

RV Management Strategy

Tablelands Regional Council



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List of Acronyms

CIAA	Caravan Industry Association of Australia
CMCA	Campervan and Motorhome Club of Australia
CPAQ	Caravan Parks Association of Queensland
LGA	Local Government Area
MCA	Multi-criteria Analysis
RV	Recreational Vehicle
TRC	Tablelands Regional Council
VIC	Visitor Information Centre

Glossary

Recreational Vehicle (RV)	Caravans, camper trailers, self-propelled motor homes, ‘backpacker’ campers, and any similar style of self-contained accommodation which is easily movable without specialised equipment.
Self-contained RV	Vehicles that have cooking and sleeping facilities on board and can store or temporarily store grey and black water, dispose of grey and black water in an appropriate manner (i.e. at a dump point) and hold potable water.
Dump point	A facility where self-contained RVs can safely dispose of grey and black water.

1. Introduction

The drive tourism market is an important component of the tourism industry in Queensland. A strong drive tourism sector presents opportunities for the whole of Queensland, particularly regional areas such as the Tablelands.

Tablelands Regional Council (TRC) recognises that Recreational Vehicles (RV) play an important role in the economy of the Tablelands. The TRC Local Government Area (LGA) is well positioned to maximise the economic benefits from attracting and sustaining RV tourism. A focus on the TRC LGA becoming a welcoming region that accommodates RVs and provides a variety of camping options is key in attracting and sustaining RV tourism. A formalised management approach is an important tool to ensure that the RV tourism market is being harnessed to maximise economic benefits and support the interests of the local community.

The RV Management Strategy provides an opportunity to set the agenda for how RVs can be provided for in the TRC LGA whilst managing potentially adverse impacts. The Strategy has been developed in consultation with the Camping Options Reference Group to establish the most appropriate approach to the management of RVs in the TRC LGA.

1.1 Background

In December 2012, the Queensland Government released the *Queensland Drive Tourism Strategy*. This strategy was a key part of the government's plan to restore Queensland as Australia's number one tourism destination. It is also a key part of the *DestinationQ* partnership with the tourism industry to encourage more travellers to take a driving holiday in Queensland and position the State as a world-leading drive tourism destination.

The Strategy recommended the development of the *Camping Options Toolkit* and the *Best Practice Guide to Roadside Rest Areas in Queensland*. The *Queensland Drive Tourism Strategy* has been followed by the *Advancing Tourism Strategy 2016-2020* which includes strategic priorities that focus on investment in infrastructure and improving access to tourism transport and infrastructure. The *Advancing Tourism Strategy* is committed to improving the drive tourism experience with a \$20 million funding package to support the drive tourism market. The draft *Queensland Tourism and Transport Strategy* carries forward this commitment.

The TRC LGA is well placed to benefit from the focus on investment in drive tourism; with a network of Highways and arterial roads that connect a wide range of tourist destinations including heritage towns, National Parks, rail trails, farm stays and gourmet food experiences.

The quality and location of RV facilities, such as overnight camping sites and dump sites, is critical to encouraging drive tourism, particularly tourists in caravans, camper trailers, motor homes, and vans (generally considered to be RVs).

1.1.1 Camping Options Reference Group

The Camping Options Reference Group was formed by Council as a vehicle to gather key stakeholders and provide a primary point of communications. The membership of the Group includes representatives from Council, community groups and organisations including Chambers of Commerce and industry bodies. The Group has informed development of the RV Management Strategy for Tablelands Regional Council. The Group were given the opportunity to review the draft Strategy prior to finalisation and, whilst not all feedback could be accommodated or the level of detail included, their input has been valuable, and their views will be considered as the Strategy is implemented.

The Group have indicated their support for continuing in an advisory role to Council to monitor the implementation of this Strategy, and review and update the Strategy as required. Membership of the Camping Options Reference Group will be reviewed and adjusted as required by Council to ensure that key stakeholders in the implementation of recommendations are engaged and consulted.

1.2 Intent

Provide for economic development opportunities associated with RVs whilst supporting the interests of local businesses and the protection of the region's natural and cultural assets.

The objective of the RV Management Strategy is to identify a range of actions to underpin the management of RV tourism by TRC. The Strategy will allow Council to develop policy responses that maximise the economic and social benefits RV tourism can deliver while minimising any negative impacts on the local community and the environment.

Ultimately the RV Management Strategy will provide a framework for the provision and management of RV facilities and how these facilities interface and function as a network.

For the purposes of this project the term RV includes caravans, camper trailers, self-propelled motor homes, 'backpacker' campers, and any similar style of self-contained accommodation which is easily movable without specialised equipment.

2. Tablelands Regional Council

The TRC LGA is located in Far North Queensland about 100km inland of Cairns. Covering a land area of about 11,000 square kilometres and home to a population of 25,054 the TRC LGA area includes significant areas of National Park and state forest, rural areas and a number of towns including Atherton, Herberton, and Malanda and villages at Millaa Millaa, Ravenshoe, Tinaroo, Tolga, Walkamin and Yungaburra. The TRC LGA is bound by Mareeba Shire Council LGA to the north and west, Cairns Regional Council LGA to the north east, Cassowary Coast Regional Council LGA to the east, Hinchinbrook Shire Council LGA to the south-east, Charters Towners Regional Council LGA to the south and Etheridge Shire Council LGA to the south-west.



Figure 1: Tablelands Regional Council Local Government Area

The TRC LGA area is serviced by 3 highways – the Palmerston Highway from Innisfail, the Gillies Highway from Gordonvale and the Kennedy Highway from north of Cairns. The Kennedy Highway is particularly significant to tourism as it is part of two State Strategic Touring Routes – the Great Inland Way and the Savannah Way.

3. Tourism in the Tablelands Regional Council area

With its scenic qualities the TRC LGA is a destination that offers tourists stunning landscapes ranging from waterfalls, broad mountain vistas, clear mountain streams, crater lakes, National parks, historic villages, outback savannah wetlands, world heritage rainforests, historical mining towns, and outback scenery.

As part of the Tropical North Queensland region tourism is an important contributor to the TRC LGA. In 2016 tourism sales in the TRC LGA were over \$160 million – both direct sales of \$101.9 million and \$51.1 million of value added to other sectors. The tourism sector employees over 560 workers and in 2016 there were over 150,000 combined international and domestic overnight visits.

The most recent Tourism Research Australia profile of the TRC LGA shows that a majority of visitors to the TRC LGA are domestic visitors with 73% being domestic day visitors, followed by 25% domestic overnight visitors and 2% international visitors. Table outlines the key tourism metrics for the TRC LGA

Table 1: Key tourism metrics for TRC LGA (Source: Tourism Research Australia – Local Government Area Profiles, 2016)

	INTERNATIONAL VISITORS	DOMESTIC OVERNIGHT VISITORS	DOMESTIC DAY VISITORS	TOTAL
Visitors	14,000	142,000	419,000	575,000
Nights	141,000	417,000	-	558,000
Average Length of Stay	10 nights	3 nights	-	4 nights
Spend	\$11.6 million	\$43.6 million	\$36 million	\$91.2 million
Average spend per trip	\$841	\$308	\$86	\$159
Average spend per night	\$83	\$105	-	\$99
Average spend on commercial accommodation per night	\$92	\$138	-	\$124

According to Tourism Research Australia, visitors spending 1 or more nights in the TRC LGA stay in a range of accommodation types, including hotels, caravan parks and with friends and family. As shown in Figure 2 the 'other' category, used as a catch all by Tourism Research Australia, covers the largest number of visitors. It is considered that self-contained RV camping and camping in National Parks and reserves are captured in this category.

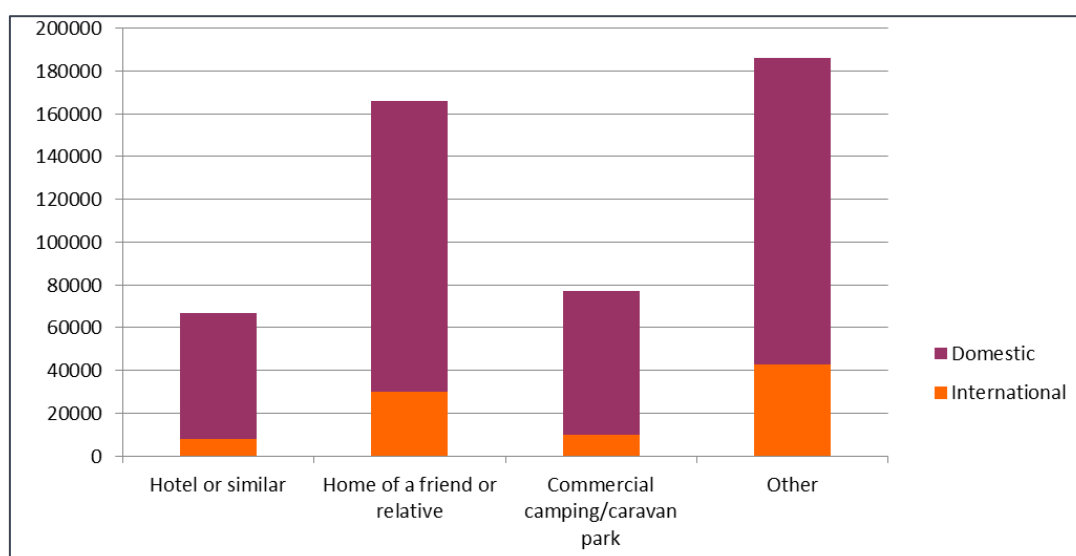


Figure 2: Accommodation by type in TRC LGA (Source: Tourism Research Australia, 2016)

3.1 Key attractions and events

A range of attractions and events are available to visitors to the TRC LGA. There are a large number of attractions that celebrate the natural beauty of the Tablelands, such as the Waterfall Circuit, Innot Hot Springs and Lake Tinaroo, as well as historic and heritage attractions such as the Historic Village and Railway at Herberton. Events, such as markets, country shows, races and rodeos add to the tourism offering in the Tablelands. The key attractions in the TRC LGA were mapped to indicate location and spread.

3.2 State strategic tourist routes

The Kennedy Highway is part of the official route of both the Great Inland Way and the Savannah Way, both of which are recognised as State Significant Touring Routes in the *Guide to Queensland Roads*. The presence of two State Strategic Tourist Routes is notable, and a major attraction for the TRC LGA to capitalise on.

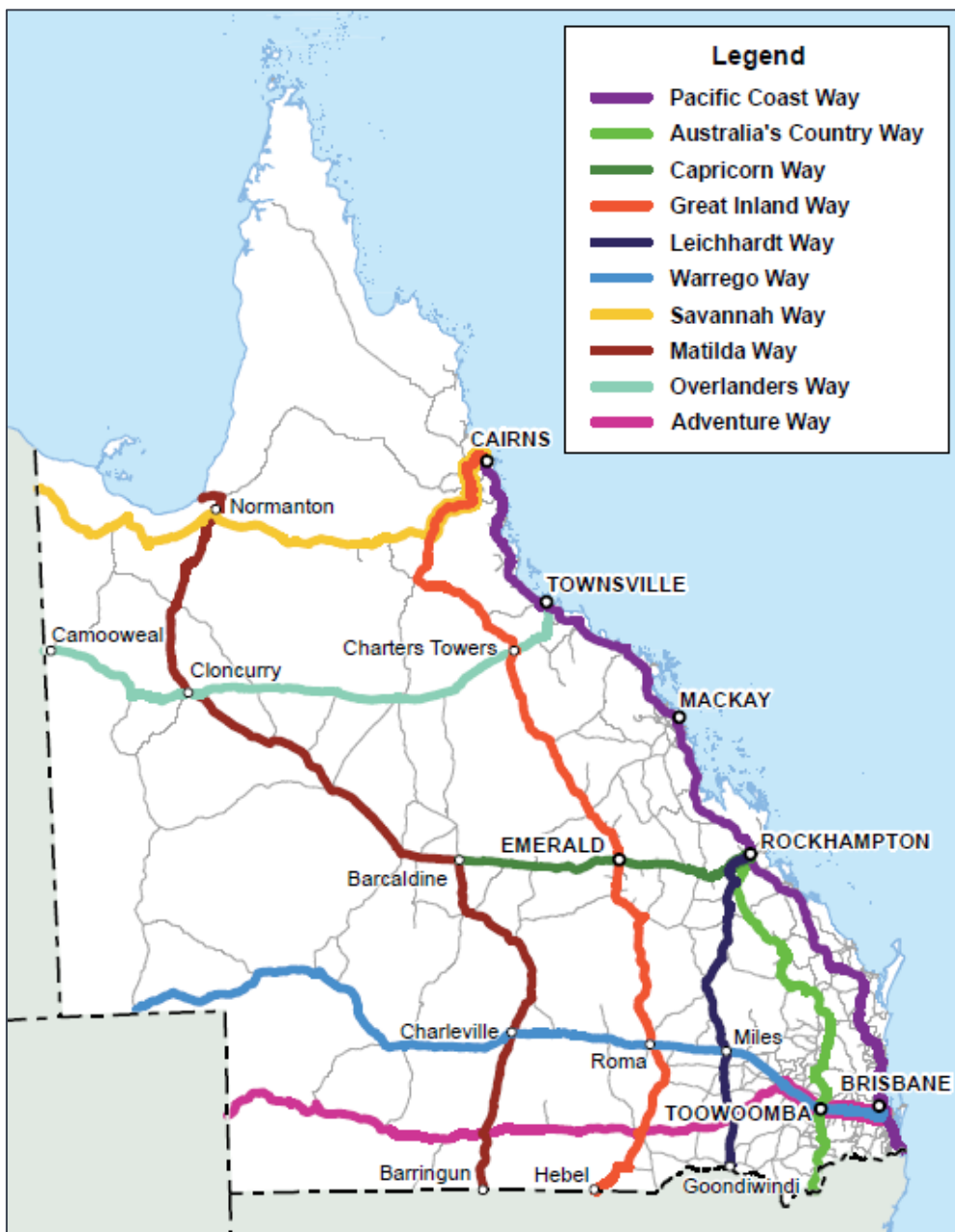
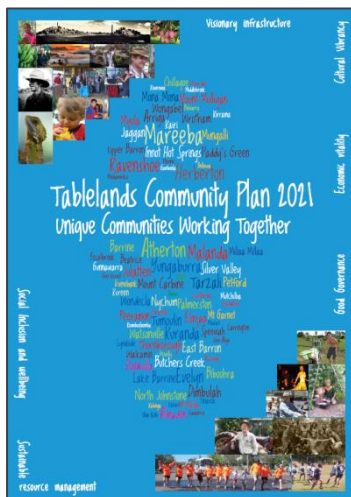


Figure 3: State Strategic Touring Routes (Source: Guide to Queensland Roads, 2015)

4. Alignment with Council plans and policy

4.1 Tablelands Community Plan



The *Tablelands Community Plan 2021* is the overarching strategic document guiding the operations of the TRC. The Plan sets out the community's views and aspirations for the future across a range of areas.

A number of aspirations included in the plan have particular relevance to the RV Management Strategy and have informed the development of the Strategy.

Aspiration 1: Good governance - Strong partnerships with community and 3 levels of government working collaboratively.

Aspiration 2: Economic Vitality – A strong, diverse, sustainable and prosperous regional economy that is resilient.

Aspiration 5: Cultural Vibrancy – Artistic and cultural diversity and heritage is expressed, celebrated and shared.

The desire to support and increase tourism in the TRC LGA is well documented in the Plan.

“Tourism on the Tablelands is well developed, diversified and sustainable” is listed as a goal under Aspiration 2 and recognises the importance of tourism in the TRC LGA. A number of specific outcomes that relate to RV tourism were included as actions under this goal.

- Improved directional signage and themed signage for tourist routes;
- Promote TRC LGA internationally and develop the tourism experience;
 - Ensure adequate facilities for the grey nomad/RV sector,
 - More visitor accommodation options, and
 - Develop strategies to keep visitors in the Tablelands longer.

Big Idea 6.5 relating to ‘regional identity and branding’ is focused on developing a distinct regional brand to promote the TRC LGA and attract tourists and economic activity.

4.2 Corporate Plan 2017-2020

The *TRC Corporate Plan 2017-2020* establishes the 4 key priorities for Council which will shape the short and long term operations and budget planning. The activities of Council are focused around the key priorities which are:

1. Strong economies
2. Vibrant communities
3. Smart centres
4. Toward Council 2050



This RV Management Strategy will contribute significantly to the ‘strong economies’ priority as RV tourism is an economic driver for the TRC LGA that can be strengthened and expanded to provide further economic benefits. The RV strategy also addresses the strategic goals supporting the ‘strong economies’ priority - particularly, drive local economic development, incentivise investment and diversification, leverage emerging opportunities in domestic and international markets and showcase the region.

The RV Management Strategy also contributes to the priorities of ‘vibrant communities’ and ‘smart centres’ by providing a framework to manage impacts on local communities from RV tourism and promoting the exploration of innovative technologies in the sharing of information to RV tourists.

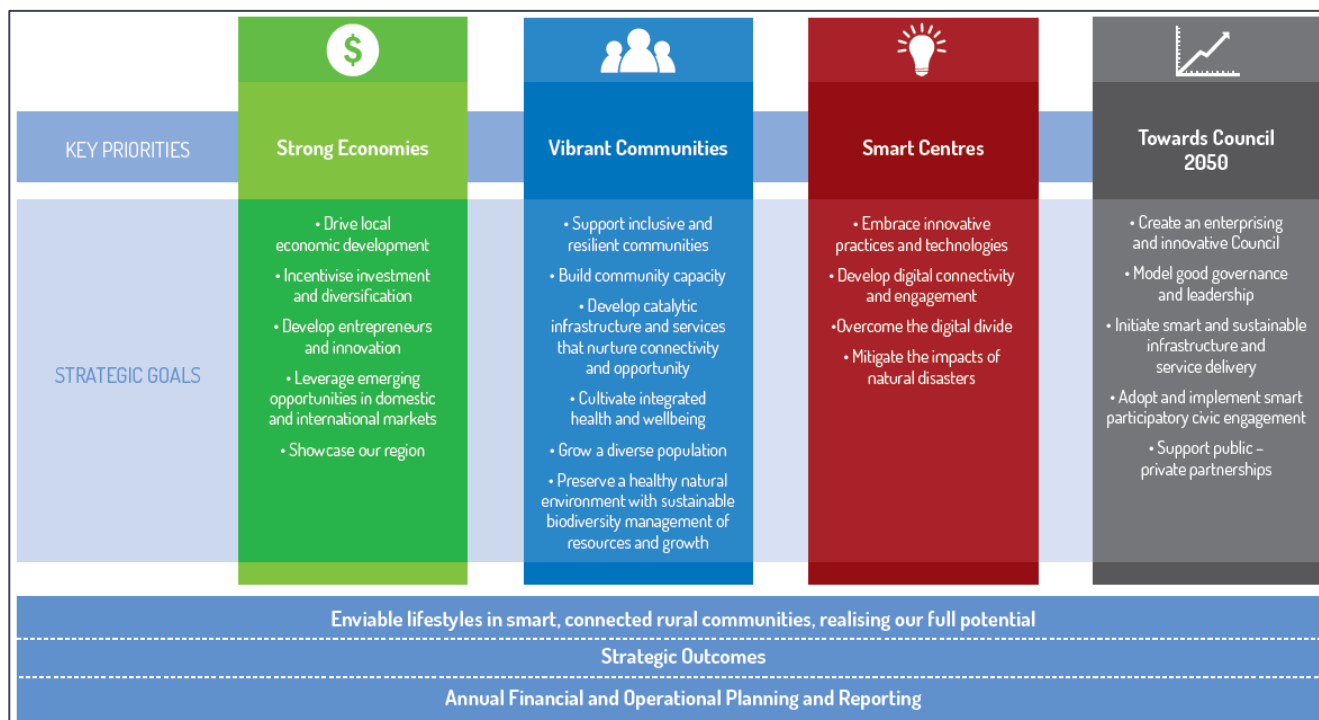


Figure 4: Key priorities and strategic goals for the TRC LGA (Source: TRC Corporate Plan 2017-2021)

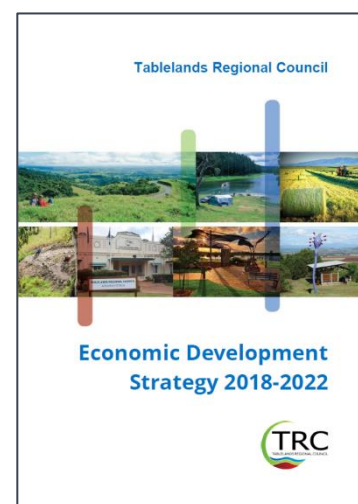
4.3 Economic Development Strategy 2018-2022

The *Economic Development Strategy 2018-2022* is being led by Council who are responsible for the ongoing implementation of the Strategy with support of industry partners, business community and other levels of Government.

The Strategy provides context and directions for local economic development across the TRC LGA and is an important part of Council’s decision-making framework. The Strategy also establishes a whole of Council approach to the delivery of services which advance local economic development and sets a clear implementation plan.

The Strategy identifies 5 Strategic directions that guide economic development in the TRC LGA

1. Industry expansion and acceleration
2. Local business and workforce capacity building
3. Smart centres innovation and entrepreneurship – smart tech, digital connectivity
4. Infrastructure and planning – place enablement – infrastructure to support business development
5. Business and investment attraction



The Strategy recognises the importance of the tourism sector and there are a number of specific actions identified that relate directly to the RV Management Strategy, including.

- Partner with the Regional and Local Tourism Organisations to support innovative destination marketing and leading in-market product experiences that will grow the tourism sector.
- Identify and secure major events that deliver profile, visitation and economic benefit to Tablelands communities.

4.4 Regulatory documents

Council's suite of regulatory documents includes:

- *Tablelands Regional Council Planning Scheme 2016 (Version 3);*
- *Local Law No.8 – Local Government Controlled Areas and Roads*
- *Subordinate Local Law No.8 – Local Government Controlled Areas and Roads; and*
- *Local Law No. 9 – Parking.*

These regulatory documents regulate key elements of RV tourism and play a key role in its management. The importance of integrating this Strategy into Council's regulatory framework is recognised and will be a focus in its implementation.

Section 9.1 examines how this Strategy can be interrelated into Council's regulatory framework.

5. Understanding the RV market

5.1 National and State trends

Tourism Research Australia Tourism Forecasts for 2017 identified relevant national trends in the tourism sector.

- International conditions are improving and will capture the greatest share of tourism dollars.
- Stable oil prices are likely to mean reduced travel costs.
- Key growth markets in the short to medium term are China, India and Japan.
- A 14.4% increase in leisure travel is predicted for 2018 and 2019.
- Visitor nights spent in the regions (i.e. outside capital cities and the Gold Coast) are forecast to fall from 50% currently to 47% in 2026/27, as shown in Figure.

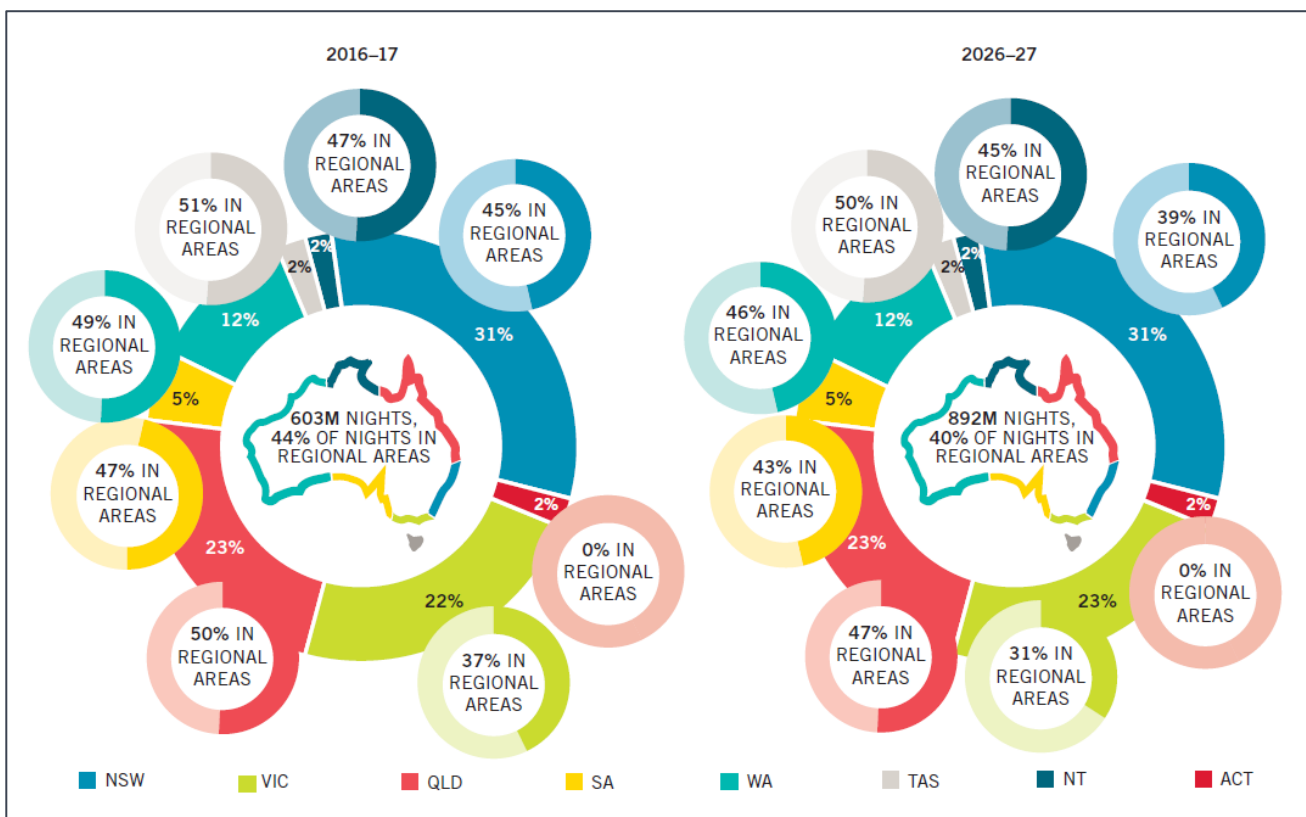


Figure 5: Share of visitor nights by state - capital cities versus regions (Source: Tourism Research Australia, 2018)

Linking to these national trends, a study was undertaken by the CSIRO to support the Draft Tourism and Transport Strategy identified the following key megatrends in Queensland tourism.

- A shift in the global economy from west to east and north to south, creating new markets and sources of competition.
- Changes in the way that people access and trust information in the online world.
- An increasingly mobile global population – trade, business, education and healthcare are causing people to travel further and more frequently.
- The disappearance of ecological habitats globally, making Queensland's unique natural assets a drawcard.

In this macro context TRC LGA is well positioned to capitalise on these trends across the tourism sector due to the region's abundant and unique natural features as well the proximity to the tourist focused economy in

Cairns, the international gateway of the Cairns Airport, and the two State Strategic Tourist Routes that follow the Kennedy Highway. However, the predicted decline in regional tourism will need to be considered moving forward and strategies developed to encourage visitation to the TRC LGA. The forecast reduction in visitor nights spend in the regions is in contrast to the Caravan Industry Association of Australia (CIAA) research that shows 92% of caravan and camping travellers stayed in regional areas.

5.1.1 Queensland Government support for drive tourism

There is a strong focus from the Queensland Government on supporting and growing drive tourism in the State. The focus areas of the *Queensland Drive Tourism Strategy* released in 2012 have been carried forward under the *Advancing Tourism Strategy 2016-2020* which includes strategic priorities that focus on investment in infrastructure and improving access to tourism transport and infrastructure. The *Advancing Tourism Strategy* is committed to improving the drive tourism experience.

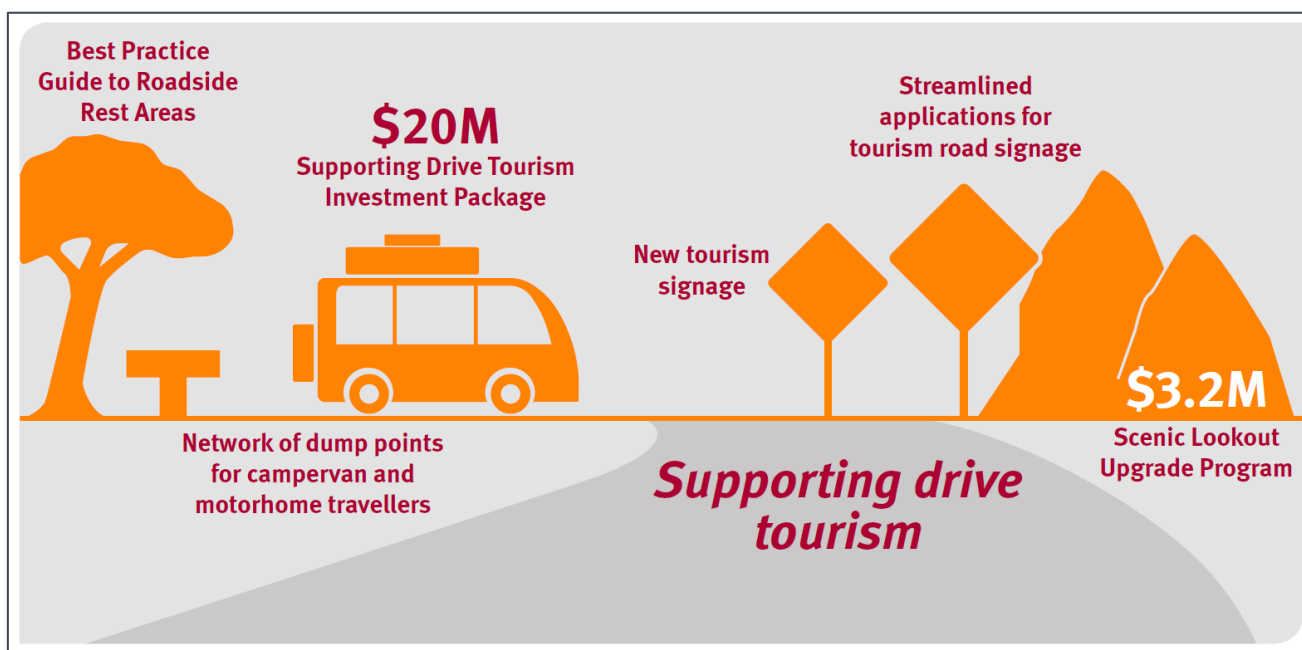


Figure 6: Measures to support drive tourism (Source: Draft Tourism and Transport Strategy 2017)

The Draft Tourism and Transport Strategy, released in 2017, continues this focus and includes a number of proposed actions that will benefit the drive tourism industry, relating to signage of State Strategic Touring Routes, digital promotion, improvements to rest areas and destination infrastructure and investment in road infrastructure on State Strategic Touring Routes.

This presents an opportunity for RV tourism in the TRC LGA to grow and provide economic benefit to the region in conjunction with planned State government programs. According to the CIAA **every \$1 of caravan park revenue = \$1.38 into local economy**, so there is significant economic potential from harnessing the benefits of RV tourism in the TRC LGA.

CARAVANNING AND CAMPING IS POPULAR!

- The caravanning and camping industry is going from strength to strength according to the CIAA.
- There has been a 6% increase in purchase of caravans since 2016
- There are 646,000 registered caravans and motorhomes in Australia – a 5.2% increase since 2016.
- Towable caravans are the most popular, making up 90% of registrations.
- 91% of those caravanning are domestic travellers.

5.2 Trends impacting Tablelands Regional Council area

5.2.1 Changing user groups

Drawing on data from TRA, the CIAA has found that travellers aged 30-54 made up the majority (48%) of the 11.80 million domestic camping and caravanning trips in Australia for the year ending September 2017. Those aged 55 and over actually only accounted for 29% of travellers, while 20-29 year olds made up 16%. The 20-29 year-old age group has doubled in their share of caravan and camping trips since 2013, which is a significant shift.

While RV tourists are one element of the broader drive tourist and caravanning and camping market this trend cannot be ignored. Traditionally thinking around RV tourists being exclusively 'grey nomads' needs to shift.

The 'youth market' (20-29 age group) and the families (generally aged between 30-54) have differing needs to the 'grey nomads' (55+ age group) and are likely to have different spending patterns and approaches to their RV travel. Monitoring the impacts of this shift will be key to understanding the localised impact on the TRC LGA.

Source: Queensland Camping Options Toolkit

Over the coming decade, the Australian travel industry will be dominated by generation Y (children of the baby boomers), who will move from their 20s into their 30s and will be looking for quality affordable travel options.

**Bernard Salt, KPMG
July 2013**

5.2.2 Increase in international visitors

The Tropical North Queensland tourism region is the second most popular international holiday destination in Queensland with China continuing as the largest source market. The other top 5 source markets for the Tropical North Queensland region were Japan, USA, UK and Germany. Of these groups Germany and the UK were the top international markets for the TRC LGA. Tourism Research Australia trends forecast an increase in international tourism. China, India and Japan are highlighted in particular as significant markets into the future which matches with the shift from west to east identified in the CSIRO megatrends for tourism in Queensland.

The proximity of the TRC LGA to Cairns and the other coastal tourism attractions provides a platform to capitalise on this increase in international visitors. Making RV tourism in the TRC LGA attractive for international tourists will require a different approach to match the different needs of these international tourists; particularly in terms of trip planning and information, such as signage.

5.2.3 Need for greater variety

With shifts in the traditional user groups and increased opportunity in the international tourism sector there is an expectation of a broader range of accommodation options for RV tourists.

The *Camping Options Toolkit*, released by the State Government in 2014 identified that there was a notable increase in people using caravan and camping accommodation yet decline in the number of commercial caravan and camping sites offset by increase used of non-commercial sites such as roadside rest areas, private property and reserves. This was identified as a key trend expected to continue through to 2020 and beyond.

This trend is also reflected in the CIAA data which showed a 11% increase in non-commercial camping locations in Queensland from 2011 to 2015 compared to an increase of 2% in National Parking camping and 2% in commercial camping locations.

5.2.4 Visitor information in the digital space

With a shift in the type of RV tourist and changed expectations around accommodation options, the way that people are accessing information is also changing. This brings a new

"There is growing reliance on mobile devices to plan and book accommodation, travel, tours and other experiences, including progressively 'on the ground', which need to be accommodated. 'How to get there' links should be a standard feature of all destination websites and should not simply link to the local English-language site."

Local Government Association of Queensland

challenge in understanding the needs of RV tourists to provide new interactive information sharing tools providing tailored travel information.

The demand and need for Information and technology infrastructure for RV sites is expected to grow as more RV tourists want access to online resources and applications such as GeoWiki, provided by the CMCA, while they are travelling.

5.3 User groups

Based on the research presented in the *Queensland Camping Options Toolkit*, there are 3 clear user groups in the RV tourism sector – grey nomads, youth market and families. These groups include both domestic and international visitors and have a number of similarities and differences across their RV travel needs.

Grey nomads

Grey nomads are usually retired or semi-retired, over 55 and travelling for leisure. Grey nomads often travel in off-peak periods and spend a greater number of nights than younger visitors and families. They are more likely to be touring and also more likely to have a self contained RV. With the aging population in Australia the grey nomads are expected to continue as a key user group. Grey nomads have been shown to use both commercial and non-commercial camping options; however there is a growing demand from this sector for low cost RV camping options.

Youth market

The youth market generally includes people aged 18 to 30. The youth market brings a number of active explorers who are seeking new experiences and are willing to travel 'off the beaten track'. A large number of travellers in the youth market are backpackers travelling in small groups and often on working holidays. The youth market is generally looking for low cost RV camping options.

Families

Families are aged 30-54 with their children travelling in family groups of 1 or more. The *Queensland Camping Options Toolkit* suggests that for commercial camping providers the key emerging market will be families. Families are looking for the most-cost efficient travel and generally are attracted to RV sites that have amenities and recreational facilities that they can enjoy as a family.

These user groups are not exclusive and there will be some overlap between the groups and some RV tourists that don't align with the majority.

5.3.1 Commercial versus non-commercial campers

While the user groups have preferences for how they travel and their preferred RV camping option, which are generally linked to their average spend, the length of the trip and the need for access to amenities, it is clear from available research that many RV tourists mix and match their accommodation choice. In 2013 The CIAA, then the Caravan, RV and Accommodation Industry of Australia, commissioned BDO Australia Ltd to research the difference between those that chose commercial camping options and those that chose non-commercial camping options.

Table 2: Commercial and Non-Commercial Campers (Source: Queensland Camping Options Toolkit, 2014)

COMMERCIAL CAMPERS	NON-COMMERCIAL CAMPERS
<ul style="list-style-type: none"> • Spend the majority of their nights (85%) in commercial accommodation or camping grounds • Stay 4 nights or longer (49% of campers) with 32% staying 2-3 nights and only 17% staying 1 night • Spend approximately \$576 at each location in addition to accommodation expenses – about \$73 per day • Are in full-time employment 	<ul style="list-style-type: none"> • Spend most of their nights (71%) in non-commercial camping grounds • Also stay at commercial sites 29% of the time • 30% try to avoid staying at commercial sites • Stay 3 nights or less (74%) in each location of which 34% are for 1 night • Spend approximately \$213 at each location in addition to accommodation costs or \$53 per day • Are retired (only 12% are still employed full-time).

6. Opportunities and challenges

Challenges and opportunities for RV tourism in the TRC LGA were identified in partnership with the Camping Options Reference Group.

6.1 Opportunities

Opportunities for RV tourism were workshopped by the Reference Group. It was agreed that there is a lot to showcase about the TRC LGA and the identified opportunities should be capitalised upon in attracting RV tourists. The top opportunities identified are:

- Clean, green and pristine environment of the Tablelands
- Welcoming and friendly place
- A range of experiences across the Tablelands, including natural features, heritage sites, outdoor recreation pursuits such as mountain bike riding.
- Great events that can be expanded and possibilities for new events that are marketed to RV tourists and complementary strategies to accommodate RV tourists as part of these events put in place.
- Promotion of RV tourism in TRC LGA through online RV forums and word of mouth.
- Better use of Apps and online tools.
- Potential for Stop and Shop program to be developed.
- Meeting different holidaying expectations of different age groups. (Families, Retirees, back packers, etc.)
- Room for growth in RV facilities provided by the private sector.

6.2 Challenges

A number of challenges to be addressed through improved management of RV tourism were also identified by the Group. These are outlined below:

- Lack of RV friendly parking in some towns. (e.g. Atherton)
- Rest Areas where self-contained RV tourists can stay overnight are difficult to provide within current regulatory controls.
- There are limited low cost options for RV tourists to stay overnight.
- Seasonal nature of RV tourism – challenges in terms of covering costs and management of sites.
- Challenges of different behaviours of different groups (Some antisocial behaviour)
- The location and management of dump points. Every town wants one, but are they needed.
- Some site-specific challenges at Rocky Creek War Memorial Rest Area – capacity of septic system to accommodate demand.
- RSLs and Pubs providing overnight parking if meal is purchased. Don't meet planning controls and aren't subject to the same requirements as caravan parks.
- Needs to be a level playing field among the different RV sites.
- Enforcement is the last option for Council – it is prohibitively expensive and not a long term solution. Want to focus on management and strategy-based responses.

7. Guiding principles

Guiding principles that direct the management of RVs in the Tablelands Regional Council local government area have been developed. The guiding principles inform the management approach of Council to RV tourism. The principles support a quality tourism experience for RV tourists that showcases the Tablelands Regional Council area as a 'clean, green and pristine' region, and that welcomes RV tourists so as to maximise the economic benefit of RV tourism

7.1 Whole of region economic benefit

Tablelands Regional Council is focused on the provision and management of RV facilities in a way that realises economic benefits across the whole of the region and contribute to the overall tourism offering in the Tablelands Regional Council area. RV facilities are provided in a manner that harness tourism as a key economic driver and contribute to an overall experience that showcases the region and the wide variety of tourist attractions on offer.

7.2 Complete network of facilities

Management of RV facilities provides a positive visitor experience for RV tourists through the provision of a network of facilities that showcase the tourism offerings in the Region and highlight the welcoming nature of the community. The provision of RV facilities focuses on providing a complete tourism experience that encourages RV tourists to increase their length of stay by offering a range of facilities and experiences. This is supported by networking amongst operators to encourage sharing of information and presenting a combined front for RV tourists visiting. The variation in demand due to seasonality of RV tourism is managed to ensure a distribution of economic benefits across the Tablelands Regional Council area whilst maintaining a positive visitor experience for RV tourists.

7.3 A variety of options for a range of RV tourists

The network of RV facilities maximises choice for RV tourists by providing a range of options with respect to location, facilities and amenities and cost. RV facilities meet the needs of a range of RV tourists, including 'grey nomads', families, backpackers and are responsive to trends and shifts in the RV tourism and broader tourism market.

7.4 Wayfinding and information

The network of RV facilities is clearly articulated and promoted. Signage on roads and at RV facilities is clear, consistent, well positioned and maintained to showcase the tourism offering in the Region. RV tourism in the Atherton Tablelands is promoted through online tools and applications with up-to-date data. Information is available in a range of formats and languages to promote RV tourism as widely as possible and allow for RV tourists to use information to plan their journey before and during their trip. Networking and word of mouth is encouraged as a method of sharing experiences and information in the RV facilities amongst RV tourists.

7.5 Environment and safety

RV facilities are managed and maintained to protect the environmental and cultural assets and values of the Region. RV facilities are safe and managed in a way that minimises safety risks and ensures an attractive and safe environment for use by RV tourists. Management of RV facilities ensures environmental values are maintained to facilitate long-term sustainable use.

7.6 Access

RV facilities provide for access by a range of vehicles with varied dimensions and manoeuvrability. Access to key services, such as fuel is provided and options for parking close to the centre of towns and townships are provided to enable RV tourists to stop and spend time whilst accessing services.

7.7 Fit for purpose facilities

RV facilities are provided with quality facilities that are fit for purpose. Facilities such as dump points and access to potable water are located to complement the current facilities available in privately owned and Council managed sites.

7.8 Consistent management approach

Management of RV facilities is consistent across the Region with a level playing field established for all operations. The management approach is sustainable and ensures a responsible use of ratepayer funds by ensuring investment in RV facilities provides a whole of region economic benefit and does not unfairly compete with private operators.

Management of RV facilities is focused on establishing a framework that encourages RV tourists to utilise the network of RV facilities appropriately with enforcement employed as a last option.

8. RV camping options

A spectrum of camping options for RV tourists has been developed for the TRC LGA to assist in assessing the current situation and managing RV facilities and camping sites into the future.

The RV Camping Options has been based on the Camping Options Spectrum in the *Queensland Camping Options Toolkit* shown in Figure . A tailored spectrum of RV Camping Options has been developed for the TRC LGA in partnership with the Camping Options Reference Group, shown in Figure .

The RV Camping Options will guide management approaches to RV tourism and changes to the regulatory framework.

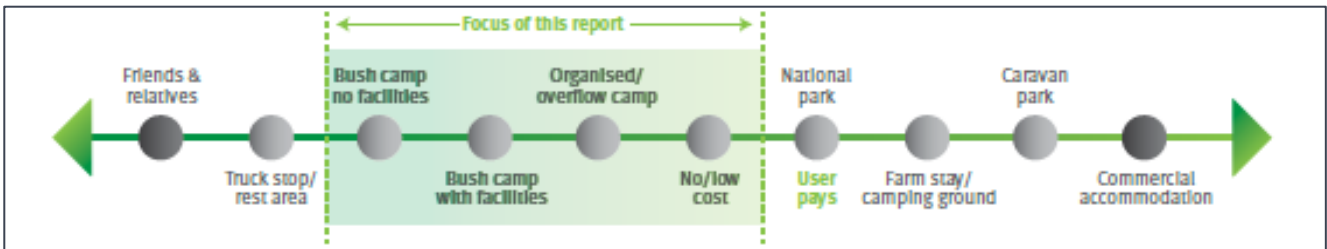


Figure 7: Camping Options Spectrum (Source: Queensland Camping Options Toolkit, 2014)

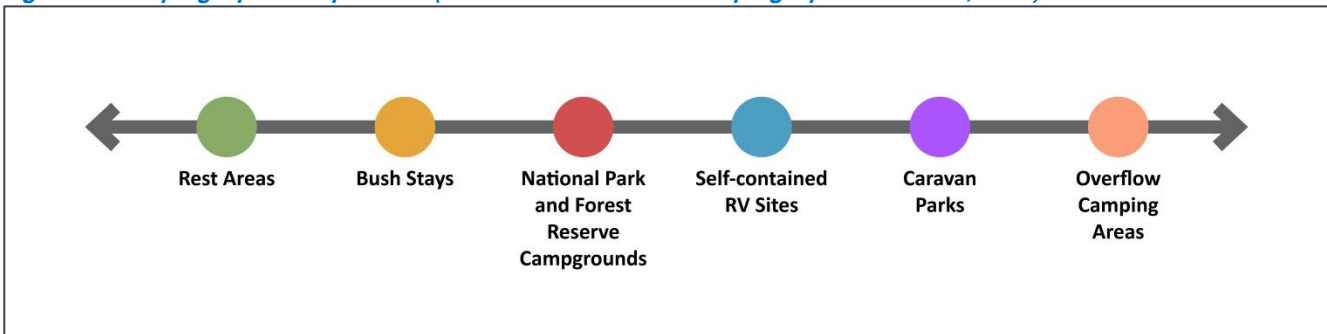


Figure 8: TRC LGA RV Camping Options (Source: PSA Consulting)

The categories of RV Camping Options are currently represented in TRC LGA, with the exception of the Self-Contained RV Sites category and the Overflow Camping Areas. These new categories have been included to respond to gaps identified in the audit of current RV accessible sites and workshopped with the Camping Options Reference Group to determine how they complement the other RV Camping Options.

Table 3 over the page provides an overview of the intent and key features of each category in the RV Camping Options.

Table 3: RV Camping Options for TRC LGA - Intent and key features

	REST AREAS	BUSH AND FARM STAYS	NATIONAL PARK CAMPGROUNDS	SELF-CONTAINED RV SITES	CARAVAN PARKS	OVERFLOW CAMPING AREAS
INTENT	Rest areas provide short stays to manage fatigue and provide for low cost, fully self-contained camping. The intent for rest areas is to complement other camping options by capturing travellers who otherwise wouldn't have stopped in the region.	Bush stays are located in rural areas away from primary travel routes and are serviced by minimal facilities. Bush stays provide visitors with the opportunity to camp in wilderness areas in proximity to natural features. Bush stays have a large area available for camping and provide for a less formal camping arrangement and can accommodate large groups and events.	National Park campgrounds provide for a camping experience in National Parks and Reserves in proximity to natural features. National Park campgrounds provide for a range of camping experiences with limited amenities provided.	Self-contained RV Sites provide a 'no frills' camping option for longer stays. Self-contained RV Sites complement other RV camping options by providing for fully self-contained RV travellers looking for low cost camping options. Self-contained RV Sites are located in a range of areas and when located near towns and key attractions are balanced with the provision of Serviced RV Sites to limit impacts on the operation of Serviced RV Sites.	Serviced RV Sites, such as Caravan Parks, provide the highest level of service for RV tourists and other camping visitors to the region. Serviced RV Sites provide a full range of facilities, including recreational facilities, for guests and are located in proximity to towns and key attractions.	Overflow camping areas are provided when there is an influx of RV tourists to the region during one-off events and peak times where additional RV sites need to be made available to accommodate visitors in the region. Overflow camping areas are only utilised in instances where all other camping options are exhausted and referral of RV tourists to overflow camping areas is done in a coordinated and cooperative manner which involved all key stakeholders
LENGTH OF STAY	Up to 48 hours	At discretion of operator	Maximum 30 days	Up to 7 nights	At discretion of operator	Up to 3 days
STANDARD FACILITIES	Flat sites Toilets (for day use) Potable water	Flat sites	Flat sites Toilets Potable water	Flat sites Toilets Potable water Dump point	Flat site Toilets Showers Potable water Dump point Powered sites Recreation facility (e.g. playground, pool)	Flat site Toilets Showers Potable Water Powered sites
AVERAGE COST PER NIGHT	Free, donation OR Require a token from the Information Centre	At discretion of operator Generally \$20 or less	At discretion of Queensland National Parks \$6.45 per person per night	\$10 or less	At discretion of operator	Less than \$20
MANAGEMENT	Council (or Third Party on behalf of Council) State Government (where permitted by Transport and Main Roads)	Private Operator	State Government	Private Operator Council (or Third Party on behalf of Council)	Private Operator Council (or Third Party on behalf of Council)	Council (or Third Party on behalf of Council)

9. Audit of RV facilities

Existing sites available for use by RV tourists for overnight stays have been audited to provide a clear picture on the current situation for RV accommodation in the TRC LGA.

As part of the audit each facility was assigned a category from the RV Camping Options. The breakdown of facilities is shown in Figure 10, and the geographic distribution was mapped.

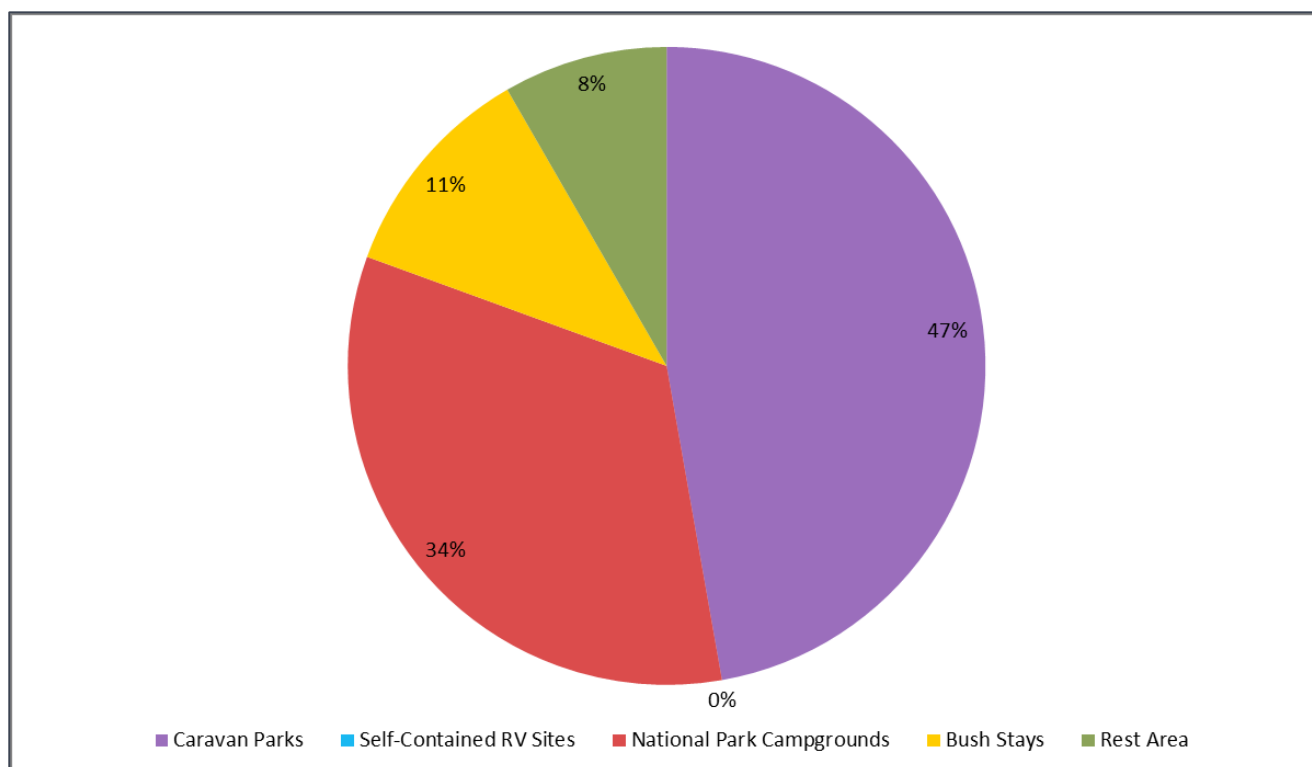


Figure 9: Breakdown of existing RV facilities by RV Camping Options category (Source: PSA Consulting)

The audit found that:

- Key attractions and towns are well serviced by existing RV facilities;
- There is a geographic grouping of facilities around Atherton and focused in the northern area of the TRC LGA;
- Each town has at least one site where RV tourists can camp overnight;
- RV facilities generally follow the State Strategic Touring Routes along the Kennedy Highway with others located around attractions near Malanda, Millaa Millaa and Yungaburra in the east of the TRC LGA;
- The average cost per night for an unpowered site at serviced RV sites (such as a caravan park) is \$24.20;
- The average cost per night for an unpowered site at a bush stay is \$14; and
- There are fewer options for those seeking low-cost self-contained sites for overnight stays (i.e. unpowered and no infrastructure).

The audit also identified that a number of sites may not be consistent with the land use planning intent set out in the *Tablelands Regional Council Planning Scheme 2016*. This presents a challenge with respect to ensuring an even playing field - where some sites are fully compliant with the planning scheme provisions whilst others are not.

9.1 Challenges for regulatory framework

A high-level review of the following regulatory documents has been undertaken:

- Tablelands Regional Council Planning Scheme 2016 (Version 3);
- Draft Local Law No. 8 (Local Government Controlled Areas and Roads) 2018;
- Draft Subordinate Local Law No. 8 (Local Government Controlled Areas and Roads) 2018; and
- Draft Local Law No. 9 (Parking) 2018.

The review identified a number of potential barriers to implementation of the TRC LGA RV Camping Options. These are outlined below.

9.1.1 Tablelands Regional Council Planning Scheme

- **Use definitions** in the Planning Scheme do not align with the RV Camping Options identified for TRC LGA. The current definition of 'tourist park' groups together a number of the RV Camping Options and does not recognise the differences between the categories in terms of facilities provided. Amendments to use definitions will be required or potentially the inclusion of additional administrative definitions to allow for planning scheme provisions to be tailored across the RV Camping Options.
- Adoption of an administrative definition of self-contained RV may assist in limited confusion and confirming what is self-contained for the purpose of Council assessment.
- The **category of development and assessment** for 'tourist park' is Impact Assessable across all zones in the Planning Scheme. An Impact Assessable application is a significant undertaking and may be seen as a barrier to investment in new RV sites or improvements to existing RV sites. This presents a significant challenge in obtaining planning approval for new RV sites that are modelled on a 'low-cost, no-frills' model.
- The **Tourist Park Code** (section 9.3.22) sets the provisions that need to be met for development defined as a 'tourist park'. A review of this code will be required to ensure alignment with the RV Camping Options and intent of the Strategy.

9.2 Local Laws

The draft Local Laws reviewed are not considered to present significant barriers to implementation of the TRC LGA Camping Options. The RV Camping Options can be reflected in the local laws with minor updated. Some updated and changes may be required to accommodate other recommended actions such as the implementation of a 'stop and shop' program.

Draft Subordinate Local Law No. 8 (Local Government Controlled Areas and Roads) 2018

- Update Schedule 2 to amend length of stay permitted at Rocky Creek, Archer Creek and Kairi Lions Park to reflect 48 hours set in RV Camping Options.
- Update reference from to self-contained motorhome or caravan to be self-contained RV and include a definition of self-contained RV that reflects Draft Strategy.

Draft Local Law No. 9 (Parking) 2018

- If 'stop and shop' program is implemented update Sections 8, 9, 10, 11 and 12 to provide for use of a token or other permit as part of a program.

10. Priority areas for action

Based on the research undertaken to support this RV Management Strategy and feedback from the Camping Options Reference Group a number of priority areas for future actions relating to RV management have been identified. These priority areas encapsulate the work to support economic development and ensure that benefits from RV tourism are being fully realised in the TRC LGA. The priority areas are as follows:

1. Increasing the length of stay in the TRC LGA;
2. Addressing demand for low cost options;
3. Showcasing the region by;
 - Promoting the variety of camping options currently available in the Tablelands region,
 - Attracting RV tourists to the region through quality events, and
 - Encouraging RV tourists to stop and spend time and money in townships through the provision of incentives and RV facilities and infrastructure such as parking;
4. Establishing a clear, consistent and transparent management approach;
5. Improving monitoring and data collection of RV visitation and length of stay to inform better decision making; and
6. Establishing and maintaining quality infrastructure by;
 - Promoting RV sites and facilities through clear and consistent signage, and
 - Increasing the private sector provision of dump sites and other RV facilities.

These priority areas for action have informed the recommendations in Section 11 with each recommendation seeking to address at least one priority area for action.

11. Recommendations

The TRC LGA is well placed to benefit from increased RV tourism; with a network of Highways and arterial roads that connect a wide range of tourist destinations including heritage towns, National Parks, rail trails, farm stays and gourmet food experiences. The Kennedy Highway is part of the official route of both the Great Inland Way and the Savannah Way, both of which are recognised as State Significant Touring Routes in the *Guide to Queensland Roads*. The presence of two State Strategic Tourist Routes is notable, and a major attraction for the TRC LGA to capitalise on.

The recommendations in this Strategy have been developed to respond to the priority areas for action and position the TRC LGA as a premier destination for RV tourism. The recommendations reflect the standing of this Strategy as a 'first step' toward capitalising on the benefits of RV tourism while ensuring the local community is receiving the positive flow on impacts on their benefits.

The recommendations have sought to balance contrasting views and priorities with respect to RV camping in the TRC LGA and provide for a clear, consistent approach firmly based on evidence and justified need.

11.1 Results of multi-criteria analysis

A multi-criteria analysis (MCA) was undertaken to test the recommendations and ensure they serve a variety of criteria and are consistent and coherent. The MCA increased the understanding the potential opportunities challenges associated with each recommended action.

Each recommended action has been assessed to identify how they contribute to the following criteria

1. Economic opportunity
 - 1.1 Overall positive RV tourist experience
 - 1.2 Potential economic benefit to TRC
 - 1.3 Promotion of TRC as RV tourism destination
 - 1.4 Potential to increase length of stay
 - 1.5 Potential to increase variety of RV Camping Options
2. User experience
 - 2.1 Contribution to high quality and consistent information for RV tourists
 - 2.2 Enables well located facilities (i.e. in proximity to services and attractions)
 - 2.3 Quality RV tourist facilities
3. A clear, consistent and transparent management approach
 - 3.1 Management of environmental impacts
 - 3.2 Initial investment (magnitude of cost)
 - 3.3 Ongoing management implications (including maintenance)
 - 3.4 Deliverability
 - 3.5 Value for money
 - 3.6 Contributes to clear, consistent and transparent management approach

Each recommended action was assessed against the criteria and ranked on a scale from 1 to 5 (1 being low/worst and 5 being high/best). An average was applied for each of the 3 areas which were then totalled to get the total MCA score. The recommended actions performed differently against each criteria with some stronger in economic opportunity whilst others were stronger in the management approach criteria. This was expected due to the range of recommended actions identified.

11.2 Recommended actions

The recommended actions outlined in Table are based on the outcomes of workshops with the Camping Options Reference Group and have taken inspiration from best practice examples across Queensland. These recommended actions are considered the priority for the next 5 years with potential for additional actions to be included in future iterations of this Strategy. Further detail on each of the recommended actions is provided in **Appendix 1**.

Table 4: Recommended actions identified by Camping Options Reference Group

	RECOMMENDED ACTIONS	TIMEFRAME	KEY PARTNERS
Council Policy and Regulation			
1	Adopt TRC LGA RV Camping Options Matrix to guide management of RV camping options within TRC	2018-2019	
2	Review Local Laws and Tablelands Regional Council Planning Scheme to identify how the RV Camping Options Matrix can be incorporated.	2018-2020	State Government
3	Develop and implement an Overflow Camping Policy which identifies appropriate areas to accommodate overflow camping sites and an agreed management approach for overflow camping sites.	2018-2020	Chambers of Commerce
4	Develop a policy for management of RV camping areas as part of major events, including identifying sites suitable to accommodate temporary RV camping to support major events.	2018-2020	Tropical Tablelands Tourism Chambers of Commerce
5	Develop a policy to guide the location and technical requirements for the installation of dump points to guide proponents and set the requirements for investment by Council.	2018-2020	CMCA CPAQ
6	Develop procedure for capture and recording of occupancy data across RV camping sites and user data for RV facilities to inform Council policy development and decision making.	2018-2019	CMCA CPAQ
Infrastructure to support RV tourism			
7	Work with key stakeholders to investigate site for installation of new dump points and seek funding from the private sector (e.g. CMCA).	2020-2022	CMCA CPAQ
8	Investigate and identify potential locations for private sector provision of a 'self-contained RV site' camping option such as the CMCA site in Ingham.	2019-2021	CMCA CPAQ
9	Investigate opportunities to provide RV parking in walking distance of the town centres of Atherton, Yungaburra, Malanda, Millaa Millaa, Ravenshoe and Herberton.	2018-2020	State Government – Department of Transport and Main Roads
Promotion of RV tourism opportunities in TRC LGA			
10	Develop a marketing strategy targeting RV tourists that provides tailored information for RV tourists on dedicated platforms.	2018-2019	CMCA CPAQ Tropical Tablelands Tourism
11	Investigate the feasibility and cost benefit of a stop and shop program for use of dedicated RV parking bays in town centres.	2019-2020	Chambers of Commerce

	RECOMMENDED ACTIONS	TIMEFRAME	KEY PARTNERS
12	Develop a 'Signage Strategy' for TRC to ensure clear and consistent signage regarding RV infrastructure.	2018-2021	State Government – Department of Transport and Main Roads

11.3 Next steps

Of the recommended actions identified it is considered that the most critical is the adoption of the TRC LGA RV Camping Options by Council. Adoption of the RV Camping options will allow for the implementation of other critical actions such as a review of the *Tablelands Regional Council Planning Scheme* and applicable Local Laws to identify amendments required to integrate the RV Camping Options and ensure that existing RV sites are operating in accordance with the required regulations.

Another recommended action to be commenced as a priority is the development of a procedure for capture and recording of occupancy data across RV camping sites in TRC LGA. Despite the lower scoring this action is considered to be vital in the implementation of other actions and whilst scoring low for economic opportunity the benefits to establishing a clear, consistent and transparent management approach are significant. Prioritising the collection of data on RV tourism including occupancy data that is able to identify user groups and other key characteristics such as length of stay will be essential to building a detailed understanding of the RV tourism market in the TRC LGA.

It is recommended that Council seek to implement the remaining recommended actions in the timeframes outlined, as funding and resources become available.

Continuation of the Camping Options Reference Group will be essential to the successful implementation of the Strategy.

12. Implementation and monitoring

The Strategy will be implemented via an annual review and update led by Council with assistance from the Camping Options Reference Group. The Strategy, particularly the Priority Actions will remain as a living document and be change-ready as market and regulatory changes dictate.

Monitoring and update of the Strategy will occur via:

- Ongoing meetings of the Camping Options Reference Group;
- Assessing the progress of the Priority Actions each year through to 2021;
- Reporting on grant and other external funding secured to enable the Priority Actions and other activities that respond to the focus areas;
- Yearly survey of RV tourists to the TRC LGA; and
- Reporting of occupancy data at all RV sites year on year.

APPENDIX 1: OVERVIEW OF RECOMMENDATIONS

AP06

1 ADOPT TRC LGA RV CAMPING OPTIONS MATRIX TO GUIDE MANAGEMENT OF RV CAMPING OPTIONS WITHIN TRC				
BACKGROUND	<p>The <i>Queensland Camping Options Toolkit</i> identifies a range of camping options that are recommended to be incorporated into local government regulatory frameworks. The TRC LGA RV Camping Options provide a tailored spectrum applicable to the local context developed in partnership with the Camping Options Reference Group.</p> <p>The audit of RV sites identified a need for a broader range of RV Camping Options to be recognised and supported by TRC through. Formalisation of current RV Camping Options and identification of new RV Camping Options such as 'self-contained RV sites' and 'overflow camping areas' will facilitate provision of a broader range of RV camping options.</p>			
POTENTIAL BENEFITS	<ul style="list-style-type: none"> • Consistent with best practice approach outlined in <i>Queensland Camping Options Toolkit</i> • Recognises a broader range of RV camping options which provides opportunity to attract more RV tourists • Responds to demand for 'low-cost, no-frills' RV Camping Option • Sets the foundation for clear and transparent management approach 			
POTENTIAL RISKS	<ul style="list-style-type: none"> • The RV Camping Options identified may not address needs of RV tourists 			
DESIRED OUTCOME	<p>Adoption of the TRC LGA RV Camping Options by Council will</p> <ol style="list-style-type: none"> 1. Provide the foundation for a clear, consistent and transparent management approach to RV camping 2. Guide policy decisions relating to RV camping 3. Allow for the integration of the TRC LGA RV Camping Options into Local Laws and the <i>Tablelands Regional Council Planning Scheme 2016</i> 4. Ensure an even playing field for operators 5. Provide for management of RV camping in accordance with Council expectations 			
RESULTS OF MCA	TOTAL SCORE	Economic Opportunity	User Experience	Management
	10.6 / 15	2.8 / 5	3 / 5	4.8 / 5
RESPONDS TO PRIORITY ACTION AREAS	<ol style="list-style-type: none"> 1: Increasing the length of stay in the TRC LGA 2: Addressing demand for low cost options 4: Establishing a clear, consistent and transparent management approach 			
DEPENDANCIES	Nil			
TIMING	2018-2019			
KEY PARTNERS	Nil			

2 REVIEW LOCAL LAWS AND TABLELANDS REGIONAL COUNCIL PLANNING SCHEME TO IDENTIFY HOW THE RV CAMPING OPTIONS MATRIX CAN BE INCORPORATED.				
BACKGROUND	<p>The audit of RV sites identified a need for a broader range of RV Camping Options to be recognised and supported by TRC through. Formalisation of current RV Camping Options and identification of new RV Camping Options such as 'self-contained RV sites' and 'Overflow Camping Areas' will facilitate provision of a broader range of RV camping options.</p> <p>To remove regulatory hurdles for new RV Camping Options amendments to Local Laws and the <i>Tablelands Regional Council Planning Scheme 2016</i> need to be reviewed and amendments made.</p> <p>The Camping Options Reference Group highlighted the need for a clear and consistent approach with the ability to provide fit-for-purpose facilities for self-contained RVs is not met through the current regulatory framework.</p>			
POTENTIAL BENEFITS	<ul style="list-style-type: none"> • Consistent with best practice approach outlined in <i>Queensland Camping Options Toolkit</i> • Recognises a broader range of RV camping options which provides opportunity to attract more RV tourists • Responds to demand for 'low-cost, no-frills' RV Camping Option • Sets the foundation for clear and transparent management approach • Provides for development of 'self-contained RV sites', 'bush and farm stays' and 'overflow camping areas' that can comply with planning requirements • Council can set provisions that ensure development of RV camping sites meets environmental requirements and community expectations 			
POTENTIAL RISKS	<ul style="list-style-type: none"> • The RV Camping Options identified may not address needs of RV tourists • Fit-for-purpose infrastructure may not be able to meet minimum Council standards in some areas 			
DESIRED OUTCOME	<p>Integration of the TRC LGA RV Camping Options into Local Laws and the <i>Tablelands Regional Council Planning Scheme 2016</i> will</p> <ol style="list-style-type: none"> 1. Provide a clear, consistent and transparent management approach to RV camping for land use planning 2. Formalise the TRC LGA RV Camping Options in Council's regulatory documents 3. Ensure an even playing field for operators when developing new RV camping sites 4. Provide for management of RV camping in accordance with Council requirements and community expectations 			
RESULTS OF MCA	TOTAL SCORE	Economic Opportunity	User Experience	Management
	10.1 / 15	2.8 / 5	3 / 5	4.3 / 5
RESPONDS TO PRIORITY ACTION AREAS	<ol style="list-style-type: none"> 1: Increasing the length of stay in the TRC LGA 2: Addressing demand for low cost options 4: Establishing a clear, consistent and transparent management approach 			
DEPENDANCIES	Recommendation 1 – Adoption of TRC LGA RV Camping Options			
TIMING	2018-2020			
KEY PARTNERS	State Government			

3 DEVELOP AND IMPLEMENT AN OVERFLOW CAMPING POLICY WHICH IDENTIFIES APPROPRIATE AREAS TO ACCOMMODATE OVERFLOW CAMPING SITES AND AN AGREED MANAGEMENT APPROACH FOR OVERFLOW CAMPING SITES.				
BACKGROUND	<p>Members of the Camping Options Reference Group raised the importance of having an agreed approach to manage overflow camping areas in the event that RV camping sites are at capacity. The intent is to ensure that RV tourists can be accommodated in the TRC LGA during peak times and are not forced to move on.</p> <p>This is consistent with the best practice approach outlined in the <i>Queensland Camping Options Toolkit</i>. A number of other Council's, namely Charters Towers Regional Council, have successfully implemented Overflow Camping Policies.</p>			
POTENTIAL BENEFITS	<ul style="list-style-type: none"> Consistent with best practice approach outlined in <i>Queensland Camping Options Toolkit</i> Contributes to a clear and transparent management approach A well managed response to overflow camping will result in an improved customer experience Will ensure that RV tourists can be accommodated in the TRC LGA during peak times and are not forced to move on 			
POTENTIAL RISKS	<ul style="list-style-type: none"> Accurate occupancy data required Geographic distribution and capacity of overflow camping areas may not meet needs 			
DESIRED OUTCOME	<p>The development and implementation of an Overflow Camping Policy will</p> <ol style="list-style-type: none"> 1. Establish an agreed and endorsed process for managing capacity at RV camping sites in peak times 2. Identify sites suitable for accommodating overflow camping in peak times 3. Establish an agreed and endorsed approach to management of the overflow camping areas 4. Provide a clear, consistent and transparent approach and provide certainty for Council, private operators, visitors and the community 			
RESULTS OF MCA	TOTAL SCORE	Economic Opportunity	User Experience	Management
	13.1 / 15	3.6 / 5	5 / 5	4.5 / 5
RESPONDS TO PRIORITY ACTION AREAS	<ol style="list-style-type: none"> 1: Increasing the length of stay in the TRC LGA 4: Establishing a clear, consistent and transparent management approach 			
DEPENDANCIES	<p>Recommendation 1 – Adoption of TRC LGA RV Camping Options</p> <p>Recommendation 2 – Review of Local Laws and Planning Scheme</p>			
TIMING	2019-2020			
KEY PARTNERS	Chambers of Commerce			

4 DEVELOP A POLICY FOR MANAGEMENT OF RV CAMPING AREAS AS PART OF MAJOR EVENTS, INCLUDING IDENTIFYING SITES SUITABLE TO ACCOMMODATE TEMPORARY RV CAMPING TO SUPPORT MAJOR EVENTS.				
BACKGROUND	Members of the Camping Options Reference Group identified major events as a potential opportunity to grow RV tourism in the TRC LGA. Opportunities to build on existing events and potential for new RV focused events are seen as important elements in attracting RV tourists to the TRC LGA. Management of RV camping as part of major events will require the identification of potential events, RV camping sites and procedures for management.			
POTENTIAL BENEFITS	<ul style="list-style-type: none"> Consistent with best practice approach outlined in <i>Queensland Camping Options Toolkit</i> Contributes to a clear and transparent management approach A well managed response to RV camping at and /or during major events will result in an improved customer experience Provides significant opportunity for economic benefit to TRC LGA 			
POTENTIAL RISKS	<ul style="list-style-type: none"> New major events may take away from existing program of events in TRC LGA 			
DESIRED OUTCOME	<p>The development and implementation of an Overflow Camping Policy will</p> <ol style="list-style-type: none"> 1. Establish an agreed and endorsed process for managing RV camping during major events 2. Identify sites suitable for accommodating temporary RC camping to support major events 3. Identify opportunities for RV camping to be incorporated into existing events 4. Establish an agreed and endorsed approach to management of the RV camping as part of major events 5. Provides clear parameters and requirements for incorporating RV camping into major events which meet expectations for Council, private operators, visitors and the community 6. Ensures environmental impacts are managed appropriately 7. Ensures safety of RV tourists, other visitors and broader community 8. Provide a clear, consistent and transparent approach and provide certainty for Council, private operators, visitors and the community 			
RESULTS OF MCA	TOTAL SCORE	Economic Opportunity	User Experience	Management
	12.9 / 15	3.4 / 5	5 / 5	4.5 / 5
RESPONDS TO PRIORITY ACTION AREAS	<ol style="list-style-type: none"> 1: Increasing the length of stay in the TRC LGA 3: Showcasing the region by <ul style="list-style-type: none"> Promoting the variety of camping options currently available in the Tablelands region Attracting RV tourists to the region through quality events Encouraging RV tourists to stop and spend time and money in townships through the provision of incentives and RV facilities and infrastructure such as parking 4: Establishing a clear, consistent and transparent management approach 			
DEPENDANCIES	<p>Recommendation 1 – Adoption of TRC LGA RV Camping Options</p> <p>Recommendation 2 – Review of Local Laws and Planning Scheme</p>			
TIMING	2019-2020			
KEY PARTNERS	<p>Tropical Tablelands Tourism</p> <p>Chambers of Commerce</p>			

5 DEVELOP A POLICY TO GUIDE THE LOCATION AND TECHNICAL REQUIREMENTS FOR THE INSTALLATION OF DUMP POINTS TO GUIDE PROPONENTS AND SET THE REQUIREMENTS FOR INVESTMENT BY COUNCIL.

BACKGROUND	<p>Dump points are important facilities for RV tourists and can attract RV tourists to areas they would not usually go. This results in towns wanting dump points to be installed and increased pressure on Council to install and manage new dump points.</p> <p>There is no economic benchmark to measure the benefit of investment in dump points in the TRC LGA and a lack of data makes it difficult to confirm actual demand to justify investment.</p>			
POTENTIAL BENEFITS	<ul style="list-style-type: none"> • Contributes to a clear and transparent management approach • Responds to demand for 'low-cost, no-frills' RV Camping Option • Guides investment in new dump points • Council can set clear requirements for investment and provide guidance to proponents • Provides for Council to set requirements for Desired Standards of Service and manage potential environmental impacts 			
POTENTIAL RISKS	<ul style="list-style-type: none"> • Wide ranging situations in TRC LGA where bespoke solutions may be required e.g. does a requirement for connection to a reticulated network unduly limit the locations for dump points 			
DESIRED OUTCOME	<p>The development of a Dump Point Policy will</p> <ol style="list-style-type: none"> 1. Establish clear requirements for the location, construction and management of dump sites 2. Provide a clear, consistent and transparent approach and provide certainty for Council, private operators, visitors and the community 3. Establish agreed parameters for investment in dump points by Council 4. Establish required standards to be met for dump points provided by the private sector e.g. environmental, vehicular access, capacity, connection to sewerage network 5. Provides clear parameters and requirements for locating and constructing dump points which meet expectations for Council, private operators, visitors and the community 6. Ensures environmental impacts are managed appropriately 7. Ensures safety of RV tourists, other visitors and broader community 			
RESULTS OF MCA	TOTAL SCORE	Economic Opportunity	User Experience	Management
	10.5 / 15	2.7 / 5	3.3 / 5	4.5 / 5
RESPONDS TO PRIORITY ACTION AREAS	<ol style="list-style-type: none"> 1: Increasing the length of stay in the TRC LGA 4: Establishing a clear, consistent and transparent management approach 6: Establishing and maintaining quality infrastructure by <ul style="list-style-type: none"> • Promoting RV sites and facilities through clear and consistent signage • Increasing the private sector provision of dump sites and other RV facilities 			
DEPENDANCIES	<p>Recommendation 1 – Adoption of TRC LGA RV Camping Options</p> <p>Recommendation 2 – Review of Local Laws and Planning Scheme</p>			
TIMING	2019-2020			
KEY PARTNERS	<p>CMCA</p> <p>CPAQ</p>			

6 DEVELOP PROCEDURE FOR CAPTURE AND RECORDING OF OCCUPANCY DATA ACROSS RV CAMPING SITES AND USER DATA FOR RV FACILITIES TO INFORM COUNCIL POLICY DEVELOPMENT AND DECISION MAKING.				
BACKGROUND	<p>Data associated with RV tourists in TRC LGA is limited with available data not currently detailed enough confirm the local situation. Occupancy data across the RV camping sites and user data for RV facilities will assist significantly in providing an evidence base for policy development and decision making.</p> <p>A significant amount of data regarding occupancy is held by operators and membership organisations such as CPAQ and the CMCA. Collation of this information into a secure, central repository will allow for Council to access this information and utilise in development of policy and to inform decision making.</p>			
POTENTIAL BENEFITS	<ul style="list-style-type: none"> • Improved coordination of data will provide accurate record of occupancy across the TRC LGA • Evidence based confirmation of peak times and low periods • Will inform clear, evidence based decision making by Council • Inform future research and policy development • Provide a measurement for implementation of other recommendations • Can use data to seek investment by private sector • Can use data to build business cases for funding of recommendations 			
POTENTIAL RISKS	<ul style="list-style-type: none"> • Management of commercial-in-confidence data • Ensuring accuracy of data is kept up to date 			
DESIRED OUTCOME	<p>A procedure for capturing and recording occupancy data will</p> <ol style="list-style-type: none"> 1. Be formalised through a legally binding Service Level Agreement, Data Agreement or equivalent 2. Provide a centralised, reliable source of occupancy data held by Council 3. Inform evidence based decision making 4. Manage commercial-in-confidence data in an appropriate manner 5. Set the agreed parameters for sharing and use of data by parties other than Council 6. Set at regular timing intervals a requirement for data to be updated so as to maintain accuracy and currency of data 			
RESULTS OF MCA	TOTAL SCORE	Economic Opportunity	User Experience	Management
	8.1 / 15	1.6 / 5	2 / 5	4.5 / 5
RESPONDS TO PRIORITY ACTION AREAS	<ol style="list-style-type: none"> 4: Establishing a clear, consistent and transparent management approach 5: Improving monitoring and data collection of RV visitation and length of stay to inform better decision making 			
DEPENDANCIES	Nil			
TIMING	2018-2019			
KEY PARTNERS	CMCA CPAQ			

7 WORK WITH KEY STAKEHOLDERS TO INVESTIGATE SITE FOR INSTALLATION OF NEW DUMP POINTS AND SEEK FUNDING FROM THE PRIVATE SECTOR (E.G. CMCA).				
BACKGROUND	<p>There is a push for more dump points to be constructed across the TRC LGA. Dump points require investment from Council and have ongoing maintenance requirements which present a significant cost to Council</p> <p>Exploring provision of dump points by the private sector or in partnership with Council and the private sector is a significant opportunity to expand and improve RV facilities whilst limiting the financial impact on Council. The CMCA has expressed a willingness and interest in working with Council to establish new dump points throughout the TRC LGA.</p>			
POTENTIAL BENEFITS	<ul style="list-style-type: none"> New infrastructure to benefit RV tourists Potential to attract more RV tourists with greater geographic spread of facilities Opportunity to provide a no or limited cost to Council Responds to demand for 'low-cost, no-frills' RV Camping Option 			
POTENTIAL RISKS	<ul style="list-style-type: none"> Selecting locations without complete due diligence Lack of agreed framework (can be addressed by Recommendation 5) 			
DESIRED OUTCOME	<p>Investigating sites for installation of new dump points and seeking funding from the private sector for construction will</p> <ol style="list-style-type: none"> 1. Provide well located, fit-for-purpose dump points in TRC LGA 2. New infrastructure investment at no or limited cost to Council 3. Establish clear requirements for the location, construction and management of dump sites 4. Align with a clear, consistent and transparent approach and provide certainty for Council, private operators, visitors and the community 5. Meet agreed parameters for investment in dump points by Council 6. Meet required standards to be met for dump points provided by the private sector e.g. environmental, vehicular access, capacity, connection to sewerage network 7. Locate and construct dump points in a manner which meets expectations for Council, private operators, visitors and the community 8. Ensure environmental impacts are managed appropriately 9. Ensure safety of RV tourists, other visitors and broader community 			
RESULTS OF MCA	TOTAL SCORE	Economic Opportunity	User Experience	Management
	10.2 / 15	3.9 / 5	3.3 / 5	3 / 5
RESPONDS TO PRIORITY ACTION AREAS	<ol style="list-style-type: none"> 1: Increasing the length of stay in the TRC LGA 6: Establishing and maintaining quality infrastructure by <ul style="list-style-type: none"> Promoting RV sites and facilities through clear and consistent signage Increasing the private sector provision of dump sites and other RV facilities 			
DEPENDANCIES	Recommendation 5 – Develop Dump Policy			
TIMING	2020-2022			
KEY PARTNERS	CMCA CPAQ			

8 INVESTIGATE AND IDENTIFY POTENTIAL LOCATIONS FOR PRIVATE SECTOR PROVISION OF A 'SELF-CONTAINED RV SITE' CAMPING OPTION SUCH AS THE CMCA SITE IN INGHAM.				
BACKGROUND	<p>The Audit of RV Sites undertaken shows a gap in the provision and availability of 'low-cost, no-frills' RV camping site (i.e. less than \$10 per night and only for self-contained RVs).</p> <p>The Camping Options Reference Group is keen to provide a greater range of RV Camping Options that meet a variety of user needs. The inclusion of the 'self-contained RV site' in the TRC LGA RV Camping Options reflects a desired from the Group to explore a new lower cost RV Camping Option for self-contained RVs.</p> <p>The CMCA has expressed an interest in establishing and operating a 'self-contained RV site in the TRC LGA, similar to their site at Ingham.</p>			
POTENTIAL BENEFITS	<ul style="list-style-type: none"> • Increased variety in RV Camping Options • Potential to retain RV tourists staying at rest areas for longer periods • Potential to attract additional RV tourists looking for low-cost, no-frills' option • CMCA has expressed an interest in working with Council to provide a 'self-contained RV site' at no or limited cost to Council 			
POTENTIAL RISKS	<ul style="list-style-type: none"> • Location of site impacting on competitive neutrality in Council operations 			
DESIRED OUTCOME	<p>Investigating and identifying potential locations for a 'self-contained RV site' to be provided by the private sector will:</p> <ol style="list-style-type: none"> 1. Ensure that the site is well located and manage potential competitive neutrality considerations 2. Ensure that the site has facilities that are fit-for-purpose and meet Council requirements and standards 3. Align with a clear, consistent and transparent approach and provide certainty for Council, private operators, visitors and the community 4. Align with provisions of the relevant Local Laws and the <i>Tablelands Regional Council Planning Scheme 2016</i>. 			
RESULTS OF MCA	TOTAL SCORE	Economic Opportunity	User Experience	Management
	11.1 / 15	4.4 / 5	3.3 / 5	3.3 / 5
RESPONDS TO PRIORITY ACTION AREAS	<p>2: Addressing demand for low cost options</p> <p>6: Establishing and maintaining quality infrastructure by</p> <ul style="list-style-type: none"> • Promoting RV sites and facilities through clear and consistent signage • Increasing the private sector provision of dump sites and other RV facilities 			
DEPENDANCIES	<p>Recommendation 1 – Adoption of TRC LGA RV Camping Options</p> <p>Recommendation 2 – Review of Local Laws and Planning Scheme</p>			
TIMING	2019-2021			
KEY PARTNERS	<p>CMCA</p> <p>CPAQ</p>			

9 INVESTIGATE OPPORTUNITIES TO PROVIDE RV PARKING IN WALKING DISTANCE OF THE TOWN CENTRES OF ATHERTON, YUNGABURRA, MALANDA, MILLAA MILLAA, RAVENSHOE AND HERBERTON.				
BACKGROUND	<p>The Camping Options Reference Group raised concerns that RVs, particularly larger dimension RVs, cannot easily access town centres, discouraging those RV tourists from spending time and money in towns.</p> <p>Research has identified a gap with respect to RV parking in proximity to town centres and at Visitor Information Centres (VICs).</p>			
POTENTIAL BENEFITS	<ul style="list-style-type: none"> • Encourages RV tourists to spend time and money in towns • Significant opportunity for economic benefit • Improved user experience for RV tourists 			
POTENTIAL RISKS	<ul style="list-style-type: none"> • Identifying appropriate locations • Meeting required standards (e.g. Australian Standards, Council standards) • Balancing community need for parking in town centres 			
DESIRED OUTCOME	<p>Investigating opportunity for RV parking in proximity to town centres will Identify potential sites for RV parking that</p> <ol style="list-style-type: none"> 1. Are located in walking distance to town centre (generally less than 400m) 2. Provide for passive surveillance of parking area to increase safety of RV tourists and their property 3. Area available for day time (and potentially night time) use 4. Meet required standards (e.g. Australian Standards and Council standards) 5. Allow for amenity impacts on surrounding businesses and residents to be managed appropriately 6. Ensure environmental impacts are managed appropriately 7. Ensure safety of RV tourists, other visitors and broader community 8. Meet expectations for Council, private operators, visitors and the community 9. Are attractive to RV tourists 10. Identify a clear approach to regulation of RV parking spaces 			
RESULTS OF MCA	TOTAL SCORE	Economic Opportunity	User Experience	Management
	11.3 / 15	4 / 5	4.7 / 5	2.7 / 5
RESPONDS TO PRIORITY ACTION AREAS	<ol style="list-style-type: none"> 3: Showcasing the region by <ul style="list-style-type: none"> • Encouraging RV tourists to stop and spend time and money in townships through the provision of incentives and RV facilities and infrastructure such as parking 6: Establishing and maintaining quality infrastructure by <ul style="list-style-type: none"> • Promoting RV sites and facilities through clear and consistent signage 			
DEPENDANCIES	Nil			
TIMING	2018-2020			
KEY PARTNERS	State Government – Department of Transport and Main Roads			

10 DEVELOP A MARKETING STRATEGY TARGETING RV TOURISTS THAT PROVIDES TAILORED INFORMATION FOR RV TOURISTS ON DEDICATED PLATFORMS.				
BACKGROUND	<p>The TRC LGA, and the Tablelands more broadly, have a lot to offer RV tourists and is strategically located in easy driving distance from Cairns with two State Strategic Touring Routes passing along the Kennedy Highway. The Camping Options Reference Group agreed that that the TRC LGA is well position to capitalise in its location and maximise the benefits from RV tourism through improved promotions.</p> <p>There is a lot of good information available and there is considered to be considerable benefit in collating and tailoring this material to RV tourists as part of a dedicated marketing approach.</p>			
POTENTIAL BENEFITS	<ul style="list-style-type: none"> • Tailored promotion of RV tourism opportunities • Consistent, accurate and clear information • Provides for easy trip planning by RV tourists before and during their journey • Capacity to share information and interface with 'Applications' and 'wiki' sites 			
POTENTIAL RISKS	<ul style="list-style-type: none"> • Ongoing management of information to ensure accuracy and currency of information 			
DESIRED OUTCOME	<p>A marketing strategy targeting RV tourists will</p> <ol style="list-style-type: none"> 1. Provide tailored information targeted to RV tourists 2. Provide information in a variety of formats across a variety of platforms (e.g. websites, hard copy brochures, signage, forums etc.) 3. Allow for information to be shared and interface with 'Applications' and 'wiki' sites 4. Be available in multiple languages (particularly, German, Japanese and Indian) 5. Showcase the TRC LGA as a premier RV tourism destination 6. Provide clear, accurate and consistent information for RV tourists 			
RESULTS OF MCA	TOTAL SCORE	Economic Opportunity	User Experience	Management
	12.7 / 15	4.4 / 5	4.3 / 5	4 / 5
RESPONDS TO PRIORITY ACTION AREAS	<ol style="list-style-type: none"> 3: Showcasing the region by <ul style="list-style-type: none"> • Promoting the variety of camping options currently available in the Tablelands region • Attracting RV tourists to the region through quality events • Encouraging RV tourists to stop and spend time and money in townships through the provision of incentives and RV facilities and infrastructure such as parking 6: Establishing and maintaining quality infrastructure by <ul style="list-style-type: none"> • Promoting RV sites and facilities through clear and consistent signage • Increasing the private sector provision of dump sites and other RV facilities 			
DEPENDANCIES	Nil			
TIMING	2018-2019			
KEY PARTNERS	CMCA CPAQ Tropical Tablelands Tourism			

11 INVESTIGATE THE FEASIBILITY AND COST BENEFIT OF A STOP AND SHOP PROGRAM FOR USE OF DEDICATED RV PARKING BAYS IN TOWN CENTRES.				
BACKGROUND	<p>An opportunity arising from the potential investment in RV parking in town centres is the implementation of a 'stop and shop' program, similar to that operated by the Fraser Coast Regional Council in Maryborough and Hervey Bay.</p> <p>Investigation into the feasibility and cost benefit of a 'stop and shop' program will confirm if it is a good fit for the TRC LGA and complements the other RV Camping Options available.</p> <p>The 'stop and shop' program can provide for full day or overnight parking depending on demand and benefit to the local community.</p>			
POTENTIAL BENEFITS	<ul style="list-style-type: none"> • Encourages RV tourists to spend time and money in towns • Opportunity for economic benefit • Improved user experience for RV tourists 			
POTENTIAL RISKS	<ul style="list-style-type: none"> • Identifying appropriate locations • Meeting required standards (e.g. Australian Standards, Council standards) • Balancing community need for parking in town centres • Ongoing management of RV parking spaces by VICs (increase pressure on volunteers) 			
DESIRED OUTCOME	<p>An investigation into the feasibility and cost benefit of a 'stop and shop program' will</p> <ol style="list-style-type: none"> 1. Confirm the potential economic benefit to each town 2. Confirm the viability of the 'stop and shop' program in the TRC LGA 3. Identify the best management approach and procedures that limited resourcing implications for Council and manage the workloads of VICs volunteers 4. Identify when and how tokens for use of the RV parking spaces will be provided to RV tourists 5. Determine if overnight stays will be incorporated into the 'stop and shop' program 6. Identify a clear approach to regulation of RV parking spaces 			
RESULTS OF MCA	TOTAL SCORE	Economic Opportunity	User Experience	Management
	13.1 / 15	4.6 / 5	4.7 / 5	3.8 / 5
RESPONDS TO PRIORITY ACTION AREAS	<ol style="list-style-type: none"> 3: Showcasing the region by <ul style="list-style-type: none"> • Encouraging RV tourists to stop and spend time and money in townships through the provision of incentives and RV facilities and infrastructure such as parking 6: Establishing and maintaining quality infrastructure by <ul style="list-style-type: none"> • Promoting RV sites and facilities through clear and consistent signage 			
DEPENDANCIES	Recommendation 9 - Investigate opportunities to provide RV parking in walking distance of the town centres			
TIMING	2019-2020			
KEY PARTNERS	Chambers of Commerce			

12 DEVELOP A 'SIGNAGE STRATEGY' FOR TRC TO ENSURE CLEAR AND CONSISTENT SIGNAGE REGARDING RV INFRASTRUCTURE.									
BACKGROUND	<p>Importance of clear, consistent and accurate location, wayfinding and interpretative signage at key locations is recognised as an important element in improving the RV tourist experience, and the drive tourism experience more broadly.</p> <p>The Camping Options Reference Group agreed that quality signage with a consistent theme reflecting the TRC LGA is a high priority.</p>								
POTENTIAL BENEFITS	<ul style="list-style-type: none"> • Broader benefits for drive tourism • Provision of clear, consistent and accurate information • Increased capacity for wayfinding by RV tourists • Ability for RV tourists to plan trip during their journey • Improved RV tourist experience and drive tourist experience • Opportunity to partner with private sector to fund signage 								
POTENTIAL RISKS	<ul style="list-style-type: none"> • Sourcing funding for investment and maintenance costs • Ongoing maintenance to ensure accuracy and currency of information 								
DESIRED OUTCOME	<p>A Signage Strategy for the TRC LGA will</p> <ol style="list-style-type: none"> 1. Identify key routes, connections to tourist attractions and towns 2. Identify locations with highest benefit anticipated from investment in location, wayfinding and interpretive signage 3. Ensure that signage is well located and meets TMR and Council requirements (particularly safety) 4. Identify opportunities for themed signage bespoke to the TRC LGA or Tablelands region 5. Provide a consistent set of signs for use 6. Provide preliminary costing for signage (infrastructure and installation) 								
RESULTS OF MCA	<table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th style="width: 30%;">TOTAL SCORE</th> <th style="width: 20%;">Economic Opportunity</th> <th style="width: 20%;">User Experience</th> <th style="width: 30%;">Management</th> </tr> </thead> <tbody> <tr> <td>11.6 / 15</td> <td>4.4 / 5</td> <td>4.3 / 5</td> <td>2.8 / 5</td> </tr> </tbody> </table>	TOTAL SCORE	Economic Opportunity	User Experience	Management	11.6 / 15	4.4 / 5	4.3 / 5	2.8 / 5
TOTAL SCORE	Economic Opportunity	User Experience	Management						
11.6 / 15	4.4 / 5	4.3 / 5	2.8 / 5						
RESPONDS TO PRIORITY ACTION AREAS	<ol style="list-style-type: none"> 3: Showcasing the region by <ul style="list-style-type: none"> • Promoting the variety of camping options currently available in the Tablelands region • Attracting RV tourists to the region through quality events • Encouraging RV tourists to stop and spend time and money in townships through the provision of incentives and RV facilities and infrastructure such as parking 6: Establishing and maintaining quality infrastructure by <ul style="list-style-type: none"> • Promoting RV sites and facilities through clear and consistent signage • Increasing the private sector provision of dump sites and other RV facilities 								
DEPENDANCIES	Nil								
TIMING	2018-2021								
KEY PARTNERS	State Government – Department of Transport and Main Roads								



RV Management Strategy Attachments

Tablelands Regional Council



2019-2021

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List of Acronyms

CIAA	Caravan Industry Association of Australia
CMCA	Campervan and Motorhome Club of Australia
CPAQ	Caravan Parks Association of Queensland
LGA	Local Government Area
MCA	Multi-criteria Analysis
RV	Recreational Vehicle
TRC	Tablelands Regional Council
VIC	Visitor Information Centre

Glossary

Recreational Vehicle (RV)	Caravans, camper trailers, self-propelled motor homes, ‘backpacker’ campers, and any similar style of self-contained accommodation which is easily movable without specialised equipment.
Self-contained RV	Vehicles that have cooking and sleeping facilities on board and can store or temporarily store grey and black water, dispose of grey and black water in an appropriate manner (i.e. at a dump point) and hold potable water.
Dump point	A facility where self-contained RVs can safely dispose of grey and black water.

1. Best practice case studies

Best practice examples are useful in informing further development of RV tourism in the TRC LGA. Each of these best practice examples presents learnings in how other communities are providing for RV tourism, some ideas that can be implemented and some of the consequences.

1.1 CMCA RV Park Ingham

Located on the corner of Cooper and Davidson Streets in Ingham the CMCA RV Park provides secure parking sites for up to 50 RVs, access to potable water and a dump point.

Operated by the CMCA the RV Park is available for use by CMCA members who's vehicles have on-board fresh water tanks and the ability store black and grey water. Members can camp at a low cost of \$3 per person per night. The site is managed by the CMCA with an onsite volunteer custodian.

The site at Ingham was located and developed in consultation with Cassowary Coast Regional Council who own the land.

The CMCA reports that the site has been popular and well used by members. Cassowary Coast Regional Council also considers the site to be a success and is keen to continue the arrangement long term. This is supported by anecdotal feedback found in online forums.

The CMCA is actively promoting low-cost, self-contained RV accommodation to service members address a current gap in the market. Representatives of the CMCA have indicated an interest in working with Council to establish a CMCA RV Park in the TRC LGA. There is significant opportunity to partner with the CMCA to deliver a product similar to that in Ingham at limited or no cost to Council.



Figure 1: Entrance to CMCA RV Park Ingham (Source: CMCA - Facebook, 2018)

1.2 Sarina Tourist Art and Craft Centre

The Sarina Tourist Art and Craft Centre is the result of a recent redevelopment of the Sarina Court House, Sarina Watch House and Mt Pillion School House by Mackay Regional Council to establish a one-stop-shop for travel information and itineraries for the region.



Figure 2: Sarina Tourist Art and Craft Centre (Source: Mackay Regional Council, 2018)

The centre is located at Railway Square in Sarina next to the Bruce Highway. Staffed by local volunteer the centre is an accredited VIC with local handmade craft available for purchase. Facilities at the centre include parking for long and larger vehicles such as RVs a free dump point, toilets, covered play areas, picnic tables and BBQ and complimentary tea and coffee.

The redevelopment by Council has provided a high quality facility with significant opportunity to improve the tourist experience. The investment in larger car parks that can accommodate RVs and the provision of a dump point provides an incentive for RV tourists to stop and spend some time at the centre. The provision of RV facilities at the centre is an approach that can be replicated in the TRC LGA.



Figure 3: View from Bruce Highway of RV parking at Sarina Tourist Art and Craft Centre (Source: PSA Consulting, 2018)

1.3 Waverley Creek Rest Area

The Waverley Creek Rest Area is a large rest area for heavy vehicles and other motorists on the Bruce Highway at St Lawrence. Provided for fatigue management purposes the Rest Area has become popular with RV tourists staying overnight. The Rest Area meets a significant number of the criteria set in the *Best Practice Guide for Roadside Rest Areas in Queensland* with a range of facilities and features including:

- Separate areas for heavy vehicles and general motorists;
- Parking for a range of vehicles;
- Toilets (with a baby change table);
- BBQs;
- Potable water;
- Sheltered picnic tables;
- a public telephone;
- access for large vehicles; and
- pet friendly (on lead).

The Rest Area is also promoted in a number of community forums as a best practice rest area due to the range of facilities provided and easy access from the Bruce Highway. This has resulted in more and more travellers, particularly RV tourists, using the rest area.



Figure 4: Aerial photo of Waverley Creek Rest Area (Source: Queensland Globe, 2018)

The Rest Area is managed by Transport and Main Roads (TMR). Travellers are able to stay up to 20 hours in the Rest Area which has resulted in many people staying overnight as previously mentioned. This popularity has resulted in some regulatory challenges for TMR with some people staying longer than 20 hours, overcrowding and conflict with heavy vehicle drivers as RV tourists have encroached into the dedicated heavy vehicle area.

The Waverley Creek Rest Area provides an interesting case study as the investment in quality facilities has attracted large numbers of RV tourists to stay overnight. This has in turn resulted in management challenges for TMR that are exacerbated by the popularity of the site and the resourcing impacts of regulating us of the site on a regular basis. This presents an important lesson with respect to investment in rest areas and the potential increased need for regulation that may arise.



Figure 5: Entrance to Waverley Creek Rest Area (Source: PSA Consulting, 2018)

1.4 Fraser Coast Stop and Shop Program

In 2015 Fraser Coast Regional Council opened four 'stop and shop' parking spaces for RVs to encourage RV tourists with self-contained vehicles to stop and explore the CBD of Maryborough. Now in its third year the 'stop and shop' program has proved so popular that the number of RV parking spaces in Maryborough has been increased and new RV parking spaces have been installed at the Hervey Bay VIC.

Council requires that RV tourists spend a minimum of \$10 at a local business and show their receipt at the nearest VIC to obtain a 'stop and shop' voucher which allows them to stay up to 20 hours in the designated parking area.

The designated parking areas are located in the Alan and June Brown Car Park on Kent Street in Maryborough walking distance to the CBD and at the Hervey Bay VIC on Maryborough - Hervey Bay Road at Urraween. A dump point is also available at the Hervey Bay VIC.



Figure 6: Aerial photo showing the RV parking spaces in the Alan and June Brown Car Park, Maryborough (Source: Queensland Globe, 2018)

1.5 Babinda Rotary Park

The Babinda Rotary Park on Howard Kennedy Drive is easily accessible from the Bruce Highway and walking distance to the town centre in Babinda. The site is very popular with RV tourists as travellers can stay up to 72 hours free of charge and there are a range of facilities available including:

- Toilets;
- Coin operated hot water showers;
- Dump point;
- BBQs;
- sheltered Picnic tables;
- play areas; and
- Swimming spot.

The site is operated and managed by Cairns Regional Council in partnership with Rotary.



Figure 7: View of amenities blocks at Babinda Rotary Park (Source: PSA Consulting, 2018)

1.6 Greenpatch Reserve Gordonvale

Greenpatch is an area on the banks of the Mulgrave River near Gordonvale. Cairns Regional Council has historically maintained the Greenpatch site even though the tenure of the site meant that it was not a formal camping area and there was no ability for Council to enforce Local Laws or regulations. Since 2011 Council has worked with the State government to amend the tenure of the site to allow for Council to manage the site as a free short stay campground. Council has undertaken significant work to develop an Implementation and Management Plan for Greenpatch Reserve to develop the site in accordance with the approved Concept Master Plan.

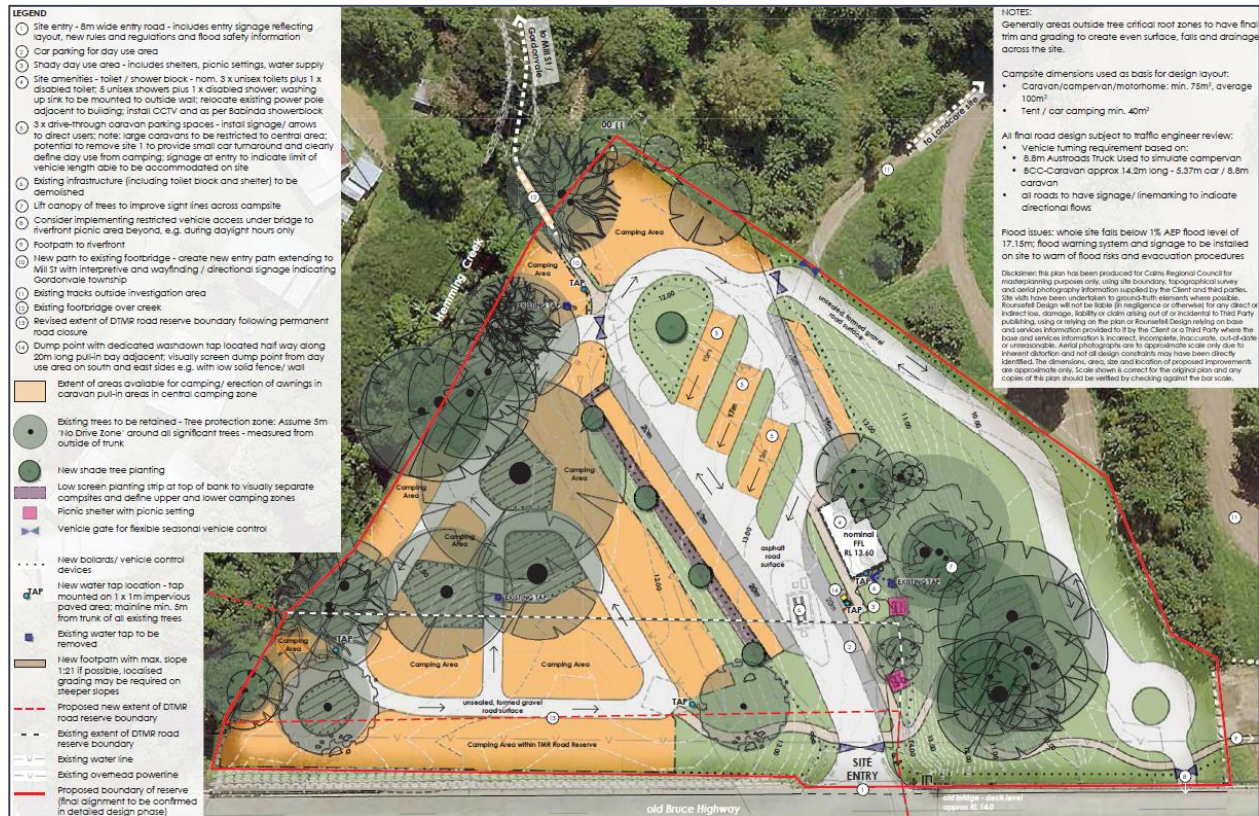


Figure 8: Final Concept Master Plan for Greenpatch Reserve (Source: Cairns Regional Council, 2018)

The site is proposed to include:

- 42 unpowered campsites;
- flood Warning infrastructure;
- 240L rubbish bins secured to steel posts;
- toilets;
- showers;
- dump point;
- basic outdoor kitchen; and
- day use facilities.

The Greenpatch Reserve project is an example of an informal 'free camping' area that has been redeveloped by Council to meet required standards and community expectations. It is also an example of how a day use area can be well integrated will overnight camping.

2. Camping Options Reference Group

The Camping Options Reference Group was formed by Council as a vehicle to gather key stakeholders and provide a primary point of communications. The membership of the Group includes representatives from Council and community groups and industry listed in Table 1 below. The Group has informed development of the RV Management Strategy for Tablelands Regional Council. It is intended that the group will work with Council to monitor the implementation of the Strategy and provide ongoing input.

Table 1: Membership of Camping Options Reference Group

REPRESENTATIVES
Atherton Tableland Chamber of Commerce
Campervan and Motorhome Club of Australia (CMCA)
Caravan Parks Association of Queensland (CPAQ)
Herberton Community Inter Action (CIA)
Malanda Chamber of Commerce
Ravenshoe District Chamber of Commerce
Tablelands Regional Council
Tropical Tablelands Tourism

Yungaburra Association was invited but did not attend.

The Group met on the 14th and 26th of June 2018 in a workshop setting to provide input into development of the RV Management Strategy and have reviewed the draft Strategy prior to finalisation. When the Group met on 26th June 2018 it was agreed that the Camping Options Reference Group would continue in an advisory role to Council and that an invitation would be extended to Queensland National Parks to nominate a representative to the Group.

The Group will work with Council to monitor the implementation of this Strategy, and review and update the Strategy as required. Membership of the Camping Options Reference Group will be reviewed and adjusted as required by Council to ensure that key stakeholders in the implementation of recommendations are engaged.

3. Map of Attractions

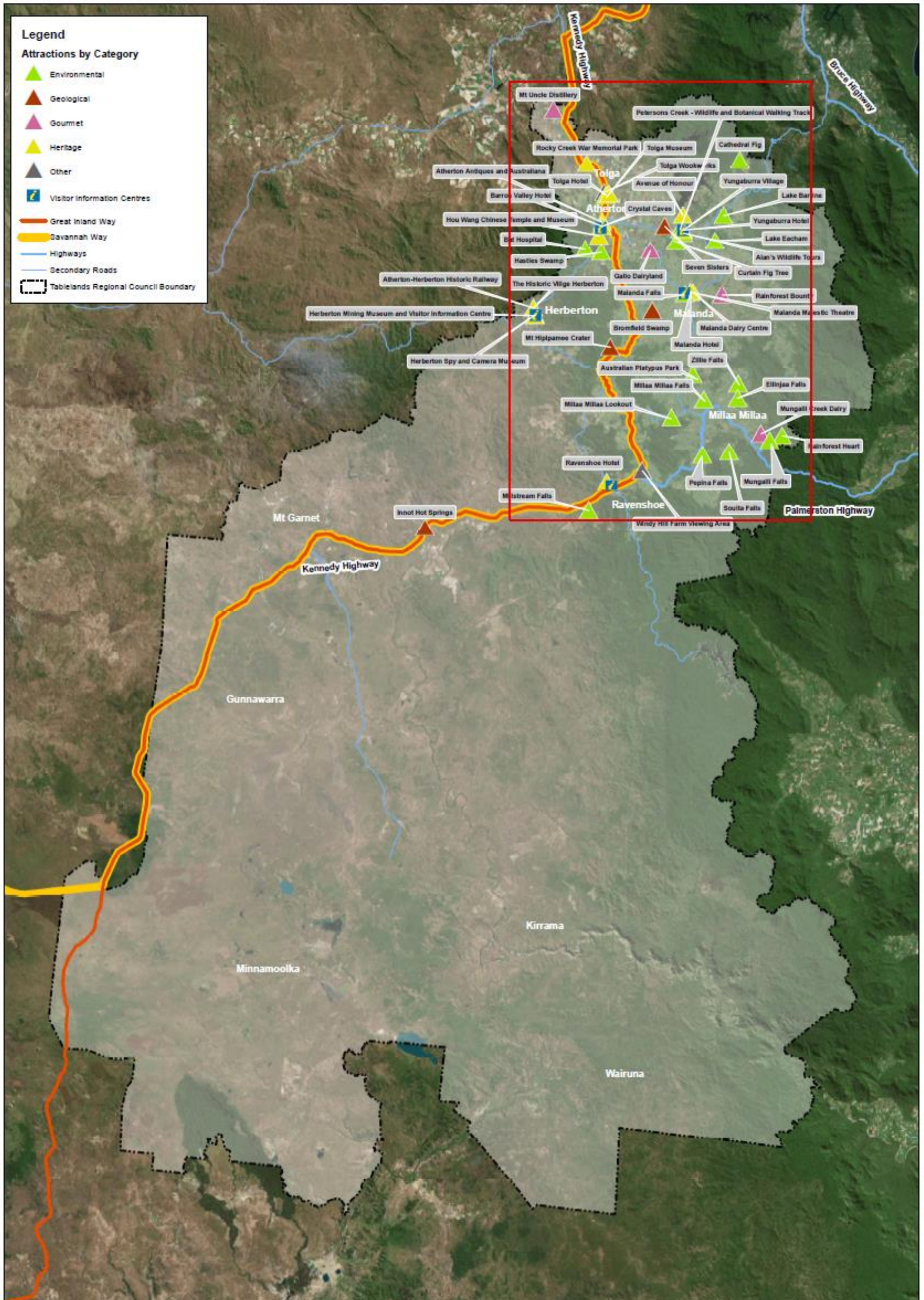
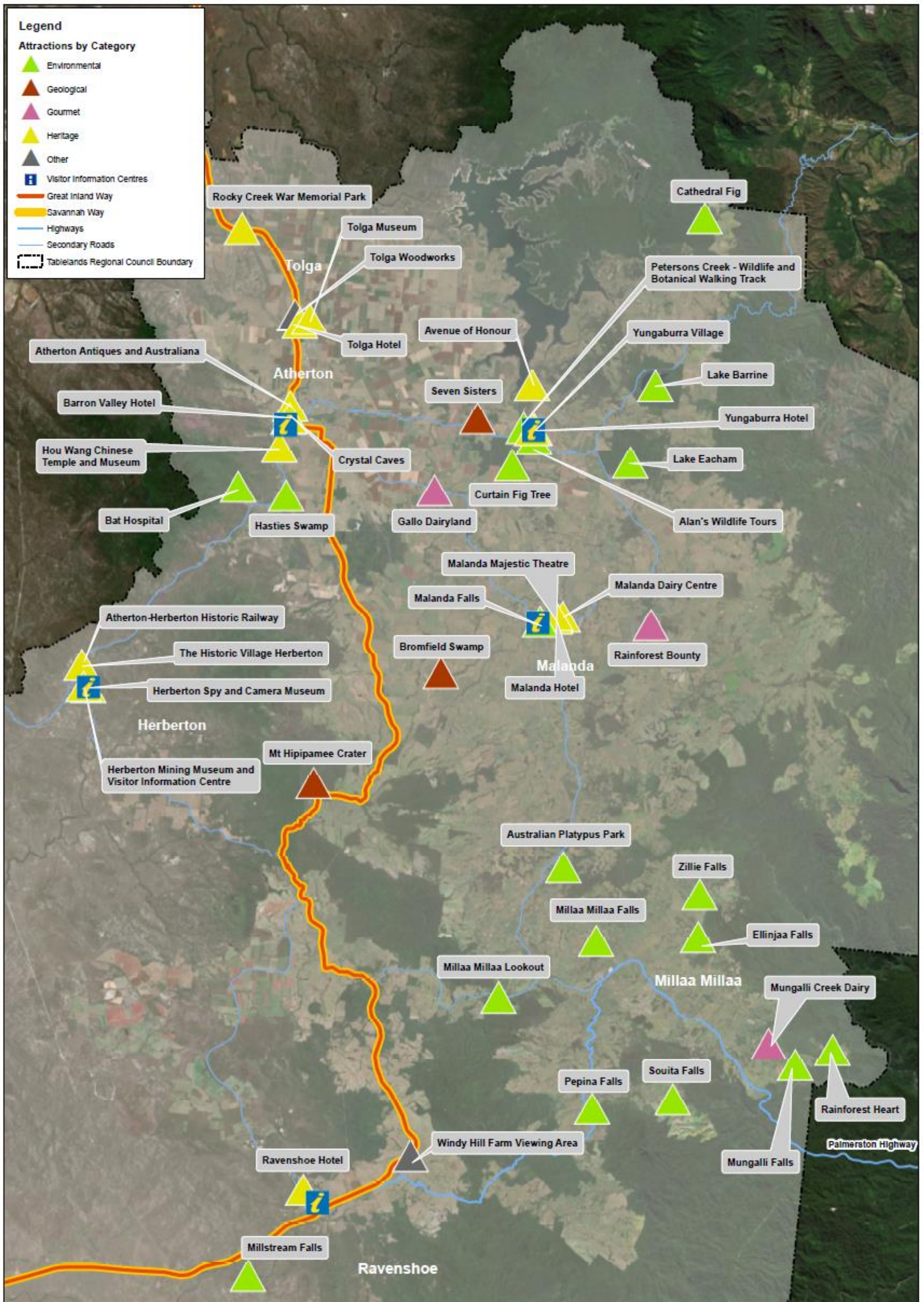


Figure 1: Attractions in the north-eastern area of the TRC LGA (Source: PSA Consulting, 2018)



4. Findings of preliminary review of regulatory framework

4.1 Review of Tablelands Regional Council Planning Scheme 2016 (Version 3)

A high level review of the provisions in the Planning Scheme has been undertaken to identify potential barriers to implementation of the TRC LGA RV Camping Options. This review focused on the current definitions in the Planning Scheme and the categories of development and assessment (formerly level of assessment) applied to RV camping sites under the current provisions.

Definitions

The review of definitions identified that ‘tourist park’ and ‘park’ capture a number of the RV Camping Options.

Tourist park means the use of premises for-

- a) Holiday, accommodation in caravans, self-contained cabins, tents or other similar structures; or
- b) Amenity facilities, a food and drink outlet, a manager’s residence, offices, recreation facilities for the use of occupants and their visitor, or staff accommodation if the use is ancillary to the use in paragraph a).

Park means the use of premises, accessible to the public free of charge, for sport, recreation and leisure activities and facilities.

It is considered that Bush and Farm Stays, National Park and Forest Reserve Campgrounds, Self-contained RV Sites, Caravans Parks and in some instances Overflow Camping Areas are captured under the definition of ‘tourist park’.

Rest Areas are not well defined in the Planning Scheme but may sit within the definition of park as there is no definitive provision that overnight accommodation is prohibited.

Categories of development and assessment

As shown in the table below a ‘tourist park’ is Assessable Development – Impact Assessable across all zones in the Planning Scheme. Impact Assessment is the highest level of assessment. A ‘park’ is Accepted Development across all zones.

ZONE	CATEGORY OF DEVELOPMENT AND ASSESSMENT FOR MATERIAL CHANGE OF USE			
	Accepted Development	Accepted Development Subject to Requirements	Assessable Development Code Assessment	Assessable Development Impact Assessment
Rural	Park			Tourist Park
Rural residential	Park			Tourist Park
Emerging communities	Park			Tourist Park
Low density residential	Park			Tourist Park
Medium density residential	Park			Tourist Park
Centre	Park			Tourist Park
Industry	Park			Tourist Park
Community facilities	Park			Tourist Park
Conservation	Park			Tourist Park
Recreation and open space	Park			Tourist Park

Comment

- **Use definitions** in the Planning Scheme do not align with the RV Camping Options identified for TRC LGA. The current definition of 'tourist park' groups together a number of the RV Camping Options and does not recognise the differences between the categories in terms of facilities provided. Amendments to use definitions will be required or potentially the inclusion of additional administrative definitions to allow for planning scheme provisions to be tailored across the RV Camping Options.
- Adoption of an administrative definition of self-contained RV may assist in limited confusion and confirming what is self-contained for the purpose of Council assessment.
- The **category of development and assessment** for 'tourist park' is Impact Assessable across all zones in the Planning Scheme. An Impact Assessable application is a significant undertaking and may be seen as a barrier to investment in new RV sites or improvements to existing RV sites. This presents a significant challenge in obtaining planning approval for new RV sites that are modelled on a 'low-cost, no-frills' model.
- The **Tourist Park Code** (section 9.3.22) sets the provisions that need to be met for development defined as a 'tourist park'. A review of this code will be required to ensure alignment with the RV Camping Options and intent of the Strategy.

4.2 Review of Local Laws

A high-level review of the following Local Laws has been undertaken to identify potential barriers to implementation of the TRC LGA RV Camping Options and other recommended actions.

- Draft Local Law No. 8 (Local Government Controlled Areas and Roads) 2018;
- Draft Subordinate Local Law No. 8 (Local Government Controlled Areas and Roads) 2018; and
- Draft Local Law No. 9 (Parking) 2018.

This review focused on ensuring the current RV camping sites are captured correctly in the Local Laws and identifying areas that may require revision to align with the RV Camping Options.

Tablelands Regional Council Draft Local Law No.8 (Local Government Controlled Areas and Roads) 2018

Notes

- Draft Local law provides for use of local government-controlled areas and roads and sets management requirements including prohibited activities.
- Provisions to manage opening hours and temporary closure for maintenance, health and safety, natural disaster and conversation purposes.

Sections requiring update or amendment

- No conflicts with recommended actions in Draft Strategy
- If closure of Rest Areas in low season is pursued further by Camping Options Reference Group amendment may be required to section 31 (1) to allow for temporary closure of Rest Areas for the purposes of RV camping.

Comment

- Retain in current form.

Tablelands Regional Council Draft Subordinate Local Law No.8 (Local Government Controlled Areas and Roads) 2018

Notes

- Draft Subordinate Local Law provides supplementary information that sets out permitted and prohibited activities on local government-controlled area and roads.
- No prohibited actions contrary to proposed TRC LGA RV Camping Options.
- Schedule 1(17) lists camping areas – Rocky Creek and Archer Creek are listed as recreation reserves. No other sites included listed in the Schedule have been included in the Audit of RV Sites undertaken.
- Schedule 1(8) lists caravan parks owned by Council which is consistent with findings of Audit.

- When Recommendations regarding RV parking areas and the 'stop and shop' program implemented further research may be required to confirm that tenure of VICs listed in Schedule 1(12) provide for RV parking and potential overnight stays in RV car parking bays.
- Schedule 2 lists camping as a prohibited activity unless expressly permitted.
- Schedule 2 also limits use of a vehicle as a prohibited activity unless indicated by a public information advertisement or specifically provided for under a permit issued under the Local Law.
- Prohibitive activities in camping grounds and areas listed in Schedule 2 generally align with expectations of RV tourists and community members.
- Schedule 2 includes specific prohibited activities for Rocky Creek Camping Area, Archer Creek Camping Area and Kairi Reserve/ Kairi Lions Park, including length of stay permitted at each site. Also sets requirement for vehicles to be self-contained.
 - Would benefit from inclusion of definition of self-contained motor home or caravan that reflects Draft Strategy.

Sections requiring update or amendment

- Schedule 2 requires amend length of stay permitted at Rocky Creek, Archer Creek and Kairi Lions Park to reflect 48 hours set in RV Camping Options.
- May require updates in future if additional rest areas or camping grounds and areas are developed on Council controlled land.

Comment

- Update Schedule 2 to amend length of stay permitted at Rocky Creek, Archer Creek and Kairi Lions Park to reflect 48 hours set in RV Camping Options.

Tablelands Regional Council Draft Local Law No.9 (Parking) 2018

Notes

- Draft Local Law provides for the regulation of parking throughout the TRC LGA.
- Provision for use of permit or token in Draft Local Law – not a major barrier to implementation of recommended actions relating to RV parking spaces and the 'stop and shop' program.
- Section 8 requires a Vehicle Identification Label to be shown to park contrary to traffic signs. May be required to be broadened to incorporate token or like for 'stop and shop' program.
- Sections 9, 10, 11 and 12 provide for use of a token or other permit but would need to be amended to specifically reference the 'stop and shop' program.

Sections requiring update or amendment

- No barriers to development of RV parking areas in town centres.
- Will require updates to Sections 8, 9, 10, 11 and 12 to provide for use of a token or other permit as part of a 'stop and shop' program.

Comment

- If 'stop and shop' program is implemented update Sections 8, 9, 10, 11 and 12 to provide for use of a token or other permit as part of a program.

5. Audit of RV sites

Audit of current RV Accessible Sites

#	FACILITY	LOCATION			MANAGEMENT	TENURE	ACCESS	UNPOWERED SITE COST (\$) PER NIGHT	MAXIMUM LENGTH OF STAY	PET FRIENDLY	FACILITIES					NEAREST ATTRACTION/TOWN	CAMPING OPTION CATEGORY
		ADDRESS	LAT.	LONG.							TOILET	SHOWE R	BBQ	WASTE DUMP POINT	POTABL E WATER		
1	Atherton Holiday Park	64-72 Mountain View Drive, Atherton	-17.261978	145.508238	Private	Freehold	RV access \$25.00	-	✓	✓	✓	✓	✗	✓	Atherton	Serviced RV Site	
2	Atherton Halloran's Leisure Park	Cnr Robert Street and Twelfth Avenue, Atherton	-17.269427	145.489297	Private	Freehold	RV access \$29.00	-	✗	✓	✓	✓	✓	✓	Atherton	Serviced RV Site	
3	Big4 Atherton Woodlands Tourist Park	141 Atherton Herberton Road, Atherton	-17.281977	145.468568	Private	Freehold	RV access \$30.00		✓	✓	✓	✓	✓	✓	Atherton	Serviced RV Site	
4	Wild River Caravan Park	23 Holdcroft Dr, Herberton QLD 4887	-17.366830	145.388763	Private	Freehold	RV access \$20 dbl or \$10 sgl	No Permanent	✓	✓	✓	✓	✓	✓	Herberton	Serviced RV Site	
5	Innot Hot Springs Leisure & Health Park	Kennedy Hwy, Innot Hot Springs QLD 4872	-17.665855	145.238467	Private	Freehold	RV access \$35	-	✓	✓	✓	✗	✗	✓	Innot Hot Springs Mt Garnet	Serviced RV Site	
6	Lake Eacham Caravan Park	198 Lakes Dr, Lake Eacham QLD 4884	-17.295948	145.635927	Private	Freehold	RV access \$24	-	✓	✓	✓	✓	✗	✓	Lake Eacham Yungaburra	Serviced RV Site	
7	Lake Tinaroo Holiday Park	4 - 28 Tinaroo Falls Dam Road, Tinaroo Falls QLD 4872	-17.170930	145.545409	Private	Freehold	RV access \$29-\$35	-	✓	✓	✓	✓	✓	✓	Lake Tinaroo Tinaroo	Serviced RV Site	
8	Malanda Falls Caravan Park	38 Park Ave, Malanda QLD	-17.353283	145.587819	Private	Freehold (Council)	RV access \$23	3 months	✓	✓	✓	✓	✓	✓	Malanda	Serviced RV Site	
9	Millaa Millaa Tourist Park	Corner Lodge Ave Millaa Millaa-Malanda Road, Millaa Millaa QLD 4886	-17.516740	145.606787	Private	Freehold	RV access \$25	-	✓	✓	✓	✓	✗	✓	Millaa Millaa	Serviced RV Site	
10	Mt. Garnet Travellers Park	2 Nymbool Rd, Mount Garnet QLD 4872	-17.669405	145.104772	Private	Freehold	RV access \$22	-	✓	✓	✓	✓	✗	✓	Mt Garnet	Serviced RV Site	
11	Pinnarendi Station Stay & Café	22971 Kennedy Highway, Mt Garnet	-18.039763	144.882739	Private	Freehold	RV access \$15	-	✓	✓	✓	✗	✗	✓	Mt Garnet	Bush Stay	
12	Ravenshoe Railway Caravan Park	63 Grigg Street, Ravenshoe	-17.608808	145.482501	Private	Freehold	RV access \$10	10 nights	✓	✓	✓	✓	✗*	✓	Ravenshoe	Serviced RV Site	
13	Tall Timbers Motel and Caravan Park	13185 Kennedy Hwy, Ravenshoe QLD 4888	-17.617927	145.485304	Private	Freehold	RV access \$20	-	✓	✓	✓	✓	✗	✓	Ravenshoe	Serviced RV Site	
14	Archer Creek Rest Area	Kennedy Highway, Millstream 4888	-17.646747	145.347097	Council	Reserve	RV access Free	48 hours	✓	✓	✗	✗	✗	✗	Ravenshoe	Rest Area	
15	Rocky Creek War Memorial Park	Kennedy Highway, Tolga QLD 4882	-17.181326	145.455342	Council	Reserve	RV access Donation	72 hours	✓	✗	✗	✓	✗	✗	Tolga	Rest Area	
16	Tolga Cabin & Van Park	6-10 Kennedy Hwy, Tolga QLD 4882	-17.228575	145.480349	Private	Freehold	RV access \$15	-	✓	✓	✓	✓	✗	✓	Tolga	Serviced RV Site	
17	Walkamin Central Van Park	23 Wattle Street, Walkamin, 4872	-17.132865	145.429036	Private	Freehold	RV access \$20	-	✓	✓	✓	✓	✓	✓	Mareeba Atherton	Serviced RV Site	
18	Lakeside Motor Inn & Caravan Park	2 Tinaburra Dr, Yungaburra QLD 4884	-17.252570	145.583921	Private	Freehold (Council)	RV access \$23	-	✓	✓	✓	✓	✗	✓	Lake Tinaroo Yungaburra	Serviced RV Site	
19	Bonadio RV & Nature Park	4756 Gillies Range Rd, East Barron QLD 4883	-17.262179	145.546280	Private	Freehold	RV access \$17	-	✓	✓	✓	✓	✓	✓	Lake Tinaroo Yungaburra	Bush Stay	
20	Kairi Lions Park Rest Area	43 Irvine Street, Kairi QLD 4872	-17.216155	145.542986	Council	Reserve	RV access Free	-	✓	✓	✓✧	✗	✗	✓	Kairi Lake Tinaroo	Rest Area	

#	FACILITY	LOCATION			MANAGEMENT	TENURE	ACCESS	UNPOWERED SITE COST (\$) PER NIGHT	MAXIMUM LENGTH OF STAY	PET FRIENDLY	FACILITIES					NEAREST ATTRACTION/TOWN	CAMPING OPTION CATEGORY
		ADDRESS	LAT.	LONG.							TOILET	SHOWE R	BBQ	WASTE DUMP POINT	POTABL E WATER		
21	Goshem Station	Gunnawarra Road, Mount Garnet, QLD 4872	-18.149134	145.437748	Private	Freehold	RV access	\$10 per night \$50 per vehicle entry	-	✓	✗	✗	✗	✗	✗		Bush Stay
22	Glen Gordon Station	Glen Gordon Road	-17.768102	145.334430	Private	Freehold	RV access	Unknown	-	-	-	-	-	-	-	Innot Hot Springs Mt Garnet	Bush Stay
23	Woodleigh Station	Woodleigh Road, Ravenshoe, QLD, 4888	-17.665831	145.277688	Private	Freehold	RV access	Bush Camp \$30 Powered Camp \$17 Unpowered camp \$15	-	✗	✓	✓	✓	✗	✓	Ravenshoe	Serviced RV Site
24	Blencoe Falls †	Cashmere Kirrama Road, Kirrama, QLD, 4872	-18.211287	145.540028	Department of National Parks, Sport and Racing	National Park	4WD Only Off-road RVS	\$6.35pp \$3.50pp (students) \$25.40 (family)	-	✗	✓	✗	✗	✗	✗	Kirrama Herbert River	National Park Campground
25	Princess Hills †	Wairuna Road, Wairuna, QLD, 4872	-18.241356	145.340865	Department of National Parks, Sport and Racing	National Park	4WD Only Off-road RVS	\$6.35pp \$3.50pp (students) \$25.40 (family)	7 nights	✗	✗	✗	✗	✗	✗	Mt Garnett Herbert River	National Park Campground
26	Platypus Campsite	Danbulla State Forest	-18.235457	145.346447	Department of National Parks, Sport and Racing	National Park	4WD Only Off-road RVS	\$6.35pp \$3.50pp (students) \$25.40 (family)	7 nights	✗	✗	✗	✗	✗	✗	Mt Garnett Herbert River	National Park Campground
			-17.1607	145.5597	Department of National Parks, Sport and Racing	National Park	Campervan/Camper trailer only	\$6.35pp \$3.50pp (students) \$25.40 (family)	30 nights	✗	✓	✗	✗	✗	✗	Lake Tinaroo	National Park Campground
27	Downfall Creek Campsite	Danbulla State Forest	-17.1478	145.5881	Department of National Parks, Sport and Racing	National Park	Camper trailer only	\$6.35pp \$3.50pp (students) \$25.40 (family)	30 nights	✗	✓	✗	✗	✗	✗	Lake Tinaroo	National Park Campground
28	Kauri Creek Campsite	Danbulla State Forest	-17.1385	145.5976	Department of National Parks, Sport and Racing	National Park	Camper trailer only	\$6.35pp \$3.50pp (students) \$25.40 (family)	30 nights	✗	✓	✗	✗	✗	✗	Lake Tinaroo	National Park Campground
29	School Point Campsite	Danbulla State Forest	-17.1476	145.6113	Department of National Parks, Sport and Racing	National Park	Camper trailer only	\$6.35pp \$3.50pp (students) \$25.40 (family)	30 nights	✗	✓	✗	✗	✗	✗	Lake Tinaroo	National Park Campground
30	Fong-On Bay Campsite	Danbulla State Forest	-17.1551	145.5926	Department of National Parks, Sport	National Park	Camper trailer only	\$6.35pp \$3.50pp (students)	30 nights	✗	✓	✗	✗	✗	✗	Lake Tinaroo	National Park Campground

#	FACILITY	LOCATION			MANAGEMENT	TENURE	ACCESS	UNPOWERED SITE COST (\$) PER NIGHT	MAXIMUM LENGTH OF STAY	PET FRIENDLY	FACILITIES					NEAREST ATTRACTION/TOWN	CAMPING OPTION CATEGORY
		ADDRESS	LAT.	LONG.							TOILET	SHOWER	BBQ	WASTE DUMP POINT	POTABLE WATER		
					and Racing			\$25.40 (family)									
31	Curri Curri Bush Campsite	Danbulla State Forest	-17.1733	145.5702	Department of National Parks, Sport and Racing	National Park	Camper trailer only	\$6.35pp \$3.50pp (students) \$25.40 (family)	30 nights	x	✓	x	x	x	x	Lake Tinaroo National Park Campground	
32	Henrietta Creek Camping	Wooroonooran National Park	-17.5986	145.7585	Department of National Parks, Sport and Racing	National Park	RV access❖	\$6.35pp \$3.50pp (students) \$25.40 (family)	30 nights	x	✓	x	✓	x	x	Millaa Millaa National Park Campground	
33	Koombooloomba Bush Camping	Koombooloomba National Park	-17.8408	145.5963	Department of National Parks, Sport and Racing	National Park	Camper trailer only	\$6.35pp \$3.50pp (students) \$25.40 (family)	30 nights	x	x	x	x	x	x	Ravenshoe Koombooloomba Dam National Park Campground	
34	Koombooloomba Regional Park Camping	Koombooloomba National Park	-17.8964	145.5662	Department of National Parks, Sport and Racing	National Park	Camper trailer only	\$6.35pp \$3.50pp (students) \$25.40 (family)	30 nights	x	✓	x	x	x	x	Ravenshoe Koombooloomba Dam National Park Campground	

EFFLUENT DUMP SITES

#	ADDRESS	LAT.	LONG.	MANAGEMENT
1	Grove Street, Atherton	-17.2545	145.4800	Council
2	26 Ascham Street, Ravenshoe	-17.6154	145.4797	Council
3	Mulgrave Road, Yungaburra	-17.2628	145.5792	Council

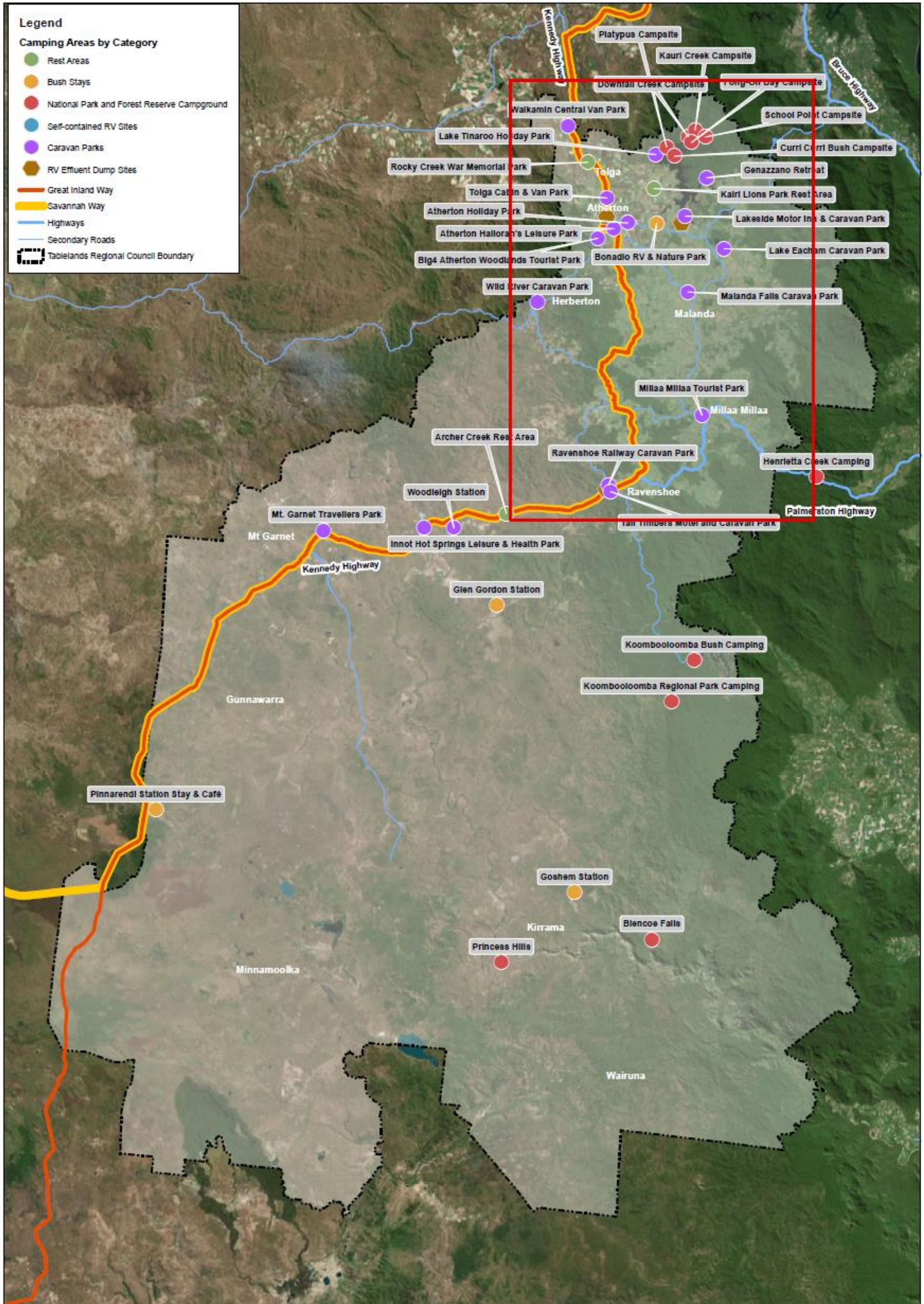
* Grey water only

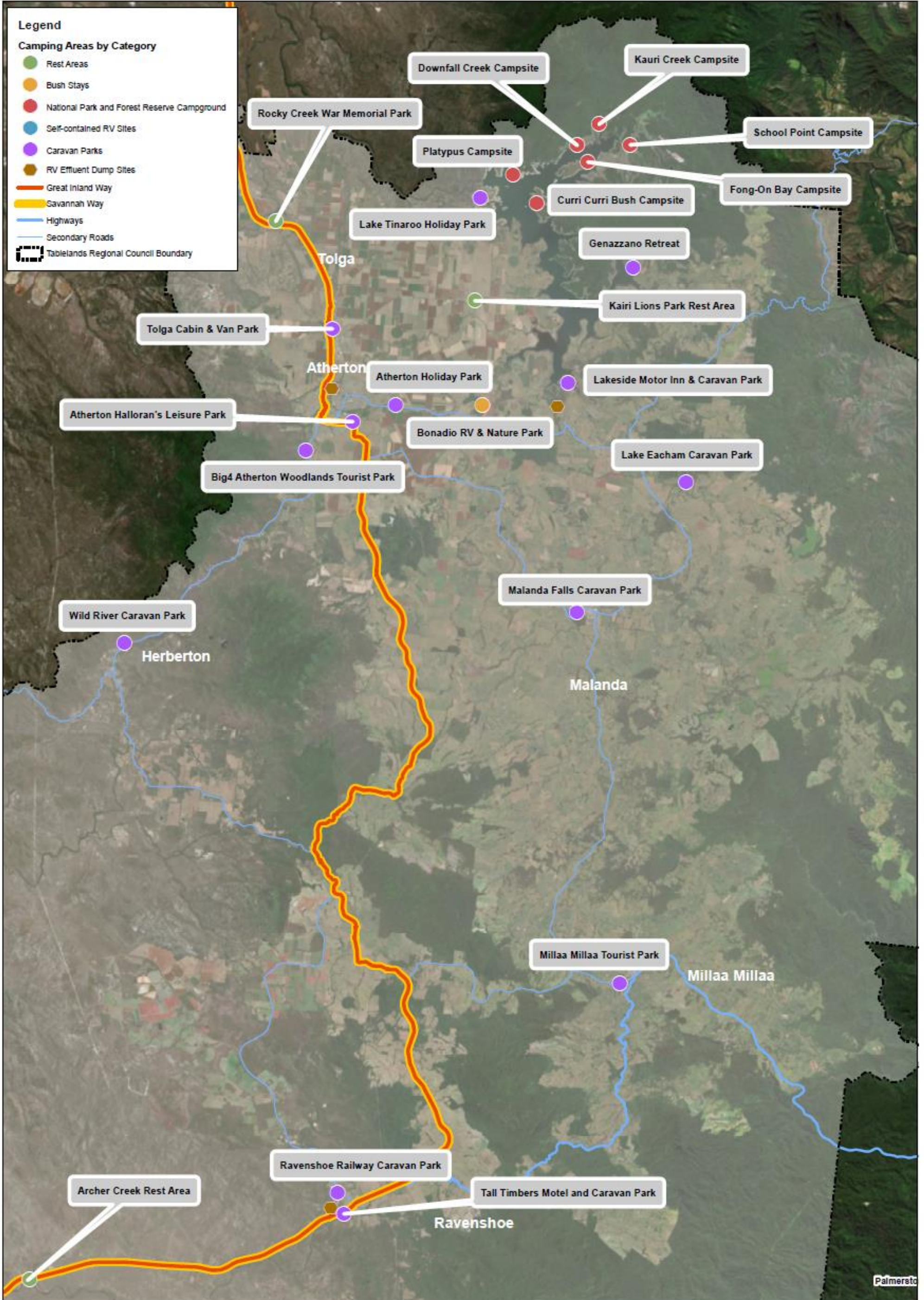
❖ Shower available in pub across road if meal is purchased

❖ Not all sites are accessible by RVs

✦ Closed during the wet season.

6. Map of existing RV sites by RV camping option category





7. Multi-criteria analysis

Assessment assumed implementation of all recommendations.				1		2		3		4		
Criteria and Indicator		Description	Score	Adopt TRC LGA RV Camping Options Matrix to guide management of RV camping options within TRC		Review Local Laws and Tablelands Regional Council Planning Scheme to identify how the RV Camping Options Matrix can be incorporated.		Develop and implement an Overflow Camping Policy which identifies appropriate areas to accommodate overflow camping sites and an agreed management approach for overflow camping sites.		Develop a policy for management of RV camping areas as part of major events, including identifying sites suitable to accommodate temporary RV camping to support major events.		
				Comments	Score	Comments	Score	Comments	Score	Comments	Score	
Economic opportunity												
1	1.1	Potential for strong contribution to a positive overall tourism experience.	5	Formalises a greater range of RV camping options which contributes broadly to an overall positive tourist experience.	3	Incorporates a greater range of RV camping options into the Planning Scheme, which contributes broadly to an overall positive tourist experience.	3	An endorsed approach to manage overflow from RV camping sites will contribute to a positive tourism experience.	3	Will identify appropriate locations and provide a structure for RV camping during major events.	3	
		Potential for contribution to a positive overall tourism experience.	3									
		Limited potential for contribution to a positive overall tourism experience.	1									
	1.2	Potential economic benefit to TRC	High likelihood of economic benefit	5	Formalises a greater range of RV camping options which will provide for increased economic opportunity.	3	Recognition of RV camping options in Planning Scheme provides for increased variety which will provide for increased economic opportunity.	3	Will provide for RV tourists to remain in the TRC LGA rather than moving on.	4	Will provide for RV tourists to camping during major events.	4
			Moderate likelihood of economic benefit	3								
			Low likelihood of economic benefit	1								
	1.3	Promotion of TRC as RV tourism destination	Strong opportunity for promotion of TRC as RV tourism destination	5	Does not directly promote TRC as a RV tourism destination.	1	Does not directly promote TRC as a RV tourism destination.	1	Does not directly promote TRC LGA but may result in positive word of mouth regarding approach to overflow camping.	2	Opportunity to promote RV camping options as part of major event promotions.	3
			Moderate opportunity for promotion of TRC as RV tourism destination	3								
			Limited opportunity for promotion of TRC as RV tourism destination	1								
	1.4	Potential to increase length of stay	High likelihood of contributing to an increased length of stay in TRC	5	Formalising an increased range of RV camping options will provide for a greater variety of RV camping options which may encourage visitors to increase their length of stay.	2	Will provide for a greater variety of RV camping options which may encourage visitors to increase their length of stay.	2	Will provide for RV tourists to remain in the TRC LGA rather than moving on.	4	Opportunity for RV camping at major events may encourage tourists to increase their length of stay.	3
			Moderate likelihood of contributing to an increased length of stay in TRC	3								
			Low likelihood of contributing to an increased length of stay in TRC	1								
	1.5	Potential to increase variety of RV camping options	Contributes strongly to an increased range of RV camping options	5	The RV camping options matrix formalises a broader range of options for RV tourists and will directly contribute to an increased range of RV camping options.	5	Incorporates into the Planning Scheme a broader range of options for RV tourists and will directly contribute to an increased range of RV camping options.	5	Provides framework to manage overflow and formalises overflow camping as an RV camping option.	5	Provides framework to manage RV camping as part of large events.	4
			Contributes to an increased range of RV camping options	3								
			Does not contribute to an increased range of RV camping options	1								
Average:				2.8		2.8		3.6		3.4		
User Experience												
2	2.1	Strong contribution to high quality and consistent information for RV tourists	5	Will contribute to consistent information regarding RV sites through consistent types of RV camping options.	3	Will contribute to consistent information regarding RV sites through consistent types of RV camping options.	3	An endorsed approach to manage overflow from RV camping sites contributes strongly to consistent information and management of overflow.	5	An endorsed approach to RV camping at major events contributes strongly to consistent information and management.	5	
		Moderate contribution to high quality and consistent information for RV tourists	3									
		Limited contribution to high quality and consistent information for RV tourists	1									
	2.2	Well located facilities (i.e. in proximity to services and attractions)	Enables location of facilities in proximity to service and attractions.	5	Will allow for Council to amend the Planning Scheme to encourage well located RV facilities.	3	Provisions can be included in the Planning Scheme to encourage well located RV facilities.	3	Research to support the Policy will identify suitable locations.	5	Research to support the Policy will identify suitable locations.	5
			Encourages location of facilities in proximity to services and attractions.	3								
			Barrier to location of facilities in proximity to services and attractions.	1								
	2.3	Quality RV tourist facilities (including safety)	High quality, fit for purpose facilities.	5	Will allow for Council to amend the Planning Scheme to ensure quality fit for purpose facilities.	3	Provisions can be included in the Planning Scheme to ensure quality fit for purpose facilities.	3	Research to support the Policy will identify locations with fit for purpose facilities.	5	Research to support the Policy will identify locations with fit for purpose facilities.	5
			Quality fit for purpose facilities.	3								
			Low quality fit for purpose facilities.	1								
Average:				3.0		3.0		5.0		5.0		
Management												
3	3.1	Limited / low impact on the natural environment.	5	Will allow for Council to incorporate appropriate management requirements for each RV camping option within the Planning Scheme.	5	Council can incorporate appropriate management requirements for each RV camping option within the Planning Scheme.	5	Council can incorporate appropriate management requirements for overflow camping.	5	Council can incorporate appropriate management requirements for major event RV camping.	5	
		Moderate impact on the natural environment	3									
		High impact on the natural environment	1									
	3.2	Initial investment (magnitude of cost)	Low cost i.e. less than \$25k	5	Minimal cost associated with adoption by Council.	5	Moderate cost associated with internal resources to draft amendments and progress the amendment through the Plan Making process.	3	Moderate cost associated with internal resources to undertake research and draft Policy for approval by Council.	4	Moderate cost associated with internal resources to undertake research and draft Policy for approval by Council.	4
			Moderate cost	3								
			High cost i.e. greater than \$100,000	1								
	3.3	Ongoing management implications (including maintenance)	Low level of ongoing management requirements - cost and resources	5	Limited ongoing management requirements. Mostly associated with ongoing oversight of Camping Options Reference Group and potential future	4	Ongoing management requirements associated with continued management of the Planning Scheme.	4	Ongoing management requirements associated with continued management of the Policy.	3	Ongoing management requirements associated with continued management of the Policy.	3
			Moderate level of ongoing management requirements - cost and resources	3								
			High level of ongoing management requirements - cost and resources	1								
	3.4	Deliverability	High - no / limited barriers to undertake action and capacity within current systems and leg	5	No barriers to adoption by Council.	5	Requirements to change the Planning Scheme involve some minor changes that are accommodated within the Plan Making system.	4	Limited barriers to prepare Policy.	5	Limited barriers to prepare Policy.	5
			Moderate - some barriers to undertake action and minor changes to current systems and /	3								
			Low - significant barriers to undertake action and major changes to current systems and /	1								
	3.5	Value for money	High - strong value for money to TRC and community	5	Limited investment with significant potential to improve the management approach to RV sites.	5	Limited investment with significant potential to improve the management approach to RV sites.	5	Limited investment with significant potential to improve the management approach to RV sites.	5	Limited investment with significant potential to improve the management approach RV camping for major events.	5
			Moderate - some value for money to TRC and community	3								
			Low - limited value for money to TRC and community	1								
	3.6	Contributes to clear, consistent and transparent management approach	Contributes strongly to a consistent and transparent management approach	5	Is the foundation of a consistent and transparent management approach.	5	Provides for a consistent and transparent approach to land use planning and development	5	Provides for a consistent and transparent approach to management of overflow camping.	5	Provides for a consistent and transparent approach to management of RV camping for major events.	5
			Contributes to a consistent and transparent management approach	3								
			Limited contribution to a consistent and transparent management approach	1								
Average:				4.8		4.3		4.5		4.5		
TOTAL:				10.6		10.1		13.1		12.9		

Assessment assumed implementation of all recommendations.

Criteria and Indicator		Description	Score	5		6		7		8		
				Comments	Score	Comments	Score	Comments	Score	Comments	Score	
1	Economic opportunity											
	1.1	Overall positive RV tourist experience	Potential for strong contribution to a positive overall tourism experience.	5	Dump points are an important facility for RV tourists. Guiding investment in dump points has the potential to contribute to a positive tourism experience.	3	Improved granularity of data will provide for evidence based decision making with respect to RV camping in TRC.	2	Dump points are an important facility for RV tourists which contribute positively to their tourism experience.	5	New self-contained sites have strong potential to contribute to tourism experience. Fill a gap in the market.	5
			Potential for contribution to a positive overall tourism experience.	3								
			Limited potential for contribution to a positive overall tourism experience.	1								
	1.2	Potential economic benefit to TRC	High likelihood of economic benefit	5	Guiding investment in dump points has the potential to contribute to economic benefit to TRC.	4	As above	2	Dump points are an important facility for RV tourists which can attract additional tourists and increase length of stay.	4	Likely to attract RV tourists with new 'low cost' camping option.	4
			Moderate likelihood of economic benefit	3								
			Low likelihood of economic benefit	1								
	1.3	Promotion of TRC as RV tourism destination	Strong opportunity for promotion of TRC as RV tourism destination	5	Does not directly promote TRC as a RV tourism destination.	1	Does not directly promote TRC as a RV tourism destination.	1	Dump points are a key facility in RV friendly places.	4	Opportunity to attract RV tourists looking for 'low cost' options.	4
			Moderate opportunity for promotion of TRC as RV tourism destination	3								
			Limited opportunity for promotion of TRC as RV tourism destination	1								
	1.4	Potential to increase length of stay	High likelihood of contributing to an increased length of stay in TRC	5	Guiding investment in dump points may increase the length of stay where new facilities are provided.	3	Improved granularity of data will provide for evidence based decision making with respect to RV camping in TRC.	1	Dump points are an important facility for RV tourists which can attract additional tourists and increase length of stay.	4	Self-contained RV sites are likely to encourage RV tourists to stay longer.	4
			Moderate likelihood of contributing to an increased length of stay in TRC	3								
			Low likelihood of contributing to an increased length of stay in TRC	1								
	1.5	Potential to increase variety of RV camping options	Contributes strongly to an increased range of RV camping options	5	Provides for responsible investment in dump points as part of RV camping options.	2.5	Better occupancy data will provide improved understanding of drivers for RV camping and user preferences.	2	RV dump points may be able to be incorporated into a range of RV camping options.	2.5	Will provide a new RV camping option in the TRC LGA.	5
			Contributes to an increased range of RV camping options	3								
Does not contribute to an increased range of RV camping options			1									
Average:				2.7		1.6		3.9		4.4		
2	User Experience											
	2.1	High quality and consistent information for RV tourists	Strong contribution to high quality and consistent information for RV tourists	5	Limited benefits to tourist information. Although, an endorsed approach to investment in dump points will provide clarity and consistency as to when	2	Improved granularity of data will provide for evidence based decision making with respect to RV camping in TRC.	2	Some benefit to tourist information if dump site locations are shared and clearly signed.	4	Some benefit to tourist information self-contained RV sites are promoted and clearly signed.	4
			Moderate contribution to high quality and consistent information for RV tourists	3								
			Limited contribution to high quality and consistent information for RV tourists	1								
	2.2	Well located facilities (i.e. in proximity to services and attractions)	Enables location of facilities in proximity to service and attractions.	5	Policy will set parameters for location of dump points to ensure they are well located.	4	Improved data will better inform decision making with regard to locations of RV facilities.	2	New dump sites will need to be well located.	3	New sites will need to be well located.	3
			Encourages location of facilities in proximity to services and attractions.	3								
Barrier to location of facilities in proximity to services and attractions.			1									
2.3	Quality RV tourist facilities (including safety)	High quality, fit for purpose facilities.	5	Policy will set parameters for how dump points need to be designed and what standards need to be met.	4	Improved data will better inform decision making with regard to the types of facilities RV tourists need.	2	New dump sites will need to be quality construction and fit for purpose.	3	New sites will need to be quality construction and fit for purpose.	3	
		Quality fit for purpose facilities.	3									
		Low quality fit for purpose facilities.	1									
Average:				3.3		2.0		3.3		3.3		
3	Management											
	3.1	Management of environmental impacts	Limited / low impact on the natural environment.	5	Policy can incorporate requirements for location and construction of dump points to ensure limited environmental impact.	5	Ability to fully understand capacity and load on current RV sites, particularly rest areas.	3	Location and construction of dump points can be managed to ensure limited environmental impact.	4	Location and construction of self-contained RV sites can be managed to ensure limited environmental impact.	4
			Moderate impact on the natural environment	3								
			High impact on the natural environment	1								
	3.2	Initial investment (magnitude of cost)	Low cost i.e. less than \$25k	5	Moderate cost associated with internal resources to undertake research and draft Policy for approval by Council.	4	Limited cost establishing arrangements with operators. Some cost to undertake formal counts of Council operated sites.	4	Some investment by Council in terms of resources but cost borne by CMCA.	2	Some investment by Council in terms of resources but cost borne by private sector.	2
			Moderate cost	3								
			High cost i.e. greater than \$100,000	1								
	3.3	Ongoing management implications (including maintenance)	Low level of ongoing management requirements - cost and resources	5	Ongoing management requirements associated with continued management of the Policy.	3	Will inform ongoing management approach. Limited ongoing requirements.	5	Some ongoing management requirements. Will be dependent on management structure adopted for maintenance.	3	Some ongoing management requirements. Will be dependent on management structure adopted for maintenance.	3
Moderate level of ongoing management requirements - cost and resources			3									
High level of ongoing management requirements - cost and resources			1									
3.4	Deliverability	High - no / limited barriers to undertake action and capacity within current systems and leg	5	Limited barriers to prepare Policy.	5	Members of Camping Options Reference Group have indicated supported. CMCA and CPAQ.	5	Likely to involve some challenge in working with private sector and balancing Council needs.	3	Likely to involve some challenge in working with private sector and balancing Council needs.	3	
		Moderate - some barriers to undertake action and minor changes to current systems and /	3									
		Low - significant barriers to undertake action and major changes to current systems and /	1									
3.5	Value for money	High - strong value for money to TRC and community	5	Limited investment with significant potential to ensure a consistent and transparent approach to investment in dump points by Council.	5	Improved data provides strong value for money. Support evidence based policy and investment decisions.	5	Potential for strong value for money if appropriate arrangements can be made with private sector.	4	Potential for strong value for money if appropriate arrangements can be made with private sector.	5	
		Moderate - some value for money to TRC and community	3									
		Low - limited value for money to TRC and community	1									
3.6	Contributes to clear, consistent and transparent management approach	Contributes strongly to a consistent and transparent management approach	5	Provides for a consistent and transparent approach to Council investment in dump points.	5	Improved data will assist in establishing and maintaining a consistent and transparent management approach.	5	Limited contribution to a consistent and transparent management approach.	2	Provides for new camping option with the RV camping options matrix.	3	
		Contributes to a consistent and transparent management approach	3									
		Limited contribution to a consistent and transparent management approach	1									
Average:				4.5		4.5		3.0		3.3		
TOTAL:				10.5	8.1	10.2	11.1					

Assessment assumed implementation of all recommendations.				9		10		11		12		
Criteria and Indicator	Description	Score	for private camping	Investigate opportunities to provide RV parking in walking distance of the town centres of Atherton, Yungaburra, Malanda, Millaa Millaa, Ravenshoe and Herberton.	Develop a marketing strategy targeting RV tourists that provides tailored information for RV tourists on dedicated platforms.	Investigate the feasibility and cost benefit of a stop and shop program for use of dedicated RV parking bays in town centres.	Develop a 'Signage Strategy' for TRC to ensure clear and consistent signage regarding RV infrastructure.					
			Score					Comments	Score	Comments	Score	Comments
Economic opportunity												
1	1.1 Overall positive RV tourist experience	Potential for strong contribution to a positive overall tourism experience.	5	5	RV parking in proximity to town centres will increase accessibility for RVs and encourage people to explore towns.	5	Increased ability to plan for trip and fully understand RV camping opportunities in addition to tourist attractions.	5	Strong potential to provide a well administered program similar to Fraser Coast.	4	Signage contributes significantly to tourism experience.	5
		Potential for contribution to a positive overall tourism experience.	3									
		Limited potential for contribution to a positive overall tourism experience.	1									
	1.2 Potential economic benefit to TRC	High likelihood of economic benefit	5	4	High likelihood that opportunities to park in proximity to town centres will result in economic benefit.	5	Likely to increase interest in TRC LGA and attract new RV tourists.	5	Strong potential to encourage RV tourists to stop in towns and spend money in local businesses.	5	Promotion of tourist attractions and facilities likely to result in increased access by tourists.	4
		Moderate likelihood of economic benefit	3									
Low likelihood of economic benefit		1										
1.3 Promotion of TRC as RV tourism destination	Strong opportunity for promotion of TRC as RV tourism destination	5	4	Opportunity to attract RV tourists looking for easy access to town centres.	4	Tailored information for RV tourists to promote TRC LGA as premier destination.	5	Provides incentive for RV tourists to visit and shop in TRC towns.	4	Significant opportunities for promotion of TRC tourist attractions and facilities.	5	
	Moderate opportunity for promotion of TRC as RV tourism destination	3										
	Limited opportunity for promotion of TRC as RV tourism destination	1										
1.4 Potential to increase length of stay	High likelihood of contributing to an increased length of stay in TRC	5	4	Encourage RV tourists to stop and spend time in towns.	4	Tailored information and increased ability to plan for trip may increase length of stay.	4	Strong opportunity to encourage RV tourists to stay in towns for longer periods.	5	Promotion of tourist attractions and facilities likely to result in increased length of stay.	4	
	Moderate likelihood of contributing to an increased length of stay in TRC	3										
	Low likelihood of contributing to an increased length of stay in TRC	1										
1.5 Potential to increase variety of RV camping options	Contributes strongly to an increased range of RV camping options	5	5	Not related to camping options but does provide additional opportunities for RV tourists.	2	Ability to promote variety of RV camping options and encourage broader range of RV tourists.	3	Additional facilities and RV camping options.	5	Opportunity to promote range of RV facilities available in TRC.	4	
	Contributes to an increased range of RV camping options	3										
	Does not contribute to an increased range of RV camping options	1										
			Average:	4.4	4.0	4.4	4.6	4.4				
User Experience												
2	2.1 High quality and consistent information for RV tourists	Strong contribution to high quality and consistent information for RV tourists	5	4	Some benefit to tourist information if RV parking sites are promoted and clearly signed.	4	Ability to share high quality, tailored information.	5	Some benefit to tourist information if RV parking sites are promoted and clearly signed.	4	Consistent, clear signage will significantly contribute to quality information for RV tourists and tourists more broadly.	5
		Moderate contribution to high quality and consistent information for RV tourists	3									
		Limited contribution to high quality and consistent information for RV tourists	1									
2.2 Well located facilities (i.e. in proximity to services and attractions)	Enables location of facilities in proximity to service and attractions.	5	3	RV parking in proximity to town centres are well located.	5	Enable RV tourists to identify sites and facilities that are well located for their trip.	4	RV parking in proximity to town centres are well located.	5	Enable RV tourists to identify sites and facilities that are well located for their trip.	4	
	Encourages location of facilities in proximity to services and attractions.	3										
	Barrier to location of facilities in proximity to services and attractions.	1										
2.3 Quality RV tourist facilities (including safety)	High quality, fit for purpose facilities.	5	3	RV parking that is well located and meets standards will result in high quality facilities.	5	Enable RV tourists to identified sites and facilities that fit their needs.	4	RV parking that is well located and meets standards will result in high quality facilities.	5	Enable RV tourists to identified sites and facilities that fit their needs.	4	
	Quality fit for purpose facilities.	3										
	Low quality fit for purpose facilities.	1										
			Average:	3.3	4.7	4.3	4.7	4.3				
Management												
3	3.1 Management of environmental impacts	Limited / low impact on the natural environment.	5	4	Potential for some environmental impact if not constructed in accordance with Council standards.	4	No impact. Opportunity to promote best practice approach to RV camping that limits environmental impacts.	5	Limited potential for impacts on natural environment.	5	Potential for environmental impact from signage can be managed through location and construction of signage infrastructure.	4
		Moderate impact on the natural environment	3									
		High impact on the natural environment	1									
3.2 Initial investment (magnitude of cost)	Low cost i.e. less than \$25k	5	2	Investigation is a moderate cost with construction requiring high initial investment.	1	Initial investment in developing strategy. Majority of information is currently available.	3	Implications of investigation and potential implementation likely to involve moderate investment and staff / volunteer time.	3	Development of Strategy, liaison with TMR and other relevant agencies in addition to cost of signage is a significant initial cost.	1	
	Moderate cost	3										
	High cost i.e. greater than \$100,000	1										
3.3 Ongoing management implications (including maintenance)	Low level of ongoing management requirements - cost and resources	5	3	Ongoing maintenance of RV parking sites and regulation of use.	2	Implementation program will required ongoing resourcing.	4	Will require ongoing management by Council and VIC staff.	2	Ongoing maintenance requirements. Maintenance program to ensure quality maintained. Information needs to remain up to date.	2	
	Moderate level of ongoing management requirements - cost and resources	3										
	High level of ongoing management requirements - cost and resources	1										
3.4 Deliverability	High - no / limited barriers to undertake action and capacity within current systems and leg	5	3	Limited barriers to investigating sites however funding will be required to contract or convert RV parking.	2	Limited barriers. Majority of information is currently available.	5	Require RV parking areas to be established.	3	Challenges in reaching agreement with TMR and identifying funding for signage costs and ongoing maintenance.	2	
	Moderate - some barriers to undertake action and minor changes to current systems and /	3										
	Low - significant barriers to undertake action and major changes to current systems and /	1										
3.5 Value for money	High - strong value for money to TRC and community	5	5	Significant opportunity for economic benefit but significant cost.	4	Significant opportunity to promote TRC as RV tourism destination as moderate cost.	5	Strong potential for economic benefit at moderate cost.	5	Significant opportunities for promotion of TRC tourist attractions and facilities.	5	
	Moderate - some value for money to TRC and community	3										
	Low - limited value for money to TRC and community	1										
3.6 Contributes to clear, consistent and transparent management approach	Contributes strongly to a consistent and transparent management approach	5	3	Will require some ongoing management and policy structure. Clear signage for RV use only will assist in clarity and transparency.	3	Limited contribution to a consistent and transparent management approach.	2	Provides for clear and consistent approach to management of RV parking spaces and stop and shop program.	5	Provides for clear and consistent approach to promotion of RV sites and facilities.	3	
	Contributes to a consistent and transparent management approach	3										
	Limited contribution to a consistent and transparent management approach	1										
			Average:	3.3	2.7	4.0	3.8	2.8				
TOTAL:					11.3	12.7	13.1	11.6				

