



**WESTERN AUSTRALIAN
CARAVAN AND CAMPING ACTION PLAN
2013–2018**

VALUE OF CARAVAN AND CAMPING

Caravan and camping is an important sector of the Western Australian tourism industry.

In 2012 an estimated 1.024 million visitors stayed in caravan parks and campgrounds around the State, generating 5.9 million visitor nights. Spending by caravan and camping visitors to Western Australia is estimated at \$847 million*.

1.024m

The estimated number of visitors staying in caravan parks and camp grounds in 2012.

REGIONAL BENEFITS

Improving caravan, camping and self-drive experiences is a tourism development priority within the *State Government Strategy for Tourism in Western Australia 2020* and is aimed at increasing visitors to regional WA.

The purpose of the *Western Australian Caravan and Camping Action Plan 2013-2018* (Action Plan) is to increase opportunities for Western Australians and visitors to experience affordable and safe caravan and camping holidays in Western Australia.

Implementation of the complete suite of initiatives within the Action Plan will support growth and viability of the caravan and camping sector and contribute to the amenity, capacity and economic prosperity of regional communities throughout the State.

*(Source: *Tourism Research Australia: International and National Visitor Surveys for the Year ending 2012*)

DEVELOPMENT OF ACTION PLAN

In 2009 the Western Australian Government Economics and Industry Standing Committee delivered the *Inquiry into the Provision, Use and Regulation of Caravan Parks (and Camping Grounds) in Western Australia*.

Tourism WA subsequently commissioned consultancy firm Brighthouse Strategic Consulting to investigate the tourism recommendations made by the Parliamentary Inquiry and to assess the current and future needs of the caravan and camping sector. Findings in the Brighthouse report, *A Strategic Approach to Caravanning and Camping Tourism in WA 2012* guided the development of the Action Plan.

The Action Plan contains 11 recommendations aimed at improving the supply, delivery and promotion of the caravan and camping sector. In developing this Action Plan, Tourism WA undertook a range of activities including seeking advice from specialist caravan park consultants, Brighthouse and interested and affected stakeholders.

The State government will invest \$34.42m over four years to implement the Action Plan. This investment includes a component of the *Parks for People* program aimed at increasing camping and caravan park sites and visitor facilities in National Parks and Reserves that experience high levels of visitation.

IMPLEMENTATION

Implementation of the Action Plan will be led by State government agencies in partnership with the tourism industry and local government.

The \$34.42m has been allocated to the following agencies:

- Tourism WA
- Department of Parks and Wildlife
- Main Roads WA
- Department of Local Government and Communities
- Department of Regional Development



ACTION PLAN RECOMMENDATIONS

RECOMMENDATION 1:

Review legislation and regulations, including the Western Australian *Caravan and Camping Ground Act* (1995) and Regulations (1997), to increase the supply of caravan parks and campgrounds to meet visitor demand and commercial market realities.

Lead agency: Department of Local Government and Communities

RECOMMENDATION 2:

Facilitate land assembly processes to make land 'investor ready' to encourage caravan park development in up to five priority areas (locations guided by the Brighthouse report). This includes access to an infrastructure fund for the provision of upfront headworks to overcome infrastructure barriers to development of new caravan parks in areas of high priority.

Lead agency: Tourism WA

RECOMMENDATION 3:

Expand existing, and establish new caravan and camp grounds in areas of high visitation in the State's National Parks and conservation estate.

Lead agency: Department of Parks and Wildlife

RECOMMENDATION 4:

Provision of new and expanded amenities to support self-drive holiday makers, including the development of new and upgrade of existing 24 hour roadside rest areas in high priority areas and the installation of black waste dump points in strategic locations around the State.

Lead agencies:

- 24 hour rest areas - Main Roads WA
- Dump points – Tourism WA

RECOMMENDATION 5:

Work with Aboriginal communities to facilitate the development of caravan and camping facilities on Indigenous land along major touring routes in the Kimberley region. This initiative integrates with the Kimberley Science and Conservation Strategy.

Lead agency: Tourism WA

RECOMMENDATION 6:

Review the Western Australian Planning Commission *Planning Bulletin 49 - Caravan Parks* to provide local government and Development Assessment Panels with improved guidance on zoning and development of caravan parks.

Lead agency: Department of Planning

RECOMMENDATION 7:

Develop overflow management guidelines to assist local government in the provision and management of visitor demand for overflow facilities in peak periods. This includes establishing a grant program for local government to enable installation of essential overflow infrastructure.

Lead agency: Tourism WA

RECOMMENDATION 8:

Establish a training program for caravan park management and staff to encourage enhanced delivery of product and services. Increase participation by caravan parks in the National Tourism Accreditation Program.

Lead agency: Tourism WA in partnership with the Caravan Industry Association WA and Tourism Council WA

RECOMMENDATION 9:

Improve industry participation in data collection and the use of research to support decision making and investment.

Lead agency: Tourism WA

RECOMMENDATION 10:

Develop and implement a dedicated marketing and communication strategy to promote the State as a preferred caravan and camping holiday destination. Support caravan park operators in the use of online marketing and social media.

Lead agency: Tourism WA in partnership with the Caravan Industry Association WA and Tourism Council WA

RECOMMENDATION 11:

Investigate the potential for conversion of accommodation infrastructure used by the resources industry for tourism purposes in priority locations.

Lead agency: Tourism WA

For more information visit:

tourism.wa.gov.au/caravanandcamping

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