



**CARAVAN INDUSTRY
ASSOCIATION**
WESTERN AUSTRALIA INC

2014 2015

ANNUAL REPORT

CARAVAN INDUSTRY
ASSOCIATION
WESTERN AUSTRALIA INC

caravanwa.com.au



THE YEAR IN REVIEW

CARAVAN INDUSTRY ASSOCIATION WESTERN AUSTRALIA (CIAWA), WHO ARE WE AND WHAT DO WE DO

CIAWA is the peak caravan and camping sector body representing the interests of consumers, caravan park and camp ground operators, service providers, dealers and manufacturers of recreational vehicles in Western Australia.

Under the CIAWA constitution there are four main areas of responsibility that the Association supports and takes action on, they are;

1. The promotion of the caravan and camping sector
2. Ensure the affordability and availability of the sector for all West Australians to access
3. Advocate on behalf of the sector across all levels of Government
4. Develop relationships and networks with other key stakeholders and groups

To meet our key objective, marketing, the Association has spent in the past financial year \$835,000 on direct advertising and promotion of the sector, this expenditure has generated over \$1.8 million in promotional activity and represents almost 30% of revenue.

This year through funding of \$200,000 from the State Governments Caravan and Camping Action Plan, CIAWA was able to partner with the Sunday Times for the development of two dedicated caravan and camping magazines. Generating a campaign with over \$600,000 in value across print, digital and radio.

Additionally partnering with the Peak National industry body, Caravan Industry Association Australia, Channel 7's Sunrise breakfast program weather host Edwina Bartholomew spent six weeks in WA as part of the "Lap of the Map", a campaign promoting Let's Go Caravan and Camping and an activity that Tourism WA promoted generated marketing value in excess of \$24 million.

CIAWA produces an annual self-drive guide to Western Australia, Caravan WA. A 64 page glossy magazine with 110,000 copies distributed nationally through Visitor Centres, Members and the five capital city major caravan & camping shows.

Additionally CIAWA undertakes promotion of the sector throughout the year via a multi-media platform that includes digital, social media, print and radio. CIAWA also manages the largest outdoor lifestyle event in WA, the RAC Perth Caravan & Camping Show and two regional Shows, which all contribute to the promotion of the caravan and camping sector.

As part of the advocacy and indeed maintaining the affordability of the sector, CIAWA works with all levels of Government to ensure the interests of those consumers in the sector are at the forefront of those responsible for making decisions.

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CIAWA made submissions to two reviews currently being carried out into legislation that impacts the sector. The Department of Local Government and Communities review of the Caravan Parks and Camping Grounds Act 1995 and the Department of Commerce's review of the Residential Parks (Long Stay Tenant) Act 2006.

CIAWA expended almost \$300,000 on providing direct benefits and support to Members of the Association, generating a return of 240% on Membership revenue, a significant return to Members.

In a major positive step for the Association and sector, CIAWA partnered with the RAC to bring benefits to visitors at the Associations major promotion, the RAC Perth Caravan & Camping Show. This has seen Members of the RAC receive entry discount in attending the Show and other benefits in greater services being provided.

CIAWA also works closely with the Western Australia Indigenous Tourism Operators Association, the Department of Parks and Wildlife and Natureplay WA to promote all components of caravan and camping with the overall aim of increasing the number of people into the sector.

Most importantly to remember is that the Caravan Industry Association WA is a Membership based organisation. Board Members are volunteers who give up their time to make sure that those looking for a caravan and camping experience are able to have it and those people who enjoy the lifestyle available as permanent residents in Caravan Parks continue to be able to access it.

Membership of CIAWA is available to anyone who provides a service or facility in the industry and we encourage licenced Pastoral Stations, Nature Based Parks, Farm Stays and any Shire or privately operated Caravan Park who provide caravan and camping facilities to apply for Membership.

SUPPORT THOSE WHO SUPPORT YOU.

CEO'S REPORT

It is with pride I provide this report on the past years activities to you, with the number of new initiatives, activities and work being done by the Association on behalf of members and the caravan and camping sector it has been an exciting and busy year!

PARTNERSHIPS

As part of our efforts to broaden the visitor base for our major revenue stream, the Perth Caravan & Camping Show, the Association have partnered with the RAC for naming rights to the Show. 2015 was the first year of this partnership and gate numbers at the 2015 RAC Perth Caravan & Camping Show proved this was a success.

Of course the partnership is more than just putting a logo in front of ours or indeed simply having the RAC promote the Show to their Member base. The partnership with the RAC is about road safety, promoting Caravan Park holidays, driver training and it also allowed us to bring extra activities to the Show to help create a great experience for visitors.

We look forward to further developing our partnership with the RAC.

The Association is also a supporter of NaturePlay WA, a not for profit organisation whose sole purpose is to get West Aussie youngsters from the age of 5 to 12 outside and playing in a non-structured environment. Pretty much exactly what we provide accommodation for!

Our partnership provides support to NaturePlay WA and we can facilitate them in creating partnerships with our Members and then those Members can develop opportunities to engage with NaturePlay's followers, with the outcome to get more kids outdoors and active.

We continue to work with WAITOC (Western Australian Indigenous Tourism Operators Council) and the Department of Parks and Wildlife to engage with a major part of our sector, camp grounds. A key role for the Association is to actively encourage people to experience a caravan and camping holiday and many people start of in a tent in a National Park.

ADVOCACY

The importance of partnerships should not be lost on Members, the Association partnering with Tourism Council WA and the Visitor Centre Association to present the 2015 conference. A key role for the Association is to actively encourage people to experience a caravan and camping holiday and many people may just start that journey in a tent in a camp ground.

If you operate a Caravan Park in a regional area then one of your "best friends" should be your local Visitor Centre, however for many that is the complete opposite - to the detriment of all.

Many Members tell us that their Visitor Centre promotes a non-compliant camp ground over their Park and that the Visitor Centre tells people that the Caravan Park charges too much. The only way to change this is to talk to your Visitor Centre Manager and Staff. Invite them to your Park, take morning tea down there and tell them about the costs you have to pay and the regulations you have to comply with. You can't expect someone to change how they perceive you without telling them why they should.

Pretty simply put, if you aren't involved with your local Visitor Centre then you are missing out on bookings and that means revenue you are missing out on.

GOVERNMENT

We continue to meet with Ministers, senior staff in Government Departments and Local Government to ensure the value and importance of commercial Caravan Parks to the State economy is heard and understood.

Together with the national organisation, Caravan Industry Association Australia, we have created tools to help individual Caravan Parks show their value to a local community through economic benefit reports and have commissioned a number of research papers to support the information being presented to Government.

The Association is here to support you, you just need to reach out to tell us of your issue so we can help.

This year the Association took steps to help Local Governments promote their community by developing a Community Welcomes Recreational Vehicles brand. The word Community is replaced with the name of the community, for example Denmark Welcomes Recreational Vehicles.

The Association is very aware of the pressures regional communities are under to try to increase visitors so the Association has developed a brand that we can use to promote caravan and campers to all locations around the State. The criteria for the program is all about having facilities and servicing all types of travellers, from camper trailers and caravans to motorhomes, with parking for long vehicles like cars towing caravans very important.

Most importantly, one of the criteria's is that if there is a commercial Caravan Park in the community that there is no free or low cost overnight facility provided. Of course if there is only a council operated facility that council can and should do the same as what any operator should do and target visitors using whatever low cost or discount offer it needs to.

We look forward to a busy 2015/16 and bring positives to all those who enjoy and experience caravan and camping.

Simon Glossop
Chief Executive Officer

PRESIDENT'S REPORT

To improve is to
change; to be perfect
is to change often.

Winston Churchill

As is so often the case, when reflecting on any kind of objective that has been achieved, be it big or small, I search for an articulate way of encapsulating the pathway to the result.

For my 2015 Annual Report, I looked to Winston Churchill for words of inspiration to begin and end my Presidential address.

Winston Churchill will go down in history for his leadership. But he was also a man who thrived on change.

A Conservative by political and social persuasion, educated at Harrow School, it seems like a contradiction. But seeing a snapshot of his life and political career it gives us some idea of the magnitude of change he was prepared to endure in order to improve his abilities to inspire those around him and lead a nation on more than one occasion and in times of war and peace. No easy feat.

Not everything he did was successful, he even changed political parties early in his career, but by embracing change, he improved his odds of success because he could reflect and learn from the results.

This was the theme for CIAWA for 2015 –

REVIEW-IMPROVE-CHANGE.

Our annual SAP review February workshop highlighted the areas where we needed to change and improve our organisation.

Structurally we have the two halves of the organisation working together to achieve the results.

The Board of Directors- who are responsible for strategic direction of the organisation, and the Operational Staff under the CEO- Simon Glossop, who are responsible for delivering the wishes of the Board and the type of change necessary for us to continually improve.

By having these two halves working in tandem, what we have achieved this year has, in my opinion, been exceptional.

We have continued to build on previous years and more. By recruiting the right people to add strength and knowledge to our operational structure has meant we have implemented the following:

- A full review of our Membership structure and value proposition.
- A full review of our Auditing process and the appointment of external Accountants as an ongoing commitment to our ethical and fiduciary responsibilities.
- A strategic three year partnership with the RAC aimed at increasing the awareness of our organisation and its members by sponsoring the annual RAC Perth Caravan & Camping show from 2015 to 2017.
- A second bi-annual regional show- Great Southern Caravan & Camping show Albany - Oct 2015
- The introduction of Monthly Trade Sun downers held at CIAWA headquarters in Cannington. A fantastic initiative by the Trades Committee and the range of topics each month means something for everyone. I urge you to attend.
- A continued engagement by Board and the CEO at Local, State and Federal political level to stay up front and centre on all policies, planned changes to acts, regulations and compliance requirements that affect our members.
- A strategic alliance formed with Tourism Council of WA and Visitor Centres WA aimed at to expanding our State Tourism Conference to a wider audience with a continued focus on improving this event for our members.

THE BOARD AND STAFF OF CIAWA

As President, I feel privileged to have worked with you all this year and my sincere gratitude goes to each of you for all your hard work and dedication to CIAWA. Operationally, we run a very lean ship and I know the staff have to multi task in order to do their bit to achieve our objectives. At Board level, I give my upmost respect to you all for your continued commitment to the cause. I know it would be much easier to take the decision to focus on your own businesses but you override that prerogative in order to serve the association and it's members. Thank you so much.

FINANCIALS

The Association's 30.06.2015 Balance Sheet shows an overall total in Members Funds of \$1,567,409.

Whilst we are a "not for profit" organisation, we remain prudent in our fiducial responsibilities and the management and allocation of capital reserves is always scrutinised prior to any justification to spend has been submitted to the Board. This will continue and be assured as Members, the accumulation of financial reserves is not the criterion applied by the Board in deliberations on behalf of Association members.



Foreign Minister Hon Julie Bishop with
CIAWA President Mr Craig Kenyon

For the 2014/15 year, pending some below line items, the Board signed off a "negative" budget. In line with normal business practice, the Board regularly reviews financial results against budget, which also may need to flex with the changing demands of Association business.

As our Constitutional objectives of the Association states we are to "protect and promote" the interests of members, we have seen a continued focus applied to events, marketing, communication and promotional activities during the year.

THE FUTURE

For the way ahead, the benefits of membership of CIAWA will continue to improve. But we continue to look for more engagement from members in order to grow and improve the Association's activities.

Members should be reminded of other opportunities for engaging with their Association, including;

- Exhibitor discounts for the RAC Perth Caravan & Camping Show
- Membership of the Perth Chamber of Commerce & Industry and access to expert HR and IR advice
- Commonwealth Bank Alliance, Member receive a special merchant fee rate via the Association
- Dependable Laundry Systems, special benefits to Members

In keeping with the theme of Change I ask that you continue to engage with us, give us the feedback on what we need to improve and become more involved with your Industry Association. You will get to enjoy the company of your industry peers and there will always be the opportunity to grow and improve your own business at the same time

All the best!

Craig Kenyon
President

STAFF REPORT

EVENT ORGANISER

MS TRACEY CLARKE

Tracey has been with the Association for almost three years, working across a number of categories including accounts, administration and of course most importantly managing all the Association events.

As part of the Associations culture of staff development, over the past year Tracey has attended a number of event management courses which have a focus on the delivery and project management of an event.

The Association is making the strategic decision to outsource the financial management of the accounting processes to ensure that as the dedicated Event organiser Tracey is able to focus her time on the successful management of all the Associations Events.

Tracey's role is to ensure all contractors, infrastructure, services and facilities are secured to successfully deliver the event.

SALES AND EXHIBITOR COORDINATOR

MS TARRYN LESLIE

Tarryn has been with the Association for almost the full year and has seen her role encompass not only the organisation of all exhibitor requirements for our events but also the key role of generating additional revenue through the promotion of Membership of the Association and advertising platforms like the annual guide, Caravan WA.

The past year has been a learning curve for Tarryn as she experiences first-hand the issues that confront event organisers just when things seem to be running smoothly. Flexibility and versatility are two highly prized skills to have in this role and Tarryn continues to develop herself in these areas.

Tarryn's role is to secure exhibitors for our events and ensure that all requirements for compliance to the T&C's and the completion of all documents are undertaken by exhibitors. Tarryn also promotes opportunities for Members to access the services available for businesses to advertise with the Association.



Tarryn Leslie and Tracey Clarke

BUSINESS IMPROVEMENT MANAGER (PARKS)

MR MICHAEL COLLINS

Michael has been with the Association for a full year and has brought a new dynamic to the industry and been proactive in engaging stakeholders.

As part of Michaels work during the year he was responsible for the coordination of the delivery of the training funded through the Western Australian State Governments Caravan and Camping Action Plan. Michael played a key role in ensuring Caravan Parks were aware of the regional workshops.

Michael's role will be changing in the coming year with a focus on visiting all Parks across the State, a massive challenge, these visits will include follow up on benchmarking questionnaires sent to all Caravan Parks, identifying gaps in training and then being able to provide sources to fill the gaps and providing one on one business advice and staff development opportunities.

BUSINESS IMPROVEMENT MANAGER (TRADES)

MR MIKE JOHNSON

Mike works on a part time consultant basis under a contract with the Association providing information and advice to Trade Members on issues such as compliance to ACCC Regulations, requirements for Dealer Licences and Repairers Licences and ensuring business operators are aware of the legal requirements to trade.

Mike also works with the relevant Departments and Local Government Authorities to ensure that all relevant inspections are carried out to ensure the compliance of businesses in the industry. Mike is here to help any Member with any information and advice to ensure they are meeting their licence requirements.

Mike also coordinates the Trade Workshop speakers and guests so if there is a particular area you would like to see presented then please contact Mike to discuss this.

During the year we have seen Wayne Aroozoo leave us as Marketing Manager and Karen Hudson depart from our Administration role. We are looking to restructure our Marketing roles in the coming year.

I would like to say thank you to all staff and congratulations on the work you have performed over the past year. Many Members would not be aware but all staff perform much more than their job title or job duties state, as part of a small team delivering massive outcomes all staff perform multiple roles.

Also a big thank you to those operational staff who work for us at the RAC Perth Caravan & Camping Show, thank you for the effort you put in during this hectic time!

TRADE REPORT

It gives me great pleasure to provide a report on behalf of the Trade Committee for the work carried out in the past year and I would like to thank my fellow Committee Members for their time and effort during the year.

To explain the reason for or explain the structure of the Trade Committee. Generally describing, the Association Membership is made up of businesses who provide a service in the sector and Caravan Parks, who are represented by a Parks Committee. Caravan Dealers selling new and used product, Camper Trailer retailers selling new and used, retailers and any other service provider to the sector are represented by the Trade Committee.

As always the safety and good experience of consumers is paramount to the Associations thinking and as such the Committee is seeking to ensure that businesses providing a service in the sector are aware of their responsibility under regulations governing the sector.

This includes issues such as the requirement for holding a Dealer or Repairers Licence when selling caravans and camper trailers or in fact hiring or renting those products.

Western Australia has many different laws governing the sector compared to the Eastern States and the advent of new websites prompting services that are not legal in WA is causing confusion for consumers and providers alike in what can and can't be provided.

The Trade Committee have made the recommendation to the Board that an expert consultant is engaged to deliver advice to all stakeholders and provide proactive compliance information. If service providers do continue to operate in a non-compliant manner the Associations role is to ensure the appropriate regulatory authority is provided the information.

The Trade Committee also takes carriage of the events that the Association manages. In last year's report I made mention of an additional Show to benefit Members. Whilst another Perth Show is still being reviewed for what can be the best outcome, a regional Show will be held in Albany for the first time in the Great Southern region.

There has been big steps taken over the past year in providing benefits to Members and the next year will see even more activities, services and benefits provided for Members.

Best Wishes

Stephen May
Vice President Trades

Great Southern Caravan & Camping Show



PARKS STANDING COMMITTEE REPORT

Chairperson: Jacob I Chacko – Vice President – Parks

Members: Craig Robins, Chris Sialtsis, Stewart Kirkup, Mick Kennedy, John Layman, Sally Chacko, Laura Cocking, Dean Massie, Brett Workman, Frank Delanotte

This year was again a busy time for the Parks Committee due to the impending changes to the 2 major legislative Acts and Regulations governing the caravan park industry in Western Australia, i.e.

- 1) The proposed repeal and introduction of a new Caravan Parks & Camping Grounds Act and Regulations, and
- 2) The statutory review and proposed amendments to the Residential Parks (Long-Stay Tenants) Act and Regulations.

The Committee had a number of meetings to deal with the proposed changes and, armed with the survey inputs from members and with advice and input from our legal and other advisory consultants, have submitted the industry's position and views on these proposed changes.

The Committee is currently awaiting feedback from all Parks members on the 2nd Consultation Paper on the proposed "Holiday Parks & Camping Grounds Legislation" prior to it sending the government the industry's position on the government's proposal to repeal the current Act and Regulations and replace them with a new Act and Regulations.

The current Act and Regulations have been in operation since 1997 and all park operators are now very familiar with all the standards and requirements legislated under the law and have over the years spent enormous amounts of time and money ensuring their Parks are compliant to the legislated standards. The new proposal to rid the industry of these current standards and have Parks submitting Management Plans to their various Shires (for the Shires to then set the standards for each Park before issuing an approval to operate the Park) is highly questionable and a major impost on all Park operators and owners.

The proposed changes in the new Act & Regulations will not achieve its stated aims of less red tape, more flexibility for operators and more consistency in application, as the changes will lead to a disturbing diversity of standards set by different shires and different standards set for parks within the same shire, bearing in mind that a number of shires operate their own caravan parks within their shire and will be able to vary standards as they see fit with no set criteria to abide by, and that is not good for the caravan industry in Western Australia. Our view is that one set of standards should apply to all caravan parks in the state, and as such there should be no need for a Management Plan to be submitted prior to approval to operate being granted to a park.

The Department of Local Government's rationale for repealing the whole of the current Act and Regulations and replacing it with a new Act and Regulations is again questionable. If situations in the industry have changed, it is our view that amendments to the relevant clauses and sections would suffice whilst in the main the current Act and Regulations can remain, causing park operators less financial and time cost and uncertainty while providing assurance of consistency to the consumer/customer, both domestic and international.

PARKS STANDING COMMITTEE REPORT

Your Committee urges you to go through the government's proposed legislative changes and to send in your feedback to the Department of Local Government and to the CIAWA.

We also await the Department of Commerce's release of their next consultation paper on the proposed amendments to the Residential Parks (Long-Stay Tenants) Act and will again be gathering feedback from all member Parks and submitting the industry's response on it.

Your Committee has also been working at combating the proliferation of free and low cost camping grounds, some of which are non-compliant, being provided in the various towns and cities in W.A. Major efforts were targeted in Geraldton, Albany, Esperance, Manjimup, Norseman and Kalgoorlie. We thank individual Park members for their efforts in thwarting this ever-growing threat to Parks in the state, especially when some of these facilities do not even comply with basic health and safety standards, let alone the standards that are set out in the legislation, which we are of the view that they should be complying with.

The Committee also initiated three new initiatives this year: the first aimed at addressing the misconceived view that some caravanners and RV travellers have that caravan parks are not RV friendly. CIAWA has taken on board this project and has rolled out the new "Community" Welcomes Recreational Vehicles brand and signage available for shires and parks to customize to attract RV visitors to their locations. A sizeable number of shires and cities in W.A. have embraced this project to date. CIAWA is also promoting this project in the other states through the auspices of CIA Australia. The second project is for the creation of a National Australian Standard for "self-contained" vehicles – similar to what exists in New Zealand. CIAWA has requested CIA Australia to drive this project as it is a national issue. Once implemented, all shires and cities will be able to identify with ease RVs and Caravans that are "self-contained" and give certainty to the RV traveller.

Thirdly, CIAWA has embarked on a project to obtain up to date statistics and data from all caravan parks operating in Western Australia. It is vital that as the industry peak body we are armed with the most current data relating to our industry when we lobby government and/or make submissions on behalf of the industry to government on various issues that affect caravan parks. Currently we are faced with government and its various departments quoting and making decisions based on statistics and information that are so outdated that they have no relevance to the reality of what is happening in the industry. We need your assistance in the execution of this vital project as this information will enable us to better represent your interests.

On another note, there was a good turnout of Park members to our first combined Tourism Conference held at Crown Perth from 21st to 23rd September. We hope to have even more Parks members at next year's Conference.

Members on the Parks Committee contributed a great deal of their time and energy in dealing with the various matters mentioned and I would like to take this opportunity to place on record my personal thanks and appreciation to all Parks Committee members for their invaluable help and contributions.

In conclusion, I would like to thank all members for their support of CIAWA over the years and hope that we can count on your continued support in the years ahead. We are always more formidable as a unified industry body.

Jacob I. Chacko
Vice President - Parks



EVENT REPORT

The 2015 RAC Perth Caravan & Camping saw a number of changes and improvements that resulted in a significant increase in visitor numbers.

This year saw the Association partner with the RAC, bringing together two Membership organisations each with a focus on providing the best experience for visitors to the Show. This partnership saw the RAC promote the Show to its Members and the Association provide a 10% discount on entry to RAC Members.

There were other benefits due to the partnership including a courtesy bus from the new overflow parking, at Graylands Hospital and changes to the seminar area and kids zone. The 2016 Show will bring more subtle changes as we continually try to improve the visitor and indeed exhibitor experience.

With Shows around the nation dropping in visitor numbers it is pleasing to see the continued strong growth in our major Show, especially in the family market and the longer term impact that has as we try to encourage new entrants into experiencing a caravan and camping holiday.

The Goldfields Caravan & Camping Show is a biannual event held in Kalgoorlie and this year the Association once again managed the event, with over 45 exhibitors and an estimated 5,000 people through the gates it was another successful Show.

Exhibitors were happy with sales and even though the weather was pretty wet overnight, the heaviest downpour in ten years, crowd numbers were good on both days.

To complement this regional Show the Trade Committee have identified an opportunity to host an additional Show that will be an alternate biannual Show, that being the Great Southern Caravan & Camping Show to be held in Albany. We look forward to this being a resounding success as well.

The 2014 annual conference was again held at Crown Perth and with one free delegate place for each Membership this event was well attended with over 140 delegates on hand to hear about the latest developments in the State Governments reviews of the Caravan Park and Camping Ground Act and the Residential Park Act.

This conference is managed by the Association as a way of providing personal development for Members and having some of the leading speakers in their fields present best practice for Members to apply to their own businesses.

As we look for ways to provide opportunities for our Trade Members we will be hosting monthly workshops with presentations by key speakers specialising in areas such as ACCC requirements, Licencing, Gas compliance and ASDR's and the issues surrounding Vehicle Standards.

We look forward to an exciting 2015 / 16 with new events and opportunities to help you, our Members, bring growth to the sector.

RAC Perth Caravan & Camping Show

MARKETING REPORT

The Association promotes the caravan and camping sector to all ages and demographics, especially trying to encourage new users into the lifestyle.

Spending over \$800,000 this reporting year the Association uses traditional media platforms such as radio, with Mix 94.5, Nova, 6PR, Spirit, 96FM and 6IX, print with the Sunday Times Escape Travel Magazine and editorial content to promote the sector.

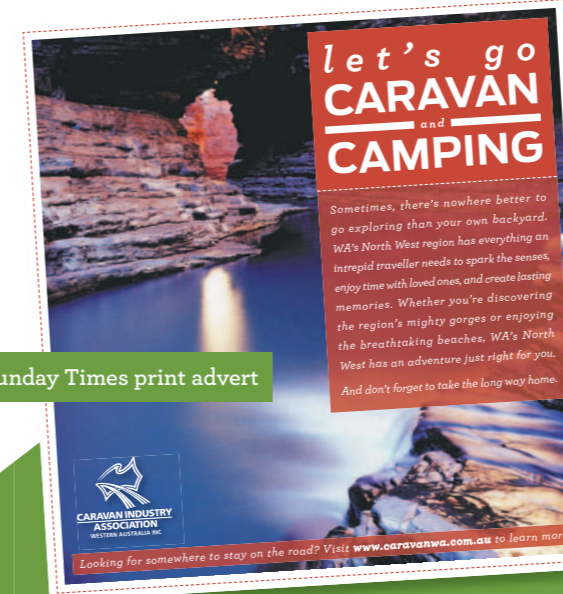
As the sector matures an ongoing component of our marketing strategy will involve promoting international market ready product, that being bookable cabin and chalet product. Key markets are Singapore, Malaysia, New Zealand and Great Britain and Germany. We are also working to facilitate packaging between an airline, car rental provider such as budget and market ready product to promote a fly drive stay package to the eastern seaboard.

The past year has seen the Association lead the way Nationally with the promotion of the "Let's Go Caravan and Camping" brand. The coming year will see the Association make efforts to increase our digital profile and work on improving both internal and external communications with the appointment of a Marketing specialist in the area.

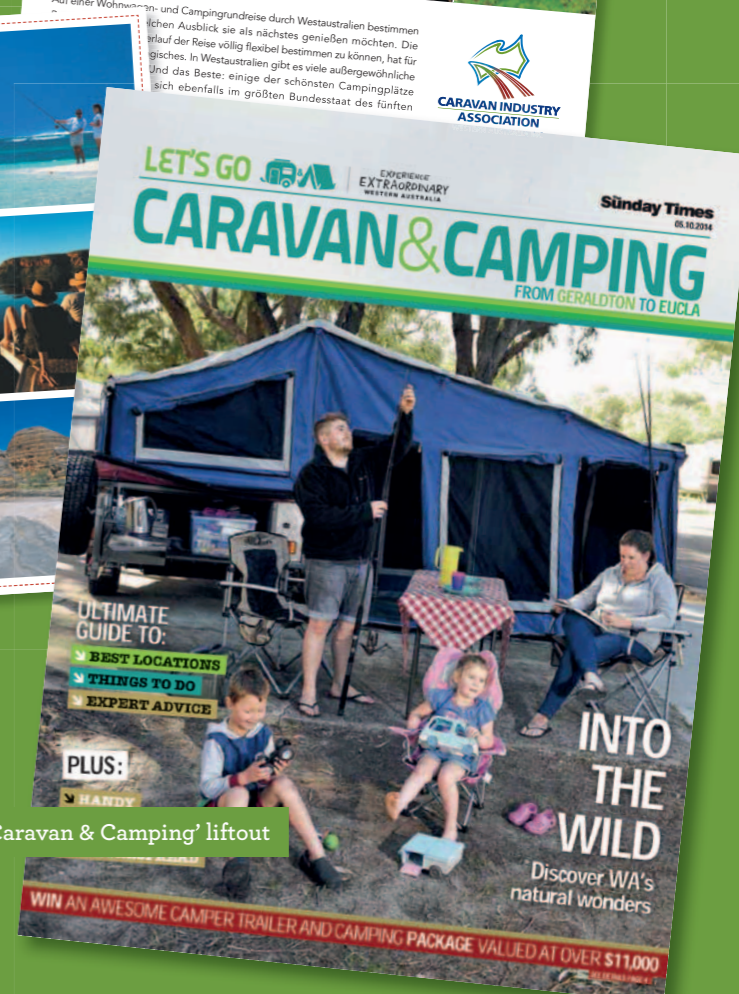
German print advert



Sunday Times print advert



Sunday Times 'Let's Go Caravan & Camping' liftout



FINANCIAL REPORT

As you can see from our financial report, it has been another year of growth, in both revenue and expenses!

With revenue in 2014/15 of \$2797k compared to the previous year of \$2289k, this reflects an increase of 22% in the Associations total revenue for the year. This is matched by expenses in 2014/15 of \$2864k compared to the previous year of \$2298k, an increase in expenditure of 25%. Looking at the bottom line this sees the Association show a loss of \$66k for the year, which the Board see as a good result for Members!

The Associations net deficit for the year was \$66k which included a non-cash depreciation charge of \$62k, therefore taking this into consideration the Association only saw a \$4k loss in our cash position.

Looking ahead to the next financial year, the Board have approved a budget that aims to achieve revenue of \$2731k and expenses of \$2776 for a net loss of \$45k.

As a not for profit organisation with the objective of providing services to Members and the industry in general, the Board believe it is important to make sure that every dollar earned is maximised into the highest return we can generate, which is reflected in how the operational activities are carried out.

Our staffing is the lowest for any of the same Associations in the country and we continue to grow the services we provide and activities we carry out. To this end it is important that we provide the right amount of resources in the right areas and we will continue to look at opportunities for marketing and the staffing required to support that.

With a partnership between CIAWA, The Sunday Times and Tourism Western Australia, through the State Governments Caravan and Camping Action Plan funding, in delivering two glossy magazines, Let’s Go Caravan and Camping (with a north and south of Geraldton focus), our advertising revenue increased significantly. This of course was matched by an increase in advertising expenses, the Tourism WA funding going directly into the campaigns with supporting spend from CIAWA.

Marketing of the sector is one of the major roles of the Association and where the largest part of our expenses are directed with almost 30% of our total revenue being spent on Marketing.

The events arm of the Association is the area underwriting the Associations ability to provide benefits and services to Members and events continue to be the major source of revenue for the Association.

This year there was an increase in revenue for training with the State Governments Caravan and Camping Action Plan providing funding for industry training and development, with the desired outcome of upskilling staff and improving the experience provided by the sector to visitors.

Whilst increasing over the previous year comparison, Membership fees make up only just over 4% of the Associations total revenue, \$121k. Comparing this to the direct spend on Membership benefits, \$295k which is just over 10% of total expenses, Members are getting a massive return on their fees.

It is important that the Association looks at ways to diversify revenue streams and not be totally reliant on one part of the business for revenue, as such the Board will continue to review opportunities and seek new ways to generate revenue.

This includes an increase in fees for Members, whilst providing more services and benefits that Members expect, those same benefits come at a cost and an increase in revenue from the Membership needs to be generated to improve the financial sustainability of the Association.



BOARD OF DIRECTORS

During the financial period being reported on in this Annual Report, that being July 1st 2014 to June 30th 2015, the Board of Directors consisted of the following Members.

Board Member	Board Position	Previously Elected	Re-elected	Resigned from Position	Meetings Held	Eligible meetings attended
Craig Kenyon	President	19/11/2013	23/10/2014		9	9
Stephen May	Vice President Trades	19/11/2013	23/10/2014	1/04/2015 (co-opted onto the Board 19/05/2015)	9	9
Jacob Chacko	Vice President Parks	19/11/2013	23/10/2014		9	7
Jan Barrie	Board Member	23/10/2014			7	8
Frank Delanotte	Board Member	14/01/2014	23/10/2014	7/03/2015 (co-opted onto the Board 19/05/2015)	9	6
Andrew Fardon	Board Member	19/11/2013			9	7
Brad Van Hemert	Board Member	23/10/2014			7	5
John Layman	Board Member	19/11/2013			9	9
Dean Massie	Board Member	23/10/2014			7	5
Richard Raven	Board Member	19/11/2013		25/09/2014	2	1
Craig Robins	Board Member	19/11/2013			9	8
Chris Sialtsis	Board Member	26/11/2012	23/10/2014		9	9
George Williams	Board Member	26/11/2012	23/10/2014		9	8
Brett Workman	Board Member	19/11/2013			9	7
John Wood	Non-Voting Member	Co-opted onto the Board 18/11/2014			6	5

2014 -2015 MEMBERS

MEMBER	MEMBER
A1 Caravans	BIG4 Middleton Beach Holiday Park
Abba Caravans	BIG4 Peppermint Park
Absolute Caravan Care & Accessories	BIG4 Plantation Caravan Park
Acclaim Gateway Tourist Park - Norseman	Binningup Beach Caravan Park
Acclaim GatewayTourist Park - Norseman	Bremer Bay Beaches Resort
Acclaim Goldminer Tourist Caravan Park	& Tourist Park
Acclaim Goldminer Tourist Caravan Park	Bremer Bay Caravan Park
Acclaim Kingsway Tourist Park	Bridgewater Lifestyle Village Pty Ltd
Acclaim Kingsway Tourist Park	Brighthouse Consulting
Acclaim Pine Grove Holiday Park	Broome Vacation Village Caravan Park
Acclaim Prospector Holiday Park	Bunbury Glade Caravan Park
Acclaim Prospector Holiday Park	Bungarra Camp Gound -
Acclaim Rose Gardens Beachside	Cape Range National Park
Holiday Park	Burns Beach Sunset Village Caravan Park
Acclaim Rose Gardens Beachside	Busselton Lifestyle Village Pty Ltd
Holiday Park	Busselton Villas & Caravan Park
Acclaim Swan Valley Tourist Park	Camec Pty Ltd
Acclaim Swan Valley Tourist Park	Camel Camper Trailers
Adventure Wild Kimberley Tours	Cameron Caravans
Affordable Caravans	Camp Trax
Airdevil Accessories	Camper Trailers WA
Albany City Caravans/Albany City	Camprite Campers
Motors- Roadstar	Cannington RV Centre
Albany Gardens Holiday Resort	Cape Le Grand -
Albany Happy Days Caravan Park	Cape Le Grand National Park
Albany Holiday Park	Capricorn Holiday Park
All Boats & Caravans	Caravan & Camper Megastore
All Parks Insurance	Caravan Curtains
Amblin Holiday Park	Caravan Park Brokers WA & NT
Anaconda - Innaloo	Caravans WA
APT Kimberley Wilderness Adventure	Carine Gardens Caravan Park
ARB Canning Vale	Cee & See Caravan Park
ARB Mandurah	Challenge Camper Trailers
ARB Wangara	Cherokee Village Tourist Park
ARB Welshpool	Cheynes Beach Caravan Park
Australia Wide Annexes	Chile Creek
Australia Wide Annexes	Christie Parksafe
Australian Off Road	CIL Insurance (Part of AAI Limited)
Ayr Sailean	Club Capricorn Resort
Back to Nature Caravan Park	Coalmine Beach Holiday Park
Balmoral Holiday Park	Coalmine Beach Holiday Park
Banana Well Getaway	Coast to Coast RV Services
Banksia Tourist & Park Home Village	Coburn Caravans
Batavia Coast Caravan Park	Commonwealth Bank Australia
Batavia Coast Coromal	Coogee Beach Holiday Park
Bauer Trader Media	Cooke Point Holiday Park
Bauer Trader Media	Cooke Point Holiday Park
Bayview Coral Bay	Coral Coast Tourist Park
Belair Gardens Caravan Park	Dales Camp Ground -
BIG4 Beachlands Holiday Park	Karijini National Park
Big4 Dongara Denison Beach	Dalwallinu Caravan Park
Holiday Park	Denham Seaside Tourist Village
Big4 Emu Beach Holiday Park	Denmark Ocean Beach Holiday Park
Big4 Ledge Point Holiday Park	Denmark Rivermouth Caravan Park

MEMBER
Dependable Laundry Solutions
Digital Rez Australia
Discovery Holiday Parks - Boulder
Discovery Holiday Parks - Boulder
Discovery Holiday Parks -
Bunbury Village
Discovery Holiday Parks - Kalgoorlie
Discovery Holiday Parks - Kalgoorlie
Discovery Holiday Parks - Koombana Bay
Discovery Holiday Parks -
Lake Kununurra
Discovery Holiday Parks -
Lake Kununurra
Discovery Holiday Parks - Perth
Discovery Holiday Parks - Perth
Discovery Holiday Parks Pty Ltd
Dometic Australia
Dongara Tourist Park
Dove Campers
Downunder RV Pty Ltd
Draftys Camp - Warren National Park
Eagle Trailers & Campers
Easy Offroad
E-Bikes R Us
Eighty Mile Beach Caravan Park
El Caballo Lifestyle Village
Elite Caravans
Elross Caravans
Engel Distribution
Engel World
Esperance Bay Holiday Park
Esperance Seafront Caravan Park
Eureka 4WD Training
Evakool
Exmouth Cape Holiday Park
Exmouth Cape Holiday Park
Explorex Caravans
Fitzroy River Lodge & Caravan Park
Fleetwood Recreational Vehicles Pty Ltd
Fleetwood Recreational Vehicles Pty Ltd
Flinders Bay Caravan Park
Follow Me Campers
Fonty’s Pool Caravan Park & Chalets
Forrestfield Village
Four Seasons Holiday Park
Fremantle Village
Generator Place
George Day Caravans
Getaway Outdoors - Bunbury
Getaway Outdoors - Cockburn
Getaway Outdoors - Geraldton
Getaway Outdoors - Kelmscott
Getaway Outdoors - Mandurah
Getaway Outdoors - Myaree

MEMBER
Getaway Outdoors - Osborne Park
Getaway Outdoors Bentley
Global Gypsies
Goldfields Tourism Network
Goomalling Caravan Park
Goombaragin Eco Retreat
Gracetown Caravan Park
Grey Nomad 101
Guilderton Caravan Park
Hamelin Bay Holiday Park
Helena Valley Lifestyle Village
Hidden Valley Caravan Park
Hillside Garden Village
Hillview Lifestyle Village Pty Ltd
Home of 12 Volt Northern
Home Valley Station
Honeymoon Pool Camp -
Wellington National Park
Horrocks Beach Caravan Park
Itechworld
Ivan Campers & Trailers
Jayco Caravanland
Johnno’s Camper Trailers (Perth North)
Junction Pub & Tourist Park
Jurien Bay Tourist Park
Kalbarri Anchorage Caravan Park
Kalbarri Tudor Holiday Park
Kalgan River Chalets & Caravan Park
Karijini Eco Retreat
Karrinyup Waters Resort
Kelk Creek Bush Retreat
Kelmscott Caravan Park
Kenlow Pty Ltd
Kent Corporation Pty Ltd
Kimberleyland Holiday Park
King River Palms Caravan Park
Kleenit Pty Ltd
K-Mac Powerheads
Kojonup Caravan Park
Kookaburra Caravan Park
Kooljaman at Cape Leveque
Kununurra Town Caravan Park
Kurrajong Campsite -
Purnululu National Park
Lake Clifton Caravan Park
Lake Joondalup Lifestyle Villages Pty Ltd
Lakelands Leisure Village
Laverton Caravan Park
Leisure Matters Pty Ltd
Leonora Caravan Park
Lewis RV Pty Ltd
Lifestyle Camper Trailers
Logue Brook Dam -
Lake Brockman, Wellington NP

MEMBER
Lombadina Aboriginal Corporation
Lucky Bay - Cape Le Grand National Park
Luxury RV’s WA Pty Ltd
Mandalay Holiday Resort & Tourist Park
Mandurah Caravan & RV Centre
Mandurah Caravan & RV Centre
Mandurah Caravan & Tourist Park
Manufactured Homes Insurance Agency
Limited (MHIA)
Margaret River Tourist Park
Margaret River Tourist Park
Market Direct Campers
Merredin Tourist Park
Mickey Blu Australia
Midland Tourist Park
Miliyanha Campgground -
Millstream Chichester Nat’l
Minimal Footprint
Molloy Caravan Park
Monkey Mia Dolphin Resort
Monkey Mia Dolphin Resort
Morapoi Station
Murchison Caravan Park Kalbarri
National Luna Australia
Northam Caravan Park
Ocean View Carvan Park
Ocean View Carvan Park
Odyssey Expeditions
Off Road Equipment
One Tide Charters
Outback Oasis Caravan Park
Oyster Harbour Pty Ltd
Ozpig Pty Ltd
Palm Grove Holiday Resort
Paradise Motor Homes
Parkit Powersports
Parkland RV Centre
Parkland RV Centre
Parkside Towbars
Peaceful Bay Caravan Park
Peoples Park Coral Bay
Perenjori Caravan Park
Perth Central Caravan Park
Perth Vineyards Holiday Park
Pilbara Holiday Park
Pilbara Holiday Park
Pineview Lifestyle Village Pty Ltd
Pinjarra Caravan Park
Pink Lake Tourist Park
Pinnacles Holiday Park
Pioneer Campers / HireAcamper.com
PMX Trailers
Print My Trip
Quick Pitch Campers

MEMBER
Restpoint Holiday Village
Rhino Rack Australia
Riverside Caravan & Cabin Park
Riverside Gardens Estate
Riverview Tourist Park
Rockingham Holiday Village
Rockingham RV Centre
Roebuck Bay Caravan Park
S-Bend Caravan Park
Seaspray Beach Holiday Park
Serpentine Falls Park Home &
Tourist Village
Shoreline 4x4
SmartSat
Soundwave Car Stereo Bunbury
St Mary Inlet Camp -
Fitzgerald River National Park
Sth Gregories Camp -
Francois Peron National Park
Tarangau Caravan Park
Tathams Caravan Park
Taunton Farm Holiday Park
The Caravan Shed
Thetford Australia
Timbertop Caravan Park
Tom Price Tourist Park
Toodyay Caravan Park
Toodyay Holiday Park & Chalets
Tour-Lite Camping & Leisure Trailers
TrackStar Campers
Travelander International Pty Ltd
Tuart Lakes Lifestyle Village Pty Ltd
Tubal Pty Ltd
Turner Caravan Park
Ultimate 4wd Equipment
Uptuyu Aboriginal Adventures
Vibe Baldivis Pty Ltd
WAITOC
Walardi Campsite -
Purnululu National Park
Wandering Star Trailers
Wanneroo Caravan Park
Warner Glen Camp -
Blackwood River National Park
West Coast Campers and Gear
Whalesong, Cafe, Campground
and Camels
Wharncliffe Mill
Willowbrook Caravan Park
Winjana Gorge -
Windjana Gorge National Park
Wintersun Caravan Park
Woodman Point Holiday Park
Yallingup Beach Holiday Park

CARAVAN INDUSTRY ASSOCIATION WESTERN AUSTRALIA INC.


STATEMENT BY MEMBERS OF THE BOARD


The Board has determined that the Association is not a reporting entity and this special purpose financial report should be prepared in accordance with the accounting policies outlined in Note 1 to the financial statements.

In the opinion of the Board the financial report;

- (a) presents fairly the financial position of Caravan Industry Association Western Australia Inc. as at 30 June 2015 and its performance for the year ended on that date.
- (b) at the date of this statement, there are reasonable grounds to believe that the Association will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the Board and is signed for and on behalf of the Board by:


Name: CRAIG IKENYON
Position: PRESIDENT


Name: CRAIG ROBINS
Position: BOARD MEMBER

Dated this 30th day of September 2015

BUTLER SETTINERI

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF CARAVAN INDUSTRY ASSOCIATION WESTERN AUSTRALIA INC.

Report on the Financial Report

We have audited the attached financial report, being a special purpose financial report of Caravan Industry Association Western Australia Inc. ("the Association"), which comprises the balance sheet as at 30 June 2015, and the income and expenditure statement for the year then ended, notes comprising a summary of significant accounting policies and other explanatory information, and the statement made by members of the board.

The Board Members' Responsibility for the Financial Report

The board members are responsible for the preparation of the financial report and have determined that the basis of preparation described in Note 1 to the financial report is appropriate to meet the requirements of the constitution and is appropriate to meet the needs of the members.

The board members' responsibility also includes such internal control as the board determine is necessary to enable the preparation of a financial report that is free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We have conducted our audit in accordance with Australian Auditing Standards. Those Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the board, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Independence

In conducting our audit, we have complied with the independence requirements of the professional accounting bodies.

Auditor's Opinion

In our opinion, the financial report of Caravan Industry Association Western Australia Inc. presents fairly the Association's financial position as at 30 June 2015 and its performance for the year ended on that date and complies with Australian Accounting Standards to the extent described in Note 1.

Basis of Accounting

Without modifying our opinion, we draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared for the purpose of meeting the reporting requirements of the constitution and distribution to the members. As a result, the financial report may not be suitable for another purpose.

BUTLER SETTINERI (AUDIT) PTY LTD



LUCY P GARDNER
Director

Perth
Date: 30 September 2015

CARAVAN INDUSTRY ASSOCIATION WESTERN AUSTRALIA INC.**INCOME & EXPENDITURE STATEMENT
FOR THE YEAR ENDED 30 JUNE 2015**

	2015 \$	2014 \$
INCOME		
Advertising income	323,866	83,731
Conference income	50,764	10,414
Events income	1,950,288	1,975,332
Interest income	26,030	36,683
Membership fee	121,296	108,293
Other income	12,981	25,786
Sponsorship income	7,000	48,876
Training income	305,073	-
TOTAL INCOME	<u>2,797,298</u>	<u>2,289,115</u>
EXPENDITURE		
Accounting and audit	10,624	14,807
Advertising and promotion	835,290	586,002
Bank fees and charges	2,975	3,452
Conference expense	99,726	69,963
Depreciation	62,775	58,470
General expenses	81,608	66,077
Insurance	16,384	6,904
Loss on sale/disposal of assets	-	5,861
Membership support	295,419	206,948
Other expenses	46,605	18,045
Property expense	38,169	30,430
Event running costs	863,353	923,954
Technology costs	21,797	19,226
Wages and salaries	489,531	288,518
TOTAL EXPENDITURE	<u>2,864,256</u>	<u>2,298,657</u>
NET (DEFICIT)/SURPLUS FOR THE YEAR	<u>(66,958)</u>	<u>(9,542)</u>

The accompanying notes form part of this financial report

CARAVAN INDUSTRY ASSOCIATION WESTERN AUSTRALIA INC.

BALANCE SHEET
AS AT 30 JUNE 2015

	Note	2015 \$	2014 \$
CURRENT ASSETS			
Cash and cash equivalents	2	1,017,035	1,016,315
Trade and other receivables	3	133,945	125,083
TOTAL CURRENT ASSETS		<u>1,150,980</u>	<u>1,141,398</u>
NON-CURRENT ASSETS			
Property, plant and equipment	4	583,045	626,441
TOTAL NON-CURRENT ASSETS		<u>583,045</u>	<u>626,441</u>
TOTAL ASSETS		<u>1,734,025</u>	<u>1,767,839</u>
CURRENT LIABILITIES			
Trade and other payables	5	159,432	127,194
Interest bearing liabilities	6	-	650
Provisions	7	7,184	5,629
TOTAL CURRENT LIABILITIES		<u>166,616</u>	<u>133,473</u>
TOTAL LIABILITIES		<u>166,616</u>	<u>133,473</u>
NET ASSETS		<u>1,567,409</u>	<u>1,634,366</u>
MEMBERS' FUNDS			
Accumulated Surplus		1,567,409	1,634,366
TOTAL MEMBERS FUNDS		<u>1,567,409</u>	<u>1,634,366</u>

The accompanying notes form part of this financial report

CARAVAN INDUSTRY ASSOCIATION WESTERN AUSTRALIA INC.

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2015

NOTE 1: STATEMENT OF ACCOUNTING POLICIES

These financial statements are a special purpose financial report prepared to satisfy the internal financial reporting requirements of the Association.

The financial statements have been prepared in accordance with the following Australian Accounting Standards and other mandatory professional reporting requirements:

AASB 1031 Materiality

No other Australian Accounting Standards or authoritative pronouncements of the Australian Accounting Standards Board have been applied.

The financial statements are prepared on an accruals basis and are based on historic costs except where specifically stated in respect of current valuations of non-current assets.

The following specific accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of these financial statements.

(a) Property, Plant and Equipment

Property, plant and equipment is carried at cost less, where applicable, accumulated depreciation.

The depreciable amount of all fixed assets is depreciated over the useful life of the individual asset to the Association commencing from the time the asset is held ready for use.

(b) Income Tax Exemption

The Association is exempt from payment of income tax under Subdivision 50-B of the Income Tax Assessment Act 1997.

NOTE 2: CASH AND CASH EQUIVALENTS

	2015 \$	2014 \$
Operating Account	16,317	54,590
Term deposits	1,000,000	650,000
Cash reserve account	561	311,525
Petty Cash	157	200
	<u>1,017,035</u>	<u>1,016,315</u>

CARAVAN INDUSTRY ASSOCIATION WESTERN AUSTRALIA INC.

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2015

NOTE 3: TRADE AND OTHER RECEIVABLES

	2015 \$	2014 \$
Trade Debtors	4,196	4,828
GST Receivable	108,036	66,137
Other Receivable	21,713	54,118
	<u>133,945</u>	<u>125,083</u>

NOTE 4: PROPERTY, PLANT AND EQUIPMENT

Buildings-at cost	372,411	372,411
Fit out	190,881	190,881
Accumulated depreciation	(39,600)	(20,235)
	<u>523,692</u>	<u>543,057</u>
Office equipment – at cost	59,758	55,761
Less accumulated depreciation	(36,522)	(19,734)
	<u>23,236</u>	<u>36,027</u>
Furniture & Fittings – at cost	28,031	25,395
Less accumulated depreciation	(4,660)	(1,947)
	<u>23,371</u>	<u>23,448</u>
Website – at cost	47,818	47,818
Less accumulated depreciation	(47,818)	(23,909)
	<u>-</u>	<u>23,909</u>
Show Plant & Equipment	12,746	-
Less accumulated depreciation	-	-
	<u>12,746</u>	<u>-</u>
Net carrying value	<u>583,045</u>	<u>626,441</u>

NOTE 5: TRADE AND OTHER PAYABLES

Trade creditors	73,574	48,269
PAYG payable	10,647	6,851
Unearned income	65,100	63,058
Other	10,111	9,016
	<u>159,432</u>	<u>127,194</u>

CARAVAN INDUSTRY ASSOCIATION WESTERN AUSTRALIAN INC.

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2015

NOTE 6: INTEREST BEARING LIABILITIES

	2015 \$	2014 \$
Credit cards	<u>-</u>	<u>650</u>

NOTE 7: PROVISIONS

Provision for annual leave	<u>7,184</u>	<u>5,629</u>
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Caravan Industry Association Western Australia

Unit 15, 64-66 Kent Street

Cannington WA 6107

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caravanwa.com.au



CARAVAN INDUSTRY
ASSOCIATION
WESTERN AUSTRALIA INC