

ALBANY'S EMU BEACH HOLIDAY PARK

★★★★☆

Albany's Ultimate Experience

ECONOMICS AND INDUSTRY STANDING COMMITTEE

SUBJECT PARLIAMENTARY INQUIRY

Dear Sir or Madam,

Submission

Matter for consideration

Responses and reviewed for your reply

Background

This property know as **Emu Beach Holiday Park** is situated invested in the City of Albany and lease sum of 4.59 Hectors

Regulation of the Caravan Park and industry and camping

In any one given time the industry is always fighting issues for its member's namely poor understandings and settings contentions within government departments plus local council.

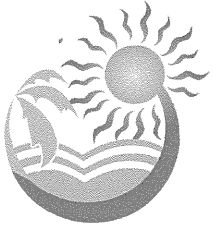
Members must stay within the purpose whom we serve under this contusion; there will always be some modifications and provisions specific.

Our industry has so many variances the question is to ask what SUBMITTS

Under and over weighted Regulations within a caravan industry,

We feel our industry needs to operate in its own right and range of objectives with best fits all. **Structure and conduct with performance**

One would see this all in good order based on its current method and day's.



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8 Medcalf Parade
Albany WA 6330

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Demand and **Supply** is made of varying degrees of usage in each segments ranging of accommodation includes chalets and cabin market this type is considered more mean full with Holiday makers and the tourism market all self contained. This is a growth market within the tourism industry and future demands, trends, are govern by economical forecasting i.e. in saying this caravan parks carry so much flexibly /parks sites/demand for power site in the medium are showing strong interest . This market turns the domestic traveller to go and see Australia.

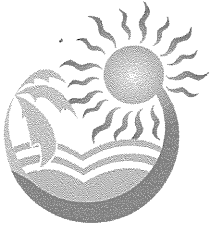
Unpower Sites demand is only Christmas and Easter as for weather conditions and the remaining period the occupancy is in decline returning a non profit to park owners

Costs and Holding costs and holdings are causing concerns to operators to large land areas this is unviable and restricts and leaves no bases for recovery costs because of no demand within. This anticipated growth cost such as Land Tax, Council Rates, Water, Power, Sewage Rates, Gas, Rubbish and general licenses. In our case this park is leased from the City of Albany at current per ATM dollar terms are around \$46,000 this will go to \$66,000 on pre condition of new lease which we are negotiating .Land Tax is a major concern to park owners this is a very unfair tax on lease land when it is owned by the crown.

Developing cost to park owners is rising and never ending, what can we do to offset this? We can keep in movement with higher traffics on our facilities. What does this contribute to demand at the end of the day, is this desirable Financial Sense. Training new staff comes with a high cost ,staff turnover is govern by the word choice in the workplace of today, this causes a shortage and more cash out flow to operators ,this level of pressure can reflect to the value of the business and managers offering service

Supply Costs Site development and infrastructure cost s are not guarantee to be economically viable to landlords with caravan sites under increasing costs to maintained, sites will need to achieve anywhere between 40/50 % to have some viability.

Long stay Permanents represents for all seasons they contribute to park cashflow on a weekly bases .In the lower the rent receives pay's for higher end costs



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Short Term Tourist average stay in total is anywhere between 2to7 nights.

However their dollar compounds per stay, our park is a mix between permanents and short annuals. It is important our size to have a mixture it is more appropriate for land use, if not the impact on land owners or leases could be to continue to operate a non profitable Business or one with a low return.

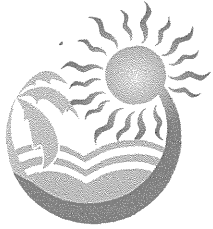
Legislation and Local Government Polices

One word needs more flexibility and more economical knowledge, our Albany Council's approach and attitude towards to caravan park owners can best seen as a degree of secret's for example the **Pracsys Report** October 2007 no caravan park owner was contacted for input this was misused by the local authorities. The City runs a shield three planning bulletins which has had a direct impact on the caravan park industry and causing restriction with lack of clarification ,this is were legislation raises serious concern in our industry. Albany City has introducing a number of planning schemes and confusing documents.

- (a) Tourism Planning Strategies
- (b) Tourism Planning Taskforce
- (c) Tourism Philosophy Policy
- (d) Local Planning Strategy (ALPS)

When applications are received they take for ever to reply always to the negative they have no idea what a guideline counts for or a recommendation and policy these catch words are separated though there planning schemes, all this is doing disadvantage the caravan operators and local industry and supplying extra adding cost they need to clear clutter and make change for the better.

What can Council do to assist park operators? Council can introduce incentives such as Rates and Lease reduction and consult with government and Industry departments on maintaining low costs for caravan parks for example assistance with head work charges ,additional infrastructure by the state, alternative tenure with longer leases, address state taxes ,remove all land tax and work with the CIAWA,when we attend conferences it is very clear councils around our state are not listening to practical advise coming from the industry association this is frequently pointed out unable to observe or recognise .



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Albany Planning Matter needs traditionally thoughts as against theoretical extremes when it is addressing caravan parks.

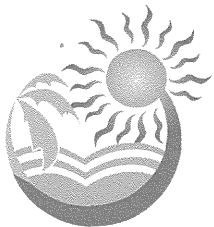
Viable Caravan Parks Government and local council need to come more engaged with park operator's .By member councillors visiting and meeting park concerns this would give better rapport and levels of commutations.

Going Forward parks will come under increasing costs to run there enterprise those with accommodation facility or like face strong completion from motels and other up models in type, park owners will look for new ways for business ,plans and benchmarking for coat effective returns on investments ,we will create new idea's to expand growth with sales to improve profits ,the key is number of customers and transactions brought from the average dollar sale, this relates to total turnover revenue of the business now more than ever amortising for margins and percentages know as the accumulating accords bottom line in dollar terms.

Our Industry and customers are facing a new approach way we do business today in the retail model. The key is identify your customer not only today but in the future, this is important understanding human desires .How do we do this by customer service and marketing, what do customers look for (Trust, rapport and satisfaction) and what new services being offered by parks .We call this building customer profiles in terms of age gender, occupation, income, location and lifestyle unique selling point.

Forward Projections in relations to cash flow and statements and budget management will vital to parks survivable.

In summarising, protecting park operators what governments and local councils need to understand, Caravan parks have mobile ability and are adaptable to cover all human needs, from tourism travellers, by way of accommodation to short term housing. Some parks now provide village type styles. This shows our industry by nature is very visual in all markets, government and local council agenises need to give assurance with security and work with CIAWA and protect our rights and future owners.



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Park Rental Assessments unimproved land value in some cases have in some cases cause over stating by the value of general, comparing Albany for example to the North and Southwest this is very unfair to in corporate all subject parks. A better way to demonstrate unimproved land value is condition zoning where valuation only is marketability to radius in keeping to 200 kilometres north south west and east, by mapping location of the region. The value general office needs to understand the impact by its nature to caravan parks and cost which defined as any measurable cash or funds expended in maintaining a particular process. In our case and many others we own all building associated, one is assessing the value of the land in its unimproved status and reverting to the original cover. Roadways, landscaping, and land area excluding in current rental on lease properties should be identify in fair working order and more cost effective to owners.

Regards

Ross and Rita Stewart

ALBANYS EMU BEACH HOLIDAY PARK

Occupancy and Average Rate Report

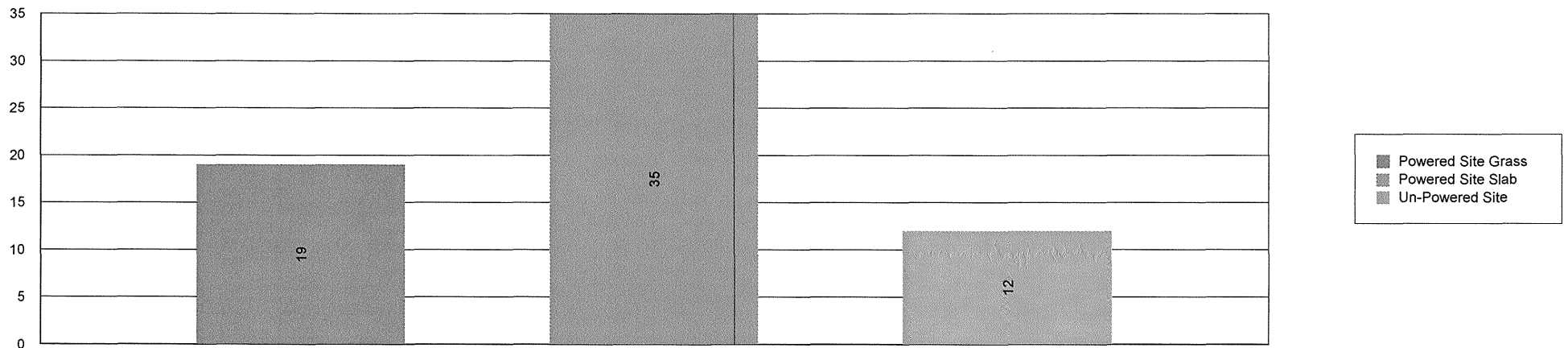
Date of Report 18-May-09 9:56:43 AM
 Display By Categories

From 30-Jun-08

To 30-Jun-09

Description	Period	Sites	Available	Used	Unused	Yield	Occ (%)	Total Gross Revenue	Total Net Revenue	Gross Avg Room Rate	Net Avg Room Rate	Avg Length Of Stay	% Confirmed	Occupants
Powered Site Grass	Days	47	17202	3320	13882	3,157.00	19	148,397.40	134,906.72	44.70	40.63	4	0.00 %	2604
Powered Site Slab	Days	68	24888	8736	16152	4,736.00	35	322,106.26	292,823.86	36.87	33.52	4	0.00 %	4894
Un-Powered Site	Days	17	6222	725	5497	1,838.00	12	31,251.70	28,410.63	43.11	39.19	2	0.00 %	817
Total:		132	48312	12781	35531		26	501,755.36	456,141.21	39.26	35.69	3	0.00 %	8315

Occupancy



Note. Revenue figures represent Tariff Quoted for future Reservations and would be as created on past Reservations. Sundries, Periodic and Repeat charges are not included. Sites marked as maintenance do not affect the occupancy figures shown on this report.

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Occupancy and Average Rate Report

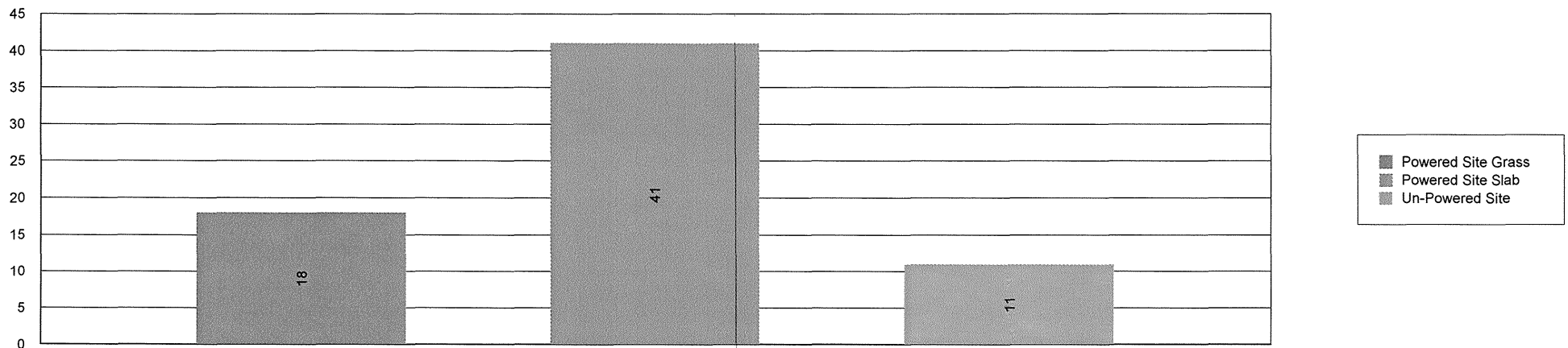
Date of Report 18-May-09 9:56:10 AM
 Display By Categories

From 30-Jun-07

To 30-Jun-08

Description	Period	Sites	Available	Used	Unused	Yield	Occ (%)	Total Gross Revenue	Total Net Revenue	Gross Avg Room Rate	Net Avg Room Rate	Avg Length Of Stay	% Confirmed	Occupants
Powered Site Grass	Days	47	17249	3135	14114	2,591.00	18	121,799.82	110,727.11	38.85	35.32	3	0.00 %	2457
Powered Site Slab	Days	68	24956	10264	14692	4,559.00	41	310,031.98	281,847.27	30.21	27.46	4	0.00 %	5504
Un-Powered Site	Days	17	6239	712	5527	1,575.00	11	26,780.00	24,345.46	37.61	34.19	2	0.00 %	770
Total:		132	48444	14111	34333		29	458,611.80	416,919.84	32.50	29.55	3	0.00 %	8731

Occupancy



Note. Revenue figures represent Tariff Quoted for future Reservations and would be as created on past Reservations. Sundries, Periodic and Repeat charges are not included. Sites marked as maintenance do not affect the occupancy figures shown on this report.

Our ref: 0809.010

18th November 2008

Chief Executive Officer
City of Albany
PO Box 484
Albany WA 6331

Attention – Mr Robert Fenn
Executive Director – Development Services

CITY OF ALBANY – TOURISM ACCOMMODATION PLANNING STRATEGY

Thank you for the opportunity to comment on the Cities Draft Tourism Accommodation Planning Strategy (the Strategy). On behalf of the Caravan Industry Association of Western Australia (CIA) we are pleased to provide the following feedback and recommendations.

The CIA understands the purpose of Strategy is *“to provide the community with a degree of confidence on planning decisions relating to the preservation and planning of tourism sites throughout the City of Albany”*. Regrettably, the CIA has limited confidence in this document fulfilling this expectation primarily due to the lack of consultation with key stakeholders in its preparation.

This lack of upfront consultation is evident within the suggested Policy provisions which, if approved, seriously threaten the longevity and viability of an industry of which the City acknowledges *“sustainable growth”* is desired and required.

The preparation of Tourism Strategies is understood to be a state-wide requirement. To this effect, upfront consultation with key industry groups, such as the CIA, Tourism WA, WA Planning Commission and more importantly park owners/managers is vital so that the idiosyncrasies of each park are acknowledged and planned for. The one size fits all approach to policy provisions is out dated and unsustainable. Whereas effective consultation could ensure a more sustainable planning framework and “streamlined” approvals process with respect to policy formation and ongoing development applications.

The Cities proposed mathematical approach to controlling tourism product and tenure within caravan parks demonstrates a lack of real understanding on the economic and social implications such policy provisions will have on Albany’s individual tourist parks. The complexity of what ‘control’ would be effective in preserving the image/function of caravan parks is respected. However, if any level of control is considered warranted (which is doubted) it should be site specific and negotiated with

park owners/managers once an overall 'vision' for caravan parks within the City is determined.

Our industry is the most effected provider of tourism accommodation, in terms of seasonal and broad economic fluctuations, and to this effect the need for a "subsidised" income is vital. The same approach is adopted and accepted within the rural industry via off-site work, while the use of permanent structures (Park homes/cabins) and/or residents with the same economic effect is seriously opposed and actively precluded by many local authorities. The balance between what is appropriate to ensure a tourism park versus a de-facto low income/welfare housing with ancillary tourism accommodation is difficult and very much a site by site issue. To determine this balance and thereby recognising the needs of the immediate community, the need for site specific provisions is again re-enforced, and is the preferred method of policy formation of the CIA.

We are aware that Council staff and the Mayor have supported the need for additional industry liaison prior to proceeding any further with this draft Strategy. This approach is fully supported by CIA and we welcome from input from our organisation, and other key tourism stakeholders, landowners and park operators.

To confirm the date, venue and time of the proposed workshop(s) please do not hesitate to contact the Caravan Industry Association on 9240 8208 or our firm on 9724 1699.

Yours sincerely

Planning South West Pty Ltd

Simon Hall
Director