visitors	To grow by 35% up from 89,000 in 2013 to 120,000 in 2020
Visitor Spend	Increase spend per night by between \$20-\$30
Visitor Stay	Increase average length of stay by 0.2 domestic nights

Camping Research

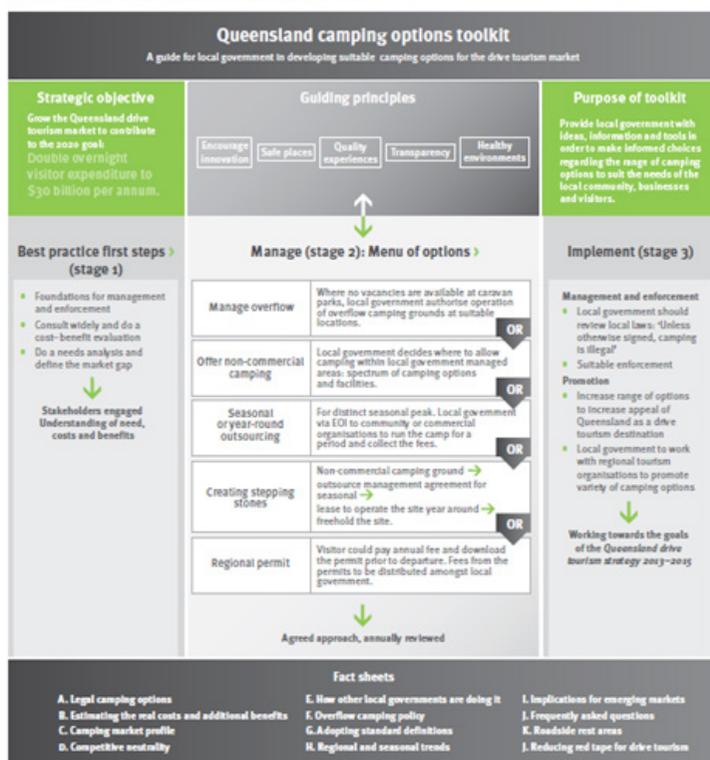
In January 2013, the Queensland Government launched the *Queensland Drive Tourism Strategy 2013-2015* to encourage more travellers to take a driving holiday in Queensland.

The strategy was an outcome of *DestinationQ* and its implementation will contribute to meeting the goal of doubling overnight visitor expenditure from \$15 billion to \$30 billion per annum by 2020.

A key initiative of the strategy was to provide a camping options toolkit for local government to help manage the changing needs of travellers. This toolkit was launched in March 2014.

“The purpose of the toolkit is designed to help local governments effectively manage camping alternatives in their communities and provide tourists with a more predictable approach to non-commercial camping across Queensland” (Source: Queensland Government Camping Options Toolkit)

Figure 1: Overview of the Queensland camping options toolkit



Camping Research

Figure 2 Scope of the camping options toolkit

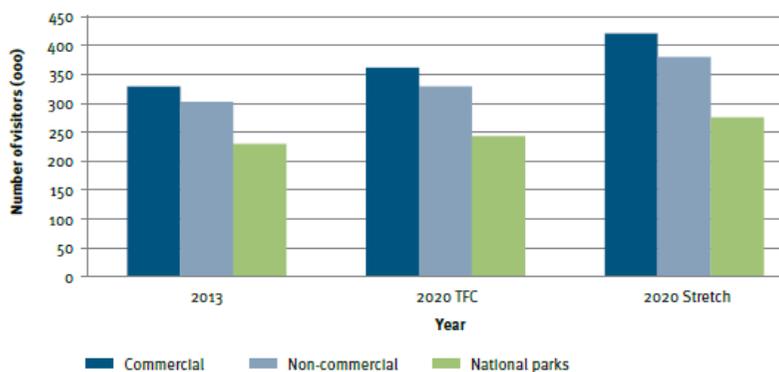


The Camping Options Toolkit identified up to 66% of travellers stay either only in non-commercial sites or a combination of commercial and non-commercial accommodation and predicts a significant increase in the number of camping visitors.



Source: Central West Outback Qld Visitor Survey 2011

Figure 3 Total camping visitors (domestic and International) by commercial, non-commercial and national park camping accommodation



(Source: Queensland Government Camping Options Toolkit)



Fraser Coast Tourism Snapshot



8% of visitor nights are utilising non-commercial caravanning or camping options (171,000 visitor nights)



4.4 NIGHTS
average domestic length of stay



BRISBANE & REGIONAL QLD
key domestic source markets to the Fraser Coast

86% Fraser Coast drive market (compared to 69% statewide)

657,000
visitor nights are spent with friends and relatives



\$38 MILLION
international visitor expenditure

\$274 MILLION
domestic overnight visitor expenditure

23%
of nights (531,000 visitor nights) are in caravan parks or commercial camping grounds

72%

of visitors have one stop per trip when visiting the Fraser Coast

562,000
overnight domestic visitors
118,000
international visitors



Growth and Demand Snapshot

The Camping and Caravanning market continues to show growth with:

- an emerging trend towards shorter holidays. This is expected to continue, with 4-7 days identified as the average standard family holiday;
- 'grey nomads' becoming more active, mobile and tech-savvy, looking for value-based holiday experiences;
- people demanding more from their holiday experience – quality customer service, high standards of accommodation, quality activities, quality food, and local experiences best fulfilling the destination promise;
- an increase in the number of people looking for 'back to basics' and 'nature-based' holiday experiences;
- upgrades to the Bruce Highway delivering a better driving experience and connectivity throughout the State encouraging the drive market; and
- 34% of RV travellers only using caravan parks with 16% using non-commercial accommodation and 50% using both commercial and non-commercial options. (Source: *Camping Options Toolkit*)

Tourism Research Australia predicts that caravan and camping will be the main growth in accommodation between now and 2020 and predict total number of nights spent in caravan and camping accommodation will increase from 37 million to 45 million by 2020.

The substantial increase in campervan/motorhome registrations since 1995 with a 278% increase in manufacturing of caravans in Australia, is evident of the growing market.





Growth and Demand Snapshot

The CMCA 2013 Snapshot reports:

- an estimate of 500,000 registered RVs in Australia;
- 9.2 million caravanning, camping and motor home trips in 2012;
- the industry is worth \$6.5 billion a year to the Australian Economy;
- grey nomads comprise up to 70% of the tourism market; and
- convenient and desirable accommodation is a primary motivator for length of stay and level of spend with 77% prepared to pay up to \$10 to access non-commercial accommodation.

Research has also identified that consumers prefer access to dump points and toilets; a tap to refill fresh water tanks; good quality visitor information and BBQ facilities. In choosing a caravan park consumers look for clean toilet and shower facilities; friendly operators and the general appearance of the park.

Key Priority Areas

Based on the market analysis, 5 Key Priority Areas were identified that recommendations for implementation of camping options are based on including, but not limited to:

- a. standard definition of camping options for the Fraser Coast;
- b. provision of services and infrastructure;
- c. availability of camping options to meet market demand and consumer experience;
- d. enforcement and regulation of camping; and
- e. required changes to laws and regulations to facilitate the provision of camping options.

Fraser Coast Current Supply

The Fraser Coast region offers a variety of Caravanning and Camping Options with over 2,472 available sites. The majority of these are provided by 29 Commercial Operators offering 1,956 sites (equivalent to 714,000 bed nights) ranging from powered and non-powered sites to cabins.

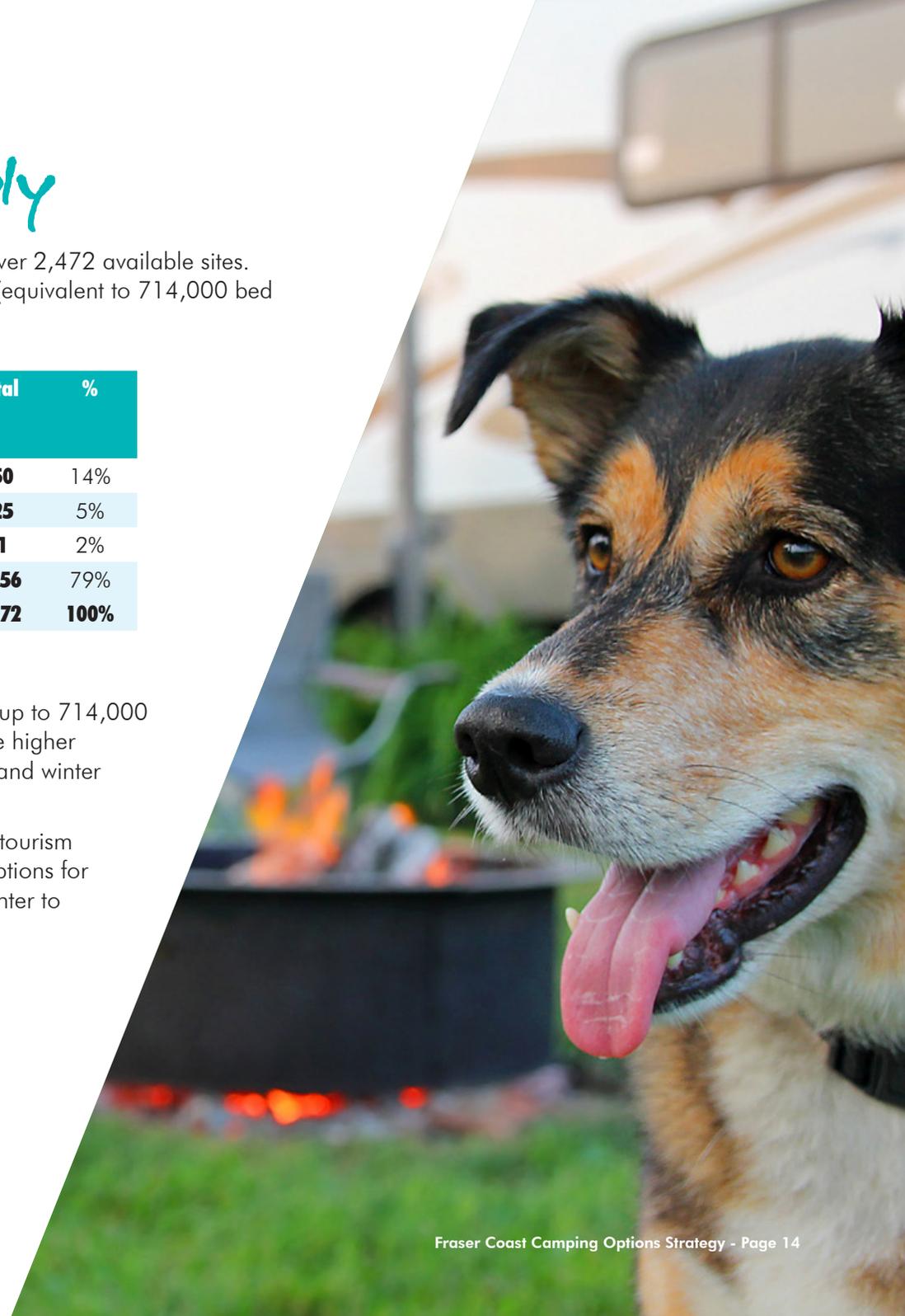
Type	No.	Powered sites	Non Powered sites	Ensuted sites	Cabins	Total	%
Basic Commercial Camping	1	350	NA	NA	NA	350	14%
Basic Non Commercial Camping	7	2	123	NA	NA	125	5%
Bush Camping	5	NA	41	NA	NA	41	2%
Commercial	29	1,500	51	166	250	1,956	79%
TOTAL	42	1,852	215	166	250	2,472	100%

Source: Fraser Coast region Caravan Statistics

Feedback from Commercial Operators indicate that whilst the 1,956 sites provide for up to 714,000 bed nights the average annual occupancy is as low as 42%. Park operators experience higher occupancy rates in excess of 70% during peak seasons (ie Christmas School holidays and winter months from May to July) however outside these peak periods occupancy is very low.

Research suggests that there is insufficient supply of caravan and camping sites in key tourism locations. The high cost of land and competition from higher yielding development options for coastal land has resulted in a reduction in coastal caravan parks. This trend runs counter to consumer demand patterns.

(Source: A Strategic Approach to Caravan and Camping Tourism in Western Australian)



Cost Benefit Analysis

The Stakeholder Camping Group undertook a preliminary cost benefit analysis on the existing Council provided sites based on a proposal to implement a regional camping permit.

Table 1 in the Appendix provides details of the cost benefit per site.

In summary:

- A total of 102 sites, with an average utilisation of 31% generates 1,321 nights per annum;
- A regional camping permit charge of \$10 for two nights would generate \$6,604 in direct revenue and based on a conservative spend of \$25 per night would generate \$33,020 in direct spend;
- Total operational costs for the sites is \$27,340 resulting in a net benefit of \$12,284 or \$120 per site (\$9.30 per night).

Given that the sites are established and the costs incurred in maintaining the sites is minimal, based on the cost benefit analysis there is significant opportunity to increase the utilisation of these sites to generate additional direct revenue and direct spend within the community.



1,321 NIGHTS
per annum

\$12,284
net benefit

\$33,020
direct spend



102 SITES



Fraser Coast Camping Options Matrix

In accordance with the Camping Options Toolkit, the Fraser Coast Camping Stakeholder Group has developed a Fraser Coast Camping Options Matrix which defines camping options as:

Rest Areas:

For travellers to stop and rest, are not long-term camping sites, are for fatigue management and not a planned stop.

Stop and Shop:

For travellers to stop and shop within CBD area and stay for up to 20 hours.

Bush Camping:

Minimal facilities and an agreed minimum standard of site management. A shower is not considered suited to the standard definition.

Basic Non-Commercial Camping:

Limited facilities and an agreed minimum standard of site management. A shower is not considered suited to the standard definition.

Basic Commercial Camping:

Similar to Basic Non-Commercial Camping except commercially operated.

Commercial:

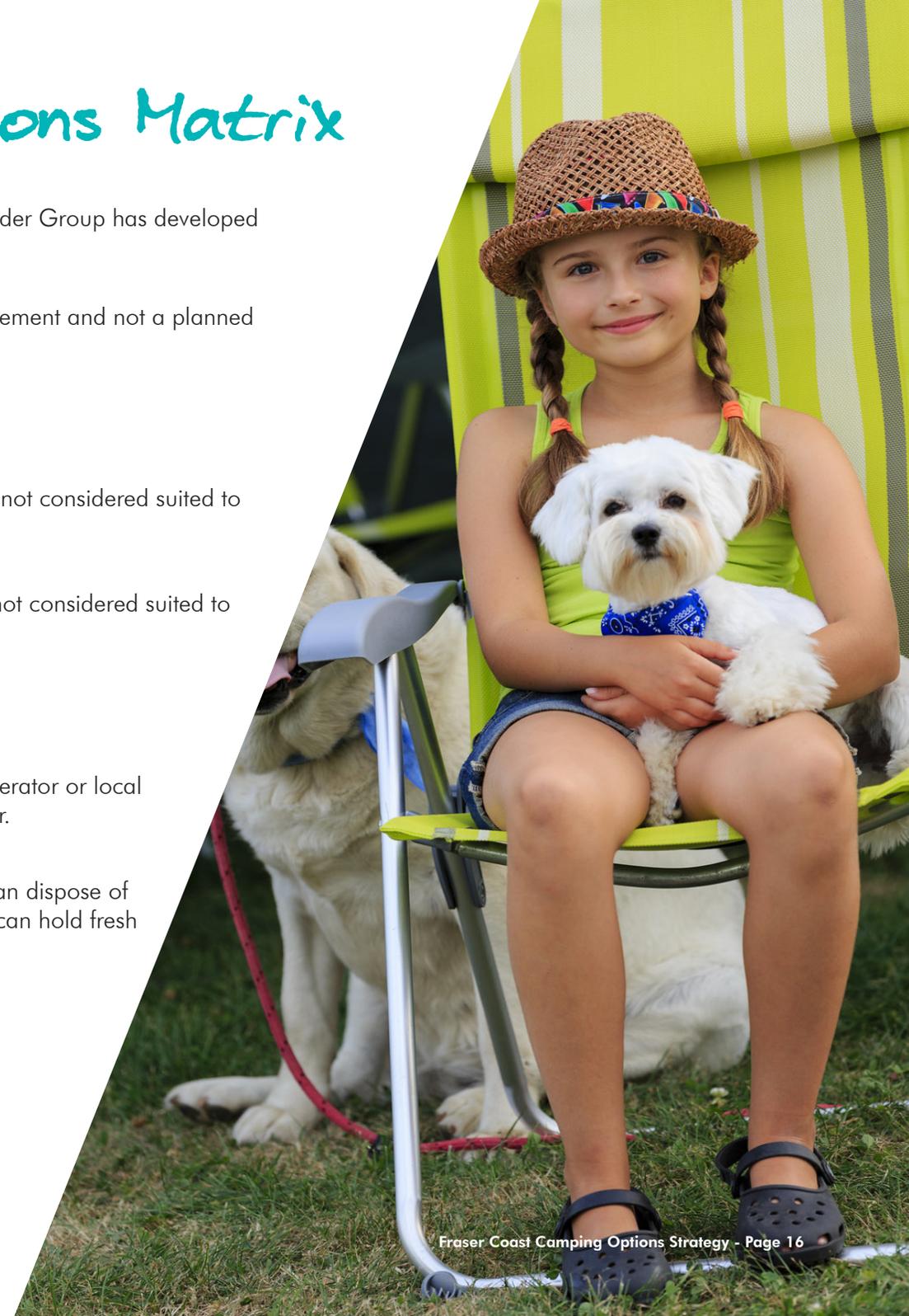
Camping that occurs on private or crown land and may be run by an independent operator or local government. Stay restrictions, fees and facilities available are determined by the owner.

Self contained:

Self contained vehicles can store or temporarily store grey or black water. They also can dispose of grey and black water in an appropriate manner (eg at the nearest dump point). They can hold fresh water and have cooking and sleeping facilities on board.

The Matrix also defines for each Camping Option the following:

- type of facilities that may be provided;
- an indicative length of stay;
- proposed pricing mechanism;
- guidelines on restrictions and/or permissions; and
- site management and compliance regime.





Rest Areas

For travellers to stop and rest are not long-term camping sites, for fatigue management and not a planned stop

No facilities:

- Bins
- Unformed or formed parking area
- May have a shelter

Up to 20 hours for unplanned and in promptu stops

No charge

- All vehicles
- May allow tent camping as determined by Operator

Operators:
Local government - private land or crown land
State government - DTMR

Regulated by:
Local laws
State legislation

Compliance:
Self-regulated compliance

Site management options:
No on-site management

Stop and Shop

For travellers to stop and shop within CBDs

No facilities:

- Designated formed parking area
- Within close proximity of CBD
- 4 in Maryborough CBD and up to 8 in Hervey Bay

Up to 20 hours

Free for patrons of local businesses (must show proof of purchase from local business)

- Self-contained RV

Operators:
Local government - private land or crown land

Regulated by:
Local laws

Compliance:
Regulated

Site management options:
No on-site management

Bush Camping

Minimal facilities and an agreed minimum

Minimal facilities:

- May have access to public toilets and other community facilities within location
- May have bins
- Unformed parking area

7 day maximum as determined by Operator or otherwise legislated

Regional Camping Permit \$10 for 2 days or as determined by Commercial Operator

- Not for use as overflow site
- Self-contained
- RV
- Tent camping allowed conditional on a site by site basis

Operators:
Commercial operators - private land
Local government - private land or crown land
State government - crown land and national parks



standard of site management. A shower is not considered suited to the standard definition.

- No dump point
- No showers
- May have access to potable drinking water
- No powered sites

Basic Non-Commercial Camping

Limited facilities and an agreed minimum standard of site management. A shower is not considered suited to the standard definition.

Limited facilities:

- May have access to public toilets and other community facilities within location
- Bins
- May have shelters and bbqs
- Unformed or formed parking area
- No dump point unless connected to sewer
- No showers
- May have access to potable drinking water
- May have up to 1 power site as determined by the operator (for On-site Manager/Emergency)

7 day maximum as determined by Operator

Regional Camping Permit \$10 for 2 days

- Bush camping must be ancillary to the primary purpose of the land used as caravan park and/or for government recreational purposes

Regulated by:
Local laws
Planning Scheme

Compliance:
Predominately self-regulated compliance

Site management options:
Predominately no on-site management

- Self-contained
- RV
- May include tent camping determined by the operator eg. seasonal overflow
- Potential for overflow capacity within private caravans to meet peak demands
- May include event camping ie contained overnight camping ancillary to the event
- If the primary purpose of the land is for recreational purposes camping must be ancillary to the use

Operators:
Local government - private land or crown land
Event organisers, clubs and community groups - leased land or private land
State government - crown land and national parks

Regulated by:
Local laws
Planning Scheme

Compliance:
Predominately self-regulated compliance

Site management options:
Predominately no on-site management



Camping Option



Facilities



Length of stay



Pricing mechanism



Guidelines



Governance

Basic Commercial Camping

Similar to basic camping except commercially operated

Part service offering:

- Bins
- Shelter/bbq
- Unformed or formed parking area
- Dump point
- Limited access to amenities and common areas
- Designated parking areas
- Access to potable drinking water

7 day maximum as determined by Operator unless seasonal / peak demand period

As determined by Commercial Operator

- Self-contained
- RV
- Wiki vans
- May include tent camping determined by the Operator eg seasonal overflow
- Potential for overflow capacity within private caravans to meet peaks demands
- Basic commercial camping must be ancillary to the primary purpose of the land used as caravan park and/or for government recreational purposes

Operators:

Commercial Operators - private land
Local government - private land or crown land
State government - crown land and national parks
Community groups - leased land or private land

Regulated by:

Local laws
Planning Scheme

Compliance:

Regulated

Site management options:

On-site management

Commercial

Camping that occurs on private or crown land and may be run by an independent operator or local government. Stay restrictions, fees and facilities available are determined by the owner

Full service offering:

- Access to amenities and common areas
- Designated parking area
- Powered and non-powered sites

Dependent on individual caravan parks

As determined by Commercial Operator

- Self-contained
- RV
- Wiki vans
- May include tent camping depending on approvals

Operators:

Commercial Operators - private land
Local government - private land or crown land

Regulated by:

Local laws
Planning Scheme

Compliance:

Regulated

Site management options:

On-site management

Recommendations

The recommendations in this report are aimed at positioning the Fraser Coast as an active camping community and destination of choice for camping, caravanning and RV users.

The Fraser Coast is ideally situated to take advantage of the growing caravan and camping tourism market.

The Fraser Coast's mix of rural and coastal environments coupled with the natural beauty, cultural, recreational and heritage experiences provides a compelling reason for visitors to leave the cities and explore the region.

The recommendations are designed to balance the contrasting views and priorities of the caravan and camping stakeholders taking into consideration:

- Consumer expectations and meeting the growing demand of consumers within the caravan and camping market;
- Access and equity to affordable camping options;
- Economic benefits of caravan and camping tourism and opportunities to capture and grow the visitor stay and spend;
- Impacts of growth of visitation on infrastructure demands and how this is best managed;
- Commercial sustainability within the industry;
- Flow on benefits that encourage additional investment and job creation; and
- The need to encourage the retention of, and investment in, new and existing caravan parks to ensure sustainability of the industry.



Policy, Regulations & legislation

Recommendations	Stakeholder	Timing
Camping Matrix: Fraser Coast Regional Council adopt the Camping Matrix to manage camping options within the Fraser Coast	Council	March 2015
Local Law and Planning: Review Local Laws and Planning Scheme requirements in regard to Caravan and Camping site facility and infrastructure requirements to support the Caravan and Camping options identified in this strategy	Council	2015
Wet Areas: Council consider designation of "wet areas" for specific public camping sites across the Fraser Coast	Council	2015
Illegal Camping: Ensure a proactive response to illegal camping through compliance and regulated parking regime with consideration of the introduction of an online reporting mechanism	Council	Ongoing
Policy on Pets: Encourage Commercial Caravan Park Operators with site managers review policy relating to the allowance of pets	Operators	NA
Dump Points: Dump points only be installed where they can be connected to a reticulated sewer point	Council	NA
Regional Camping Permit: Implement a regional camping permit for individual Bush and Basic Non-Commercial Camping sites that supports community groups, local business and/or community initiatives	Council Community Groups Local Business	2015
Licence Fees: Undertake a benchmarking review of Licence Fees applicable to Commercial Caravan Parks across Qld Local Government	Council	June 2015
Planning and Licencing: Investigate allowance of multiple zoning within single approval or licence to meet different consumer camping options	Council	2015

Infrastructure and facilities

Recommendations	Stakeholder	Timing
<p>Dump Points: Investigate sites within Hervey Bay where public dump points may be installed and seek funding from CMCA for installation</p>	Council CMCA	2015
<p>Audit: Undertake an audit of existing sites to identify facility requirements/upgrades to meet the camping options matrix definition and expectation of travellers</p>	Council Operators	Ongoing
<p>Signage: Review signage to ensure adequate advice of camping options and dump point locations</p>	Council Operators	2016
<p>Public Amenity Requirements: Council as part of its review of Local Laws and Planning Scheme in conjunction with the Commercial Caravan Park Operators to review the number of public amenities and other facilities required per site</p>	Council Operators	2016
<p>Generators: That the use of generators be permitted in bush and basic camping areas subject to the following conditions:</p> <ul style="list-style-type: none"> • Use is limited to between the hours of 9am and 8pm • Generators are required to be small low dB generators (up to 2.0kva) • Generators are to be located in an area clear of fuels, dry grass or other combustible objects • Users are to ensure that extension cords do not cross access tracks and are rated for external use • Users are to ensure that manufacturer's guidelines are followed for safe operation of the generator • Users are to ensure that the camper is present whenever the generator is operating • Generators are not permitted on days of local fire ban 	Council	2015
<p>Camp Fires: Opportunities for self-contained safe fires within basic and bush camping areas be provided where possible</p>	Council	2015
<p>Road Quality: Continue to advocate to the State and Federal Government for upgrades of the Bruce Highway and other significant tourist routes</p>	Council Industry	Ongoing
<p>Accommodation Options & Facilities: Caravan Operators to review provision of infrastructure and facilities to meet consumer expectations and camping options</p>	Operators	Ongoing
<p>Gap Analysis: Council consider the following:</p> <ol style="list-style-type: none"> 1. Retaining Petrie Park as a designated Bush Camping site; 2. Expanding the existing RV site at Bauple by moving of bollards to provide easier access to the site and extra landscape buffering of the site 3. Investigate the provision of an additional RV parking area within the township of Glenwood 	Council	
<p>Infrastructure Upgrade: Priority of funds collected from the proposed regional camping permit be utilised 1st Priority - Embellishments for the RV Parking area located within Tiaro Memorial Park, Tiaro</p>	Council	

Marketing and promotions

Recommendations	Stakeholder	Timing
<p>Marketing & Promotion: Investigate opportunities to collectively promote the Fraser Coast as a destination of choice for caravanning, camping and RV users that provides high quality facilities, safe surrounds and memorable experiences</p> <p>Ensure that there are comprehensive information services in place so travellers can quickly find caravan parks, camp grounds, dump points and places to park</p>	<p>Council FCO Operators CMCA ACC Caravanning Qld Chambers</p>	<p>Ongoing</p>
<p>Stop and Shop: Council consider implementation of 'Stop and Shop' concept within Maryborough CBD and Hervey Bay</p>	<p>Council</p>	<p>2015</p>
<p>Investment Incentives: Council consider investment incentives to encourage the development of new, and expansion of existing, Commercial Tourist Parks</p>	<p>Council</p>	<p>2015</p>
<p>Visitor Information: Encourage Commercial Operators to promote caravan and camping options through the Fraser Coast Visitor Information Centre and in other industry magazines</p>	<p>Operators Industry FCO</p>	<p>Ongoing</p>

Table 1: Cost Benefit Analysis

Camping Site	TEEBAR SPORTS GROUND	BAUPLE RV	ROSENDALE	PETRIE PARK	TIARO MEMORIAL	CLAUDE WHARTON	MONICA HODGES	HOWARD RV SITE	Total	
Area of Site m ²	63,110	2,000	20,170	15,000	2,045	10,840	3,619	3,000	119,784	
No. Sites	50	10	8	8	15	3	Rest Area	8	102	
% Area available for RV	10%	100%	100%	10%	100%	5%	100%	100%		
Est % Utilisation	0%	20%	20%	80%	90%	10%	10%	20%	31.25%	
No. Nights per annum	0	104	83.2	332.8	702	15.6	NA	83.2	1,321	
Camping Option Type	Basic Non-Commercial Camping	Basic Non-Commercial Camping	Bush Camping	Basic Non-Commercial Camping	Basic Non-Commercial Camping	Bush Camping	Rest Area	Rest Area		
BENEFITS										
Direct Revenue	Regional camping permit @\$10 for 2 nights	-	520	416	1,664	3,510	78	NA	416	6,604
Direct Spend	Est @\$25 per night	-	2,600	2,080	8,320	17,550	390	NA	2,080	33,020
Total		-	3,120	2,496	9,984	21,060	468	-	2,496	39,624
COSTS										
Operational Costs	Mowing costs	9,547	729	1,701	11,934	1,404	1,685	1,123	-	28,123
	Brushcutting/spraying costs	2,184	315	315	630	910	364	364	-	5,082
	Toilet cleaning costs	420	1,200	-	6,388	6,502	-	910	-	15,419
	Waste collection costs	-	-	168	1,679	1,700	-	-	-	3,547
	Provision of water costs	-	-	-	-	-	-	-	-	-
	Provision of power costs	-	-	-	886	-	-	252	-	1,138
	BBQs, shelter & grounds general maintenance costs	-	-	-	-	5,322	910	910	-	7,142
Total		12,151	2,244	2,184	21,516	15,838	2,959	3,559		60,452
Total cost based % Area Available		1,215	2,244	2,184	2,152	15,838	148	3,559	-	27,340
Average cost per site per Annum		24	224	273	269	1,056	49	-	-	268
Cost recovery based on utilisation per site		NA	22	26	6	23	9	NA	-	
NET BENEFIT (COST)		- 1,215	876	312	7,832	5,222	320	- 3,559	2,496	12,284
	Per site	\$24.30	\$87.60	\$39.02	\$979.05	\$348.10	\$106.69	NA	\$312.00	\$120.43
	Per night	NA	\$8.42	\$3.75	\$23.53	\$7.44	\$20.52	NA	\$30.00	\$9.30
Capital Improvements and Upgrade		66,219	94,586	-	151,343	11,299	15,000	7,000	200,835	546,282

Context / Issue	Regional Camping Permit
Background	<p>Currently, Council has a number of bush and basic non-commercial camping grounds which are used free of cost. As part of the research conducted by the Camping Stakeholder Group, it has been ascertained that 77% of CMCA members would be willing to pay \$10 per night to stay in this form of camping facility.</p> <p>It is proposed that to provide some regulation to Council’s bush and basic non-commercial camping grounds, that a camping permit system be introduced based on the fishing permits that are obtained when fishing in dams within Queensland and all fishing areas within NSW.</p> <p>Council’s local laws may require amendment to include provisions to allow for the issuing of permits for this purpose.</p>
What are the impacts (positive or negative)?	<p>Positive outcomes relating to this proposal would include additional revenue that will be available to maintain the bush and basic non-commercial camping areas and data would be obtained relating to use of facilities.</p>
What is the desired outcome sought?	<p>Introduction of a permit system for use of Council’s bush and basic non-commercial camping areas based on the following parameters:</p> <ol style="list-style-type: none"> 1. The permits will be issued at Visitor Information Centres and selected local businesses. 2. A permit booklet payment system be introduced for on the spot issuing of paper permits. Alternatively Council investigate a cheap on-line system i.e. ebooking 3. The permit cost be set at \$10 for a stay of up to 48 hours. \$2 of this fee will go to the booking agency. It is noted that the business will also have an economic benefit with more patronage through their store for the purchase of items. 4. Proceeds from the permit system will be held in a Reserve Fund to be used to improve facilities at Council’s bush and basic non-commercial camping areas and/or market and promote camping options on the Fraser Coast. 5. Opportunity will be given for commercial caravan parks to advertise on the back of the permits to promote and offer special deals. 6. Each Information Centre/Business will be provided with Fraser Coast Guides and trail/maps to promote our region for issuing with the Permit along with a friendly smile “enjoy your stay”.
Recommendation	<p>Fraser Coast Regional Council consider the introduction of a Regional Camping Permit for use of Council owned Bush and Basic Non-Commercial Camping sites</p>

Context / Issue	Dump Points
Background	<p>Fraser Coast Regional Council has a policy that dump points are only to be installed where they can be connected to a reticulated sewer point.</p> <p>Council has three dump points located within the City of Maryborough at the Maryborough Airport, Maryborough Showgrounds Complex and the Alan and June Brown Park.</p> <p>Research has identified that consumers prefer access to dump points and toilets; tap to refill fresh water tanks; good quality visitor information and bbq facilities.</p> <p>In choosing a caravan park consumers look for clean toilet and show facilities; friendly operators and the general appearance of the park.</p>
What are the impacts (positive or negative)?	<p>The installation of an additional dump point within the Hervey Bay area may result in additional caravan/rv traffic to this area.</p>
What is the desired outcome sought?	<p>Resolution Meeting No. 2 July 2014 Item 3.4</p> <p>That dump points are only to be installed where they can be connected to a reticulated sewer point.</p> <p>That the following sites be nominated as sites that could be considered for the installation of additional dump points:</p> <ul style="list-style-type: none"> • Hervey Bay Visitor Information Centre • Sewage Treatment Plant - Becks Road, Hervey Bay • A privately owned Hervey Bay Caravan Park with suggestion for rate relief to be offered for allowing utilisation of a dump point by the public • Torbanlea Recreation Grounds <p>That should additional dump points be established, they be constructed as RV friendly with space to move large vehicles in and around the dump point.</p> <p>That appropriate signage be installed at any new dump sites.</p> <p>That consideration be given to additional highway signage relating to the availability of dump points in Maryborough and any additional sites that progress.</p>
Recommendation	<ol style="list-style-type: none"> 1. Investigate sites within Hervey Bay where public dump points may be installed and seek funding from CMCA for installation; and 2. Dump points only be installed where they can be connected to a reticulated sewer point.

Context / Issue	Illegal Camping
Background	<p>Illegal camping is a significant issue from both an amenity and a compliance perspective. Council local laws prohibit camping in areas and impose fines however the compliance of this across the region is problematic due to insufficient resources and the extent of the area. No camping signs in “hot spots” are installed and are monitored when practical. Introduction of parking regulations within off street carparks is another mechanism to enforce illegal camping.</p>
What are the impacts (positive or negative)?	<p>Illegal camping negatively impacts on:</p> <ul style="list-style-type: none"> • community open spaces area; • the visual amenity of areas; and • sustainability of camping and caravanning.
What is the desired outcome sought?	<p>Resolution Meeting No. 6 December 2014 Item 5</p> <p>Outcome:</p> <ol style="list-style-type: none"> 1. That Council establish an online reporting mechanism for the reporting of illegal camping on the Fraser Coast. 2. That as part of Council’s compliance process, information relating to alternative camping options be made available to offenders
Recommendation	<p>Ensure a proactive response to illegal camping through compliance and regulated parking regime with consideration of the introduction of an online reporting mechanism.</p>

Context / Issue	Self Containment
Background	<p>Whilst there is no standard definition to describe “self contained RVs”, the Committee considered it important to establish a consistent definition for the purpose of this strategy.</p>
What is the desired outcome sought?	<p>Resolution Meeting No. 6 December 2014 Item 5</p> <p>That the following definition is adopted by the Committee relative to Self Containment:</p> <p>While no Australian standard exists to provide a clear definition of self-contained vehicles, for the purpose of this Committee self-contained vehicles are those that:</p> <ul style="list-style-type: none"> • can store or temporarily store grey or black water • can dispose of grey and black water in an appropriate manner eg. at the nearest dump point • can hold fresh water • have cooking and sleeping facilities on board
Recommendation	<p>Self containment definition be adopted for the purpose of the Fraser Coast Camping Options Strategy.</p>

Context / Issue	Gap Analysis
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Background	<p>A gap analysis was undertaken by the Committee based on existing supply of camping options within the Fraser Coast (refer to Map). The gap analysis identified a good dispersal of camping option supplies within the exception of Glenwood.</p> <p>The gap analysis also highlighted the requirement for retention of Petrie Park as a Bush Camping Site and also expansion of the existing Bauple RV Site and embellishments at Tiaro Memorial Park RV as a priority.</p>
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What is the desired outcome sought?	<p>Resolution Meeting No. 6 December 2014 Item 3</p> <p>The following outcomes were resolved by the Committee:</p> <ol style="list-style-type: none"> 1. Tiaro Petrie Park to remain as a designated Bush Camping Site; 2. Bauple: <ul style="list-style-type: none"> • The existing RV site to be expanded by moving bollards to provide easier access to the site • Consideration be given to extra tree buffering at the site • Promotion be undertaken relating to the availability of the Bauple Recreation Grounds for visitors by RV Chapters, subject to availability of the site and existing operational arrangements • That funds obtained from the proposed permit system be used to complete the upgrades mentioned above 3. That Council investigate the provision of an additional RV Parking Area within the township of Glenwood; and 4. That, as a first priority, from funds obtained from the proposed permit system, embellishments be considered for the RV Parking area located within the Tiaro Memorial Park, Tiaro.
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Recommendation	<p>Council consider the following:</p> <ol style="list-style-type: none"> 1. Retaining Petrie Park as a designated Bush Camping site; 2. The existing RV site at Bauple be expanded by moving of bollards to provide easier access to the site and extra landscape buffering of the site; and 3. Investigate the provision of an additional RV Parking Area within township of Glenwood.
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Context / Issue	Camp Fires
Background	<p>Few simple pleasures equal sitting by a campfire - basking in the warmth, toasting marshmallows and telling stories.</p> <p>There are many parks and forests throughout Queensland where you can camp and have a campfire, with a number of existing DNRM camp sites currently allowing campfires.</p> <p>Conditions that apply include the use of fireplaces and fire rings that are provided as part of a site. Firewood is rarely supplied so visitors are encouraged to bring their own clean-milled firewood, such as untreated mill cut-offs. Campers are advised not to collect firewood or kindling from the surrounding park area - everything, including dead branches, are protected by law.</p> <p>For the safety of campers and the safety of other visitors the following advice is provided as part of any use a facility which allows for camp fires:</p> <ul style="list-style-type: none"> • Do not light or maintain a camp fire during a QPWS imposed fire prohibition period of total fire ban. • To reduce fire risks, always check the weather conditions in your camping area before lighting a fire. Do not light or maintain a campfire on dry, windy days. • Ensure your campfire is at least 3m away from tents and that other camping equipment is stored well away, especially flammable items. • Completely extinguish all fires before going to bed or leaving your campsite unattended - use water, not sand, which retains heat and can cause severe burns. Even a few glowing embers can start a wildfire.
What are the impacts (positive or negative)?	Campfires can provide a positive impact to a visitor’s camping experience.
What is the desired outcome sought?	Identification of suitable sites to allow for safe fires.
Recommendation	Opportunities for self-contained safe fires within basic and bush camping areas be provided where possible.

Context / Issue **Planning Scheme Requirements and Local Laws**

Background

As part of the research conducted by the Camping Stakeholder Group, site ratio requirements for the number of amenities and the establishment of bush and basic camping into commercial caravan parks without the requirement for matching amenities were discussed.

Because most RVs and caravans now have on-site toilet and shower facilities, there is a reduced need to match site numbers with ratio of amenities that were required in the past.

Distances between caravan sites was also discussed. It is recommended that site configuration and distances be reviewed to ensure safe separation whilst maximising site coverage.

To support expansions and increase the profit margin for existing commercial caravan parks, it is considered that this can be reviewed.

What are the impacts (positive or negative)?

Positive financial impacts will result for the region’s commercial caravan park owners.

What is the desired outcome sought?

Resolution Meeting No. 5 November 2014 Item 1.3

1. That Council consider legislation and regulation around commercial caravan parks in its 2015 local law review specifically in relation to:
 - grey water
 - ratios of toilets and showers (Amenities)
 - ratios of washing machines
 - rubbish bins
 - distances and buffers for fire restriction purposes
 - Event Overflow Camping
2. That Council seek feedback from key stakeholders in relation to these matters prior to determining these local law amendments.
3. That Council during its 2015/16 budget deliberations give consideration to a review of the following fees and charges for caravan parks:
 - Caravan Park licence fees to reduce the cost to commercial operators relating to their per site fees and charges
 - Waste Services - per bin fee

Recommendation

Council review the Planning Scheme and Local Law requirements in regard to Caravan and Camping site facility and infrastructure requirements to support the Caravan and Camping Options recommended.

Context / Issue	Use of Generators
Background	<p>Some people enjoy camping with electronic home comforts - fridges, microwaves and laptops, that often require the use of a generator. Camping in Queensland's parks and forests doesn't always mean leaving these luxuries behind as there are a number of camping areas around the state where generator use is allowed.</p> <p>Given that generator noise can disturb other people's enjoyment of the area and disturb native wildlife, visitors are requested to consider alternatives such as solar panels, inverters or 'charging while driving' or use is limited to daylight hours ie 9am to 8pm.</p> <p>Many visitors value our parks and forests as havens of peace and quiet. For this reason generators are not permitted in every national park and forest in Queensland. In areas where generator use is not allowed, the Queensland Parks and Wildlife Service (QPWS) may grant approval to use a small low dB generator (up to 2.0 Kva) to charge auxiliary batteries to run a medical appliance. A current medical certificate stating the medical condition and the necessity of the medical appliance is required.</p> <p>To reduce the risk of starting a wildfire from generators, the following conditions can be applied:</p> <ul style="list-style-type: none"> • locate the generator in an area clear of fuels, dry grass or other combustible objects • ensure extension cords do not cross access tracks and are rated for external use • ensure manufacturer's guidelines are followed for safe operation of the generator • ensure the camper is present whenever the generator is operating • never use the generator on days of local fire ban
What are the impacts (positive or negative)?	<p>The use of generators can provide noise impacts to other campers. Limiting their use may impact negatively on bookings.</p>
What is the desired outcome sought?	<p>Consideration be given to sites within the Fraser Coast that generators can be permitted for use.</p>
Recommendation	<p>That the use of generators be permitted in bush and basic camping areas subject to the following conditions:</p> <ul style="list-style-type: none"> • Use is limited to between the hours of 9am and 8pm • Generators are required to be small low dB generators (up to 2.0kva) • Generators are to be located in an area clear of fuels, dry grass or other combustible objects • Users are to ensure that extension cords do not cross access tracks and are rated for external use • Users are to ensure that manufacturers' guidelines are followed for safe operation of the generator • Users are to ensure that the camper is present whenever the generator is operating • Generators are not permitted on days of local fire ban

Context / Issue	Alcohol / Wet Areas
Background	<p>Most travellers enjoy socialising with other campers through the consumption of small amounts of alcohol.</p> <p>To enable the consumption of alcohol in Council’s parks, which are public spaces, Council is required to declare the areas as wet areas.</p> <p>Application can be made through Liquor Licencing for the dedication of a wet area to ensure compliance with Liquor Licencing.</p>
What are the impacts (positive or negative)?	Compliance with Liquor Licencing Laws.
What is the desired outcome sought?	Consideration be given to sites within the Fraser Coast being declared as “wet areas”.
Recommendation	Council consider designation of “wet areas” for specific public camping sites across the Fraser Coast.

Context / Issue	Allowing Pets at Caravan Parks
Background	<p>Pets are part of many travelling families and caravan parks with a pet policy find being pet friendly is a service valued by travellers. There is strong evidence that caravan park managers who take dogs get more business all year.</p> <p>It is a requirement that pets are friendly, well mannered and properly controlled by responsible owners. Parks often require that pets be contained on a lead at all times.</p>
What are the impacts (positive or negative)?	Allowing for pets can increase patronage.
What is the desired outcome sought?	Encourage private caravan parks with site managers to review policy relating to the allowance of pets.
Recommendation	Encourage Commercial Caravan Park Operators with site managers to review policy relating to the allowance of pets.

Context / Issue **Stop and Shop**

Background

As part of consultation for the Imagine this City Project, a suggestion had been made by the Maryborough business community as follows:

*“IMAGINE...Grey Nomads
The Grey Nomads are one of the fastest growing sectors of the drive market and will continue to grow as the Baby Boomers retire from full time work and explore their own backyard. The issue of free overnight parking has been raised by Council and mooted many times due to resistance by caravan parks. In the past, Council has proposed using its own land and car parks for overnight stays. In America, every Walmart operation offers free overnight parking within their complexes. It is a suggestion that Council propose the idea of free overnight parking with Woolworths, Station Square, Maryborough Plaza and the Golf Club. If these businesses and centres offered free parking for grey nomads, the impetus is not on Council and our visitation from this sector would increase and businesses in the CBD would benefit from these extra visitors.”*

Action: Develop a CBD parking strategy including consideration of cycleway linkages, signage and access for RVs.”

To further explore this suggestion both in Maryborough and Hervey Bay, a marketing initiative could be introduced to promote both areas as ‘Stop and Shop’ localities.

Specific parking areas could be identified that cater for long vehicles in each city, with their availability being sign posted along the Highway and within each city.

What are the impacts (positive or negative)?

Positive financial impacts for shopping facilities in both cities.

What is the desired outcome sought?

Resolution Meeting No. 6 December 2014 Item 7.4

That the outcome from Item 1.4 of the Committee minutes from 13 November, 2014 be amended to read as follows:

That the following Stop and Shop sites be allocated:

- Four (4) parking sites in the Maryborough CBD
- Eight (8) parking sites in Hervey Bay with a minimum of four (4) sites at the Hervey Bay Visitor Information Centre.

The ‘Stop and Shop’ concept is an ideal way to encourage consumers to stop within CBD, explore and support local business.

Concept requires the consumer to spend a minimum of \$10 at local business and show their receipt at the VIC to obtain a ‘Stop and Shop’ voucher to stay for up to 20 hours in the designated long parking areas.

There will also be an ability for Commercial Caravan Operators to advertise on the back of the ‘Stop and Shop’ voucher encouraging longer visitor night stays within the region.

Maryborough has an existing four long vehicle designated areas in the McDowell Car Park which can be utilised for the ‘Stop and Shop’.

Hervey Bay will require the identification of eight long vehicle designated areas eg. 4 x Discovery Sphere and/or Hervey Bay Visitor Information Centre.

Recommendation

Council consider implementation of ‘Stop and Shop’ concept within Maryborough CBD and Hervey Bay as outlined above.

