Eyre Peninsula Camping Options Strategy

Report to ELPGA

The Eyre Peninsula 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 Caravan and Camping market continues to show strong growth with South Australia recording the largest growth in the nation in 2015 (+13%) 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
- The development and promotion of touring routes delivering a better driving experience and greater connectivity throughout the state encouraging the drive market
- On average 34% of RV travellers only using caravan parks with 16% using non-commercial accommodation and 50% using both commercial and non-commercial options

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.
The development of an Eyre Peninsula Camping Options Strategy aims to provide specific direction and guidance on how key partners will achieve a unified vision for this growth market and in doing so, assist to focus investment and management decisions that will deliver key visitor economy targets for 2020.
The market has indicated a budget of $50,000 is required to develop the strategy.

Recommendation
That the EPLGA endorse the Eyre Peninsula Caravan and Camping Options Strategy and seek funding of the amount of $40,000 from member councils with an additional $10,000 sought from external partners including the South Australian Tourism Commission, the Outback Communities Authority, and the Department of Water and Natural Resources.

Eyre Peninsula Camping Options Strategy

PROJECT BRIEF

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Regional Development Australia
WHYALLA &
EYRE PENINSULA INC.

1. BACKGROUND

The Eyre Peninsula is rapidly emerging as a holiday tourism destination of choice by intrastate, interstate and international visitors. Significant private sector investment over the past 5-10 years in quality accommodation and unique experiences has seen the visitor economy in Eyre Peninsula grow by more than 16% in 2012-14.

In 2015 the tourism sector contributed more than $300m to Eyre Peninsula economy, employing more than 3,000 people directly and indirectly.

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.

In 2015 South Australia recorded the strongest year on year growth in domestic caravan and camping visitation in Australia increasing by 13% from 2014.

The Caravan and Camping market is of vital importance to Eyre Peninsula. Every year more than 420,000 site nights were spent in a Caravan Park or Camping area by intrastate, interstate and international visitors worth more than $65 million to the region's economy.

Recent research by Tourism Queensland found that on average 34% of this market stay only in caravan parks, 16% stay only in non-commercial sites and 50% stay in a combination of commercial and non-commercial accommodation.

A great deal of investigation into market segmentation has been undertaken by Tourism WA, Tourism QLD and Tourism Research Australia and published in a number of reports and strategies.

It has been concluded that there were two separate characteristics of visitors staying in caravan parks, driven by the primary reasons they were staying there, their findings are provided below:

Travellers: who were staying in the caravan park for accommodation on a road trip:

- Grey nomads – older age group (55+yrs) on an extended trip, often including travel to other states in Australia
- International travellers – overseas visitors typically staying in caravan park accommodation to afford a longer holiday
- Freedom seekers – typically younger interstate travellers, or older travelers staying for a shorter period of time

Holidaymakers: where the caravan park is the destination of their holiday:

- Families – family holidays with children

- Winter drifters – older age group (55+yrs) intrastate visitors taking an extended holiday within Western Australia
- Intrastate holidaymakers – intrastate visitors who are typically younger, travelling intrastate on their trip, or having a short getaway

These at times opposing user groups have led to major changes in the industry over the last decade as caravan parks seek to expand their markets toward high yield tourists.

Quality cabin accommodation in caravan parks competes favorably with other bedded accommodation. New products such as luxury self-contained safari tents and villas, improved facilities, including en-suites on caravan sites, resort-style swimming pools, playground facilities, Wi-Fi connection and other leisure amenities have changed the visitor experiences and attracted many more 'holiday makers'.

Due to the significant gap between the stated needs of the traditional 'traveller' and the product that industry has on offer, some consumers are seeking to utilise low-cost facilities, or even willing to illegally camp in unauthorised camping areas. This may impact on the viability of commercial caravan parks.

Caravan and camping consumer organisations argue strongly for the presence of more low cost or no cost camping options, as well as increased provision and maintenance of supporting facilities and amenities such as dump points.

Industry and operators communicate concern with the unfair competition from Government operated parks and creating an unfair regulatory environment in comparison to non-commercial sites. Industry implies this has directly lead to a situation where they are not able to invest adequately in improvements and maintenance.

Main Roads rest areas, which are provided primarily for road safety are being used as substitute caravan parks, with planned overnight stops commonplace at these 'free' camping areas. Heavy transport drivers may be unable to access rest areas due to high number of caravans and RVs using rest areas as a planned overnight stop.

If Eyre Peninsula is to realise its full tourism potential of $511m by 2020 it will require all stakeholders to work in a collaborative manner to deliver an industry-supported solution that balances the needs of emerging market expectations and facilitating growth of our caravan and camping commercial sector.

The resultant strategy will be a catalyst for attracting investment and funding and will be designed to promote the Eyre Peninsula as a sustainable and active Camping Community. With the right approach there is no reason why this region cannot become the South Australian destination of choice for camping, caravanning and RV users.

2. PROJECT CONTEXT

RDAWEP The Region

The RDAWEP region comprises 230,000km² of land in the far west of South Australia; about 23% of the State.

The region has eleven Local Government Authorities (LGAs) as well as remote unincorporated areas serviced by the Outback Communities Authority. The LGAs are: The City of Whyalla and City of Port Lincoln; and the District Councils of Ceduna, Cleve, Elliston, Franklin Harbour, Kimba, Lower Eyre Peninsula, Streaky Bay, Tumby Bay, and Wudinna.

For Census data collection purposes the Maralinga Tjarutja Aboriginal Land (established under the *Maralinga Tjarutja Land Rights Act*, 1984) is regarded as an LGA in its own right. However, Maralinga Tjarutja is not a member of the EPLGA, and is not included in the project.

The regional population of 56,396 (ABS 2011 Census) comprises about 3.5% of the South Australian population. 98.7% of people reside in the eleven LGAs, which collectively occupy 43,779km² or about 19% of the regional land mass. Most of the population (64.1% or 36,174 people) live in the regional cities of Whyalla and Port Lincoln.

Regional Tourism

In 2013-14, the tourism industry contributed an estimated $293 million to the Eyre Peninsula regional economy (9.5% of gross regional product) and directly employed approximately 1,500 people (6.4% of regional employment).

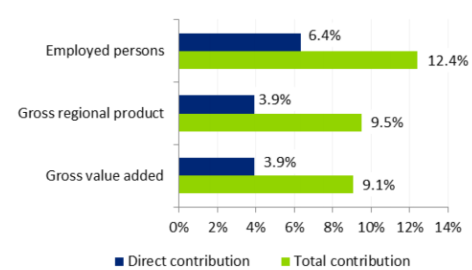
Economic importance of tourism in the region
The ratio of Eyre Peninsula's direct tourism contribution to the total regional economy aggregates provides a point of reference snapshot for the importance of tourism to the region. In 2013-14, it is estimated that tourism directly represented 3.9% of the total Eyre Peninsula economy (in GRP terms), compared to 3.3% for regional South Australia.

Eyre Peninsula ranked 4th overall in the comparative importance of tourism across South Australia's regions and 3rd in overall industry size; supplying 4.6% of the state-wide contribution of tourism.

Table 1.1 Key tourism aggregates ($ million)

Visitor segment	Consumption	Output	GVA	GRP	Employed ('000)
Day-trippers	46	18	10	9	
Domestic overnight	367	162	87	92	
International	17	28	16	20	
Direct	430	208	113	121	1.5
Indirect		360	148	172	1.5
Total impact		568	261	293	3.0
Total economy			2,878	3,089	24.1

Chart 1.1: Tourism's contribution to the regional economy, 2013-14



Deloitte, Regional Tourism Satellite Account, Eyre Peninsula 2013-14

Key aggregates

In 2013-14, the tourism activity in Eyre Peninsula generated:
Tourism output

- $208 million and $360 million in direct and indirect tourism output, and $568 million in total tourism output.

Gross Value Added (GVA)

- $113 million and $148 million in direct and indirect tourism GVA, and $261 million in total tourism GVA.

Gross Regional Product (GRP)

- $121 million and $172 million in direct and indirect tourism GRP and $293 million in total tourism GRP; and Employment
- 1,500 jobs for people employed directly by the tourism industry, 1,500 indirect jobs and a total employment impact of 3,000 people.

Tourism related industry profile

In terms of overall economic contribution, the tourism industries that generated the highest economic benefit to Eyre Peninsula in 2013-14 were:

1. accommodation with $27 million in direct GVA and $29 million in direct GRP;
2. ownership of dwellings with $19 million in direct GVA and $20 million in direct GRP; and
3. other retail trade with $15 million in direct GVA and $16 million in direct GRP.

REGIONAL INDUSTRY	GRP	GRP VALUE
	%	($million)
Mining	29.2	1,220
Agriculture	12	502
Tourism	7.2	300
Construction	6	251
Health Care and Social Assistance	5.8	241
Manufacturing	5.5	229
Transport, Postal and Warehousing	4.8	202
Education and Training	3.9	162
Retail Trade	3.6	150
Financial and Insurance Services	3.6	150
Aquaculture	2.2	91
Fishing, Hunting and Trapping	0.8	35

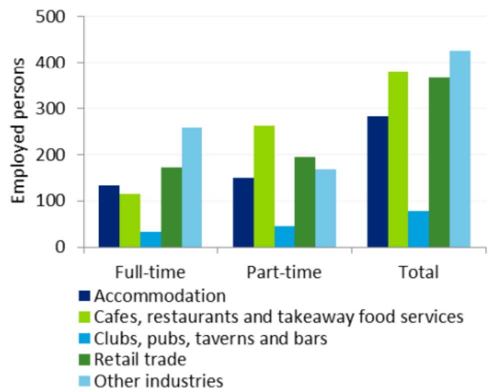
Regional Tourism Satellite Account, Eyre Peninsula 2013-14

Tourism employment

The TSAs define tourism employment as the number of tourism employed persons. In 2013-14 there were 1,530 persons (made up of 710 full-time and 820 part-time) directly employed in tourism in Eyre Peninsula. The tourism related industries that contributed most to regional tourism employment in Eyre Peninsula in 2013-14 were;

- cafes, restaurants and takeaway food services (120 full time and 260 part time employed persons);
- retail trade (170 full time and 190 part time employed persons); and
- accommodation (130 full time and 150 part time employed persons).

Chart 1.3: Direct tourism employed persons, 2013-14



Regional tourism profile

In 2013-14, visitors to Eyre Peninsula contributed a total of $430 million in tourism consumption to the Eyre Peninsula economy. The majority of visitor consumption in the region was contributed by domestic overnight visitors ($367 million). In relative terms, domestic overnight visitors to Eyre Peninsula spend the most per night ($250) on average.

Table 1.2: Tourism activity summary

Visitor segment	Nights ('000)	Nights (%)	Consumption ($ million)	Consumption (%)	$ per night
Day-trippers	323	17	46	11	142
Domestic overnight	1,469	76	367	85	250
International	138	7	17	4	124

Source: Tourism Research Australia Visitor Surveys and Deloitte Access Economics' Regional TSA model.

3. TERMS OF REFERENCE

Project Aim and Benefits

Develop a regional strategic framework for caravan and camping options on Eyre Peninsula, that;

- Identifies the current and emerging characteristics and behaviours of the caravan and camping visitor to Eyre Peninsula and any relationships to national trends.
- Provides an audit of existing regulated and non-regulated caravan and camping overnight sites in the Eyre Peninsula, including crown lands.
- Reviews the existing infrastructure, management, regulatory environment (including local laws) and planning schemes in relation to caravan and camping of the eleven existing local government areas and unincorporated areas in a national context.
- Undertakes a gap analysis and identifies impediments to the growth of the caravan and camping market in each of the eleven local government areas and unincorporated areas and identifies levels of priority.
- Makes recommendations to assist the growth and sustainability of commercial and non-commercial caravan and camping activity with specific reference to local laws, policies and the planning scheme.
- Prepares a strategy implementation plan that provides clear guidance about how the plan should be used, and identifies compliance matters which need to be considered.

Scope of Works

The services of an independent consultant are required to facilitate, develop and prepare the Strategy.

The consultant proposal should indicate a preferred methodology for conducting all elements of the project in the most effective manner, inclusive of relevant supporting rationale.

Project Steering Committee Engagement

To ensure effective management of the project, a Project Steering Committee will be established (see Section 4 for the membership details).

The Committee will provide overall management and direction of the project, and will be responsible for coordinating partner organisation input to the project as required. The Committee will also ensure that appropriate feedback and approvals are gained for the development of the Draft and Final XXXXXXXXXXX (Strategy).

The consultant proposal should outline how the Project Steering Committee will be engaged and kept up to date on progress throughout the life of the project, and should identify appropriate timeframes to gain effective feedback and approvals from member organisations.

Sectorial Engagement

To ensure ownership and cooperation in the development of the strategy, effective engagement will be required across key stakeholder sectors, including:

- Local Government
- State, Regional & Local Tourism Organisations
- Community
- Caravan and Camping Industry
- User and Advocacy Groups
- DEWNR & Regions SA

The purpose of this engagement is to scope the diversity of issues concerning each sector, and to identify solutions leading to an industry-supported solution.

The outcomes of the engagement with each sector should be detailed as an Appendix in the Strategy Report.

The consultant proposal should identify the preferred engagement mechanisms for each sector, and provide details concerning the timing and resourcing of the engagement.

Prepare Draft Strategy

Prepare a Draft Strategy for consideration by the Project Steering Committee and associated member organisations. The Draft Strategy should include the following:

- Identifies the current and emerging characteristics and behaviours of the caravan and camping visitor to Eyre Peninsula and any relationships to national trends.

- Provides an audit of existing regulated and non-regulated caravan and camping overnight sites in the Eyre Peninsula, including crown lands.

- Reviews the existing infrastructure, management, regulatory environment (including local laws) and planning schemes in relation to caravan and camping of the eleven existing local government areas and unincorporated areas in a national context.

- Undertakes a gap analysis and identifies impediments to the growth of the caravan and camping market in each of the eleven local government areas and unincorporated areas and identifies levels of priority.

- Makes recommendations to assist the growth and sustainability of commercial and non-commercial caravan and camping activity with specific reference to local laws, policies and the planning scheme.

- Prepares a strategy implementation plan that provides clear guidance about how the plan should be used, and identifies compliance matters which need to be considered.

Process to Prepare Final Strategy

The finalisation of the Strategy will require a phased process:

The Draft Strategy should be presented to the Project Steering Committee for input, feedback and amendment.

The amended Draft Strategy, with a supporting discussion paper, should be provided to the Committee.

The consultant should allow an appropriate timeframe to collate and process the feedback in liaison with the Project Steering Committee, including any amendments that might be required.

The Final Strategy should be presented to the project steering committee.

The project steering committee will be responsible for seeking formal endorsement of the Strategy from all stakeholders.

4. PROJECT MANAGEMENT

The project will be managed by a Project Committee comprising:

- Dion Dorward, CEO, RDAWEP,
- Tony Irvine, EO, EPLGA
- Tim Hall, EPNRM
- Brad Riddle, Economic Development Manager, RDAWEP
- One industry representative

The Project Committee might also enlist the services of independent advisors during the course of the project. Project support and coordination services will be provided by Brad Riddle.

The Project Committee will be the principal contact for all aspects of the project; including the approval of the project methodology, and review and endorsement of project outputs such as discussion papers, draft reports, and final economic development plans.

The consultant submission should specify the proposed arrangements for meeting with the Project Committee throughout the course of the project.

5. PROPOSED PROJECT TIMELINE

MILESTONE	TIMEFRAME	DESCRIPTION	PROPOSED PAYMENT SCHEDULE
1		Project plan and engagement strategy developed and approved by the Project Steering Committee.	
2		Sectorial engagement completed and outcomes included in the Draft Strategy.	
3		Draft Strategy presented to the Project Steering Committee and feedback amendment as required.	
4		Amended Draft Strategy & discussion paper provided to the Project Steering Committee to coordinate feedback from member organisations.	
6		Feedback processed in liaison with the Project Steering Committee.	
7		Final Strategy provided to the Project Steering Committee, which will seek formal endorsement of the Strategy from relevant agencies.	
8			
9			

6. EVALUATION OF TENDERS

The Project Steering Committee will assess the tender proposals against the selection criteria below. Tender submissions should therefore address each criterion and provide appropriate supporting information.

Understanding of the Project

- The consultant's understanding of the project, including a detailed project methodology.

Experience

- The consultant's experience in the successful delivery of similar projects. A capability statement detailing consultant record of performance on similar projects should be provided.

Resourcing

- Consultant Team Capability – this should include the nomination of the personnel who will undertake the project, a description of their specific project role, and a brief CV for each consultant outlining relevant projects undertaken.
- Current Commitments – an outline of current project commitments, and ability to perform the project tasks within the required timeframe.

Quality Assurance

- The consultant will be required to implement a system of quality assurance, but accreditation is not mandatory. The submission should therefore outline the quality assurance procedures to be applied to this project.

Fee Proposal

- The tender should specify an itemised fixed price fee (exc. GST) to undertake the project, and include a preferred payment schedule.
- The fee proposal should identify the hourly rates for nominated personnel, and provide the cost details of all project elements including disbursements.

Fee proposals in the region of $ will be considered.

7. LODGEMENT OF TENDER SUBMISSION

The tender submission should include a letter of introduction and a concise summary addressing the selection criteria; and be submitted electronically by COB to:

Dion Dorward
Chief Executive Officer
Regional Development Australia, Whyalla and Eyre Peninsula
89 Liverpool St
Port Lincoln SA 5606

dion.dorward@rdawep.org.au

All enquiries regarding the project should be directed to Bob Ramsay, Special Projects Manager on 8682 6588 or bob.ramsay@rdawep.org.au