

CIAWA Training for Caravan Park Management

“An Amazing Opportunity for the WA Caravan Park Industry to improve their business through the introduction of new skills and knowledge for their management and staff.” – Peter Macdonald, Tubal Pty Ltd (RTO)

Recent research revealed the WA Caravan Park industry is a significant player in the growth of the WA tourism market. It also shows the prospect for the Industry’s contribution to regional tourism could be even greater if the opportunity was there to further skill new and existing management and staff.

Thanks to the State Government’s Royalties for Regions program, Tourism WA has provided funding over 3 years to assist in the development and improvement of management, marketing and service delivery skills within WA Regional Parks. The first workshops were held during the CIAWA State Conference in August last year, followed by sessions in Karratha on the 25th and 26th of November, and additional successful workshops in Albany on the 15th and 16th of December.

With CIAWA delivering the training program, it clearly demonstrates the importance and responsibility placed on WA regional parks by the State Government to assist in the tourism growth opportunities in Regional WA.

Upskilling your people

The training program will provide the prospect for Park management and staff to improve their skills not only through the current workshops, but also through undertaking Traineeship in formal qualifications of Certificate III, IV or Diploma. Alternatively, by having existing skills and knowledge evaluated against the Holiday Parks & Resorts Qualifications, a Cert III, IV or Diploma could be awarded. This is referred to as Recognition of Prior Learning or RPL and is an essential component of the funding process. The RPL procedure clearly identifies those who have the necessary skills and knowledge to be awarded the relative qualifications. The procedures also identify those who do not have the necessary skills and hence require further training.

All training delivery, workshop and RPL will be structured in accordance with the Industry’s Training Package or Holiday Parks and Resorts Qualification Framework. This is important as it will establish the precise requirements of skills needs and required standards across a range of requirements.

Continuous Improvement

The training program offers a unique opportunity to broadly promote, communicate and demonstrate with Industry the importance of building skills, offering career pathways and establishing a much needed ‘training culture’ within the WA Caravan/Holiday Park Industry. A ‘Training Culture’ introduces structures, systems and processes, designed to support a park’s essential performance to enable it to grow. There are a number of WA parks that embrace a ‘training culture’ and breed skilled and knowledgeable people to build their business.

The opportunity being provided by the training program will go a long way to improving the training culture within WA parks through better communication and education of Industry leaders. The benefits of a training culture include;

- Allowing for continuous monitoring, improvement and flexibility of staff
- The fostering of committed, engaged and motivated staff
- Higher staff retention rates
- Development of sound working practices
- Increased capacity to adapt to market conditions
- Improvements in productivity and service to customers
- An advantage against competitors

Training for park operators and staff provides a real monetary benefit to the organisation, as the training program fosters efficiency, professionalism and reduces the incidence of mistakes and breaches, which could represent a real cost to the park in the event of an accident. Furthermore, a well trained staff results in a better run park, attracting new and additional customers (and revenue) throughout the year.

Program Details

The Program will focus on;

- **Workshop/Training** is designed to meet a set of competencies required for a specific job role, such as Customer Service, WHS/OH&S, Selling, Social Media, Management, Swimming Pool Compliance, etc. The content of the Workshop and Training are drawn from the Units within the Qualification and can be delivered in the workplace or through training sessions, workshops or conferences. This will also enable participants to gain a particular skill/knowledge requirement that could add towards their formal Caravan Holiday Park Qualification.
- **Traineeships** are designed to provide new and existing staff, including supervisors of Holiday Parks and Resorts with qualifications of Certificates II, III or IV. Traineeships attract Government financial incentives for employers and Payroll tax exemptions.
- **Recognition of Prior Learning (RPL)** provides an opportunity for experience employees to gain formal qualifications ranging from Certificate III to Diploma. This is achieved by examining and mapping their previous experience, current skills and knowledge, and their present job roles and functions against the requirements of the qualifications.

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