

Making Geraldton “RV-Friendly”



CITY OF GREATER GERALDTON

June 6, 2014



WELCOME TO GERALDTON

An “RV-Friendly” City

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DRAFT

Making Geraldton “RV-Friendly”

1. EXECUTIVE SUMMARY

Nearby destinations such as Mullewa, Northampton, Kalbarri and Carnarvon already enjoy significantly higher RV visitor nights than Geraldton¹, confirming that Geraldton is missing out on substantial visitors, along with the economic benefits of their visits.

Capturing just those visitors who currently bypass our City could realistically increase Geraldton’s total overnight stays by 50% (or more), boosting the local economy by an estimated \$9,454,000 per year.² Further, economic modelling done on REMPLAN would suggest an additional potential \$3.7 million in industrial flow-on effects, plus \$1.6 million from value-add services and \$.86 million in added salaries and wages³.

This project aims to achieve “RV-Friendly” status and to subsequently establish the City of Greater Geraldton as a Regional Resource Hub for Recreational Vehicle travellers, providing compelling reasons for travellers who are currently bypassing Geraldton to stop in Geraldton, to stay longer and to spend more during their stay.

The project outlines three phases of delivery and recommends 15 specific initiatives to achieve the project’s objectives.

The strategy and recommendations have been carefully considered to generate the greatest impact with minimal expenditure and ongoing costs while striving to produce a positive impact on all Geraldton businesses and organisations.

2. INTRODUCTION

As a Recreational Vehicle Destination, WA ranks low amongst Australian states and, for a number of reasons, Geraldton presently rates relatively low amongst WA destinations.

The WA State Government is presently in the midst of a major review of Recreational Vehicle Tourism (mid-2014). Current legislation which governs camping and caravanning in WA was enacted in 1995 and 1997. This legislation was focussed almost exclusively around caravan parks, has become outdated, no longer recognises evolving customer requirements, modern recreational vehicle capabilities, local building codes, recent technological developments or today’s environmental sensitivities.

The review of the Act aims to update WA’s regulatory framework, bringing legislation into line with market needs, while focussing heavily on health and safety aspects and providing protection for the state’s unique environmental assets.

¹ “A strategic approach to Caravan and Camping Tourism in Western Australia” Brighthouse/Starfish Business Solutions. Prepared for Tourism WA. February 2012

² “A strategic approach to Caravan and Camping Tourism in Western Australia” Brighthouse/Starfish Business Solutions. Prepared for Tourism WA. February 2012 [Median spend per day by Campervan and Motorhome visitors in Australia is \$116. Current visitor nights to Geraldton is 163,000 p.a. An increasing in 50% would add 81,500 visitor nights. 81,500 X 116 X 3.25 = \$9,454,000]

³ REMPLAN economic scenario modelling May 2014.

Though underway as this is written, the process is unlikely to result in any new legislation being enacted prior to the end of 2014. It would be prudent for Geraldton to be ready to take advantage of this new legislative framework by ramping up its RV-Friendly activities before this takes place.

CGG's first step should be acquiring "RV-Friendly" status. "RV-Friendly" status is conferred by the Campervan and Motorhome Club of Australia and requires the demonstration of conformance to a specific set of established criteria⁴. Once all criteria have been demonstrated and documented, CMCA permits cities, towns and destinations to promote themselves as "RV-Friendly, to erect signs around and in the city and to promote "RV-Friendly" status in various industry publications, websites and resource guides.

3. PROPOSED OUTCOMES

PHASE 1: June 2014-December 2014

- At the earliest possible date, obtain "RV-Friendly" status for Geraldton per Campervan and Motorhome Club of Australia's criteria, to permit promotion of RV-Friendly status;
- Identify and resolve issues currently discouraging RVs from visiting Geraldton, focussing first on "Essential" RV-Friendly criteria and later on "Desirable"⁵ RV-Friendly criteria;
- Identify and remove other perceived RV-unfriendly issues;
- Provide supplemental services in line with the expectations of RV travellers.

PHASE 2: January 2015 – June 2015

- Provide additional dump points in Walkaway and Mullewa;
- Consider the addition of further services in line with "Desirable" RV-Friendly criteria to enhance CGG's attractiveness.

PHASE 3: July 2015 – June 2016

- Design and construct information bays on North, South and East entries to Geraldton to provide information about the region to RV travellers. [Note, this project is not included in the current CGG Capital Works projects list for this or any year in the future.]
- If approved and funded, construction of free public dump point at Francis Street Car park

⁴ Specific "Essential" criteria for an RV-Friendly town are contained in the Campervan and Motorhome Club of Australia's "RV-Friendly Assessment form", attached as APPENDIX C. Generally speaking, the following criteria apply (though more are contained in the Appendix):

Essential criteria:

- Provision of appropriate parking within the town centre, including access to a general shopping area with groceries or fresh produce.
- Provision of short term (48-72 hour) parking for self-contained vehicles within the town precinct.
- Access to potable water.
- Access to a free dump point within the town precinct.
- A town website link to enable members to go from the CMCA website to the town's website.

⁵ Desirable RV-Friendly criteria:

- Access to medical facilities or an applicable evacuation plan
- Access to a pharmacy or a procedure to obtain pharmaceutical products.
- Visitor Information Centre (VIC) with appropriate parking facilities within a reasonable distance.
- VIC to provide a town map showing essential facilities such as the local hospital, medical services, fuel, shopping area, dump point, fresh water, etc.
- RV Friendly Town™ signs to be erected within the town precinct.

4. TABLE 1: SUMMARY OF RECOMMENDATIONS

(See item no. links in APPENDIX A for detail)

ITEM	INITIATIVE	RECOMMENDATION	ESTIMATED COST
	PHASE 1	(June 2014-Sept 2014)	
	RV-Friendly initiatives		
1A	Provision of a free public dump point and potable water supply near the CBD.	Negotiate arrangements with an existing dump point owner for the use of their facilities to avoid capital works costs and approval delays in order to expedite RV-Friendly status.	\$1,500 Provided to assist caravan owner for signage, modifications, etc.
1B	OPTIONAL: Construction of a new free public dump point owned and managed by CGG	Should Council decide that the costs are warranted, a public dump point could be constructed near the site of the new Multipurpose facility and managed by the Visitor Information Centre. This would require inclusion as an additional item in the 2015-2016 Capital Works budget.	\$100,000 2015-2016 budget (optional)
2	Provision of a short-stay (<72 hrs), low-cost or no-cost camping area for self-sufficient RV travellers	Conduct a 3-month trial of <72 hrs free camping at Pages Beach car park. Alternately, charge self-sufficient RVs \$10/night to camp. BelAir Gardens caravan park collects fees; CGG provides maintenance, security, ranger patrols, enforcement. Rangers to manage compliance and according to behaviours, could permit longer stays. (Note: Charging for camping could generate addition duty-of-care liabilities.)	\$1,000 + cost of providing additional rubbish receptacles in the area.
3	Provision of a short-stay (<72 hrs) low-cost or no-cost camping area for Backpacker vans, to discourage illegal parking in prohibited areas.	Conduct a 3-month trial of free camping at the CGG car park between the new Visitor Information Centre and Francis Street Car park allowing backpacker vans to legitimately stay for up to 72 hours. Rangers to manage compliance and according to behaviours, could permit longer stays. Nearby BBQ, indoor and outdoor showers and toilet block. (Note: May require relocation when construction of Multipurpose Facility begins.)	\$1,000 + cost of providing additional rubbish receptacles in the area. (possible additional cost if more facilities are installed; e.g., picnic table, another BBQ and washing-up area)
4.	Provision of designated RV-only parking areas in and near the CBD.	Designate "RV-Only" car parking areas and allocate signage to specific areas dedicated to RV parking, as required by "RV-Friendly" program. <ol style="list-style-type: none"> 1. Francis Street Car Park 2. Across from Northgate shopping centre 3. CGG No. 5 Car park – rear. Opposite Stirlings Centre 4. Across from Glenfield IGA 	\$2,000, including signage and line painting

		5. Across from Railway station	
5.	Installation of three additional CCTV security cameras to monitor RV parking/camping locations	2014 Federal Budget has allocated \$440,000 to install new security cameras in Geraldton. Recommend that three of these cameras be allocated to monitoring of area where RVs are parked and camped.	\$0 (assuming allocation of federal funding for this purpose)
6.	Signage on highway at City entry points promoting Geraldton as "Regional Resource Hub for RVs"	"Last stop for Recreational Vehicle Supplies" Petrol, camping supplies, food, water, fishing supplies, etc. near the "RV-Friendly" signs.	\$1,000
7.	Provision of an RV Resource Guide/ Package	A comprehensive guide to RV services and products, published on the CGG Visitor Information Centre web site, linked to Caravan/Motorhome club's web page with printed version available at the Visitor Centre	\$1,200 (printing)
8.	Provision of street signage to guide RVs through the City	RV signage for long vehicle route and direction finding to Visitor Information Centre and Parking areas	\$1,500 (new Visitor Centre due to open by end o 2014)
9.	Tourist Radio FM 88.0 upgrade	Engage with Tourist Radio operator to provide RV-oriented information on 88.0FM	\$200 + Visitor Centre staff time
10.	Promotional/Public Relations campaign to promote Geraldton's RV-Friendly status	Create a marketing campaign to take advantage of the newly-achieved RV-Friendly status. Prepare for update of the Camping Act.	Marketing staff time and marketing budget for advertising/promotion/PR
11.	Provision of a Geraldton Web cam to show off Geraldton on-line.	Geraldton presently has no public web cam. Use advertising funds to recover costs of setup and ongoing operation.	\$4,000 (costs recoverable from selling of advertising on site)
12.	Council permission to allow owners to stay in vehicles overnight at repair depots	Seek Council permission to permit owners to sleep overnight in vehicles that are undergoing repairs in a repair facility.	\$0
	PHASE 2	January 2015-June 2015	
13.	Dump point installed at Walkaway	If applications made in advance, financial assistance can be available from WA tourism to establish two regional dump points.	Total cost to be determined 2015 after input from WA Tourism
14.	Dump point installed at Mullewa	If applications made in advance, financial assistance can be available from WA tourism to establish two regional dump points.	Total cost to be determined 2015 after input from WA Tourism
	PHASE 3	June 2015 – Dec 2015	
15.	Information Bays at North and South entrances of City	Promote Geraldton's attractions to RV travellers and all other drivers by providing an interpretive roadside stop at the northern and southern entrances to town.	\$50,000-\$100,000

5. DEFINITIONS

For the purposes of this exercise: “RV” or “Recreational Vehicle” incorporates the following vehicles:

Motorhomes



Caravans & “5th wheelers” (up to 14m in length)



Trailer/Boat Campers



4WD off-road campers



Campervans



Yes, and even the lowly “Wicked” backpacker van!



Note: EXCLUSIONS: Tent campers and those sleeping in caravan park cabins (those traveling by private sedan automobile, bicycle, on foot or otherwise and sleeping in tents or cabins) are not considered in this exercise.

6. GEOGRAPHIC SCOPE

All regions within the City of Greater Geraldton Local Government Area (Geraldton, including Mullewa, Greenough, Walkaway, and others) are considered for attention, however, the initial, primary focus is on the immediate area of Geraldton and surrounds.

7. PROJECT OBJECTIVES

MAKE GERALDTON A REGIONAL RECREATIONAL VEHICLE RESOURCE HUB: This exercise aims to transform Greater Geraldton into a regional resource hub for RV travellers that will generate significant additional revenue for the Greater Geraldton economy by capturing a larger share of wallet of RV travellers who currently bypass Greater Geraldton in favour of nearby regions.

Further, a secondary objective is to encourage those who already do come to Geraldton to stay for longer periods of time, and give them compelling reasons to choose to spend more during their stay.

This document identifies salient gaps in expectations of RV travellers; analyses which gaps can be cost-effectively addressed and makes available additional services commensurate with expectations (in line with City budget cost constraints) in the recreational vehicle community.

The expectation is that the delivery of more and better services relevant to RV travellers will generate an improvement in positive reputation spread by word of mouth and social media, which will drive additional recreational vehicle traffic to Geraldton.

8. STRATEGY

The City of Greater Geraldton will identify RV Travellers' needs and facilitate the cost-effective provision of services and facilities in our region for Recreational Vehicle travellers.

The RV-Friendly initiative will be strategically integrated with the City's Tourism Strategy and with the MidWest Development Commission's Tourism and Recreational Vehicle strategies.

Strategic Drivers:

"Why you should visit the City of Greater Geraldton in your Recreational Vehicle:"

1. Geraldton is THE MidWest resource hub for ALL RV requirements. The most comprehensive availability for all RV-related products and services of any place in WA outside of Perth.
2. If you are travelling North or East, it is your final opportunity to stock up on essential supplies.
3. RV-Friendly attributes with easy access, dedicated, secure parking near Visitor Information Centre and beaches, and vibrant city centre for all sizes and shapes of RVs.
4. Free Dump Point, potable water and grey water disposal area.
5. Online and printed resource guide to CGG services for RV travellers
6. Low-cost/no-cost, short-term stay-over locations for self-sufficient vehicles available
7. Attractions and activities guide available from Visitor Centre, specifically catering to RV travellers, including FREE PUBLIC WIFI at 10 locations around the City.
8. Direction-finding signage specifically designed to assist RVs

9. DESKTOP RESEARCH: SEE APPENDIX B.

Background research, caravan and motorhome industry vital statistics, policy and legislation directions, industry trends and other supporting data can be found in **APPENDIX B: DESKTOP RESEARCH**

10. RV-FRIENDLY SITUATION ANALYSIS

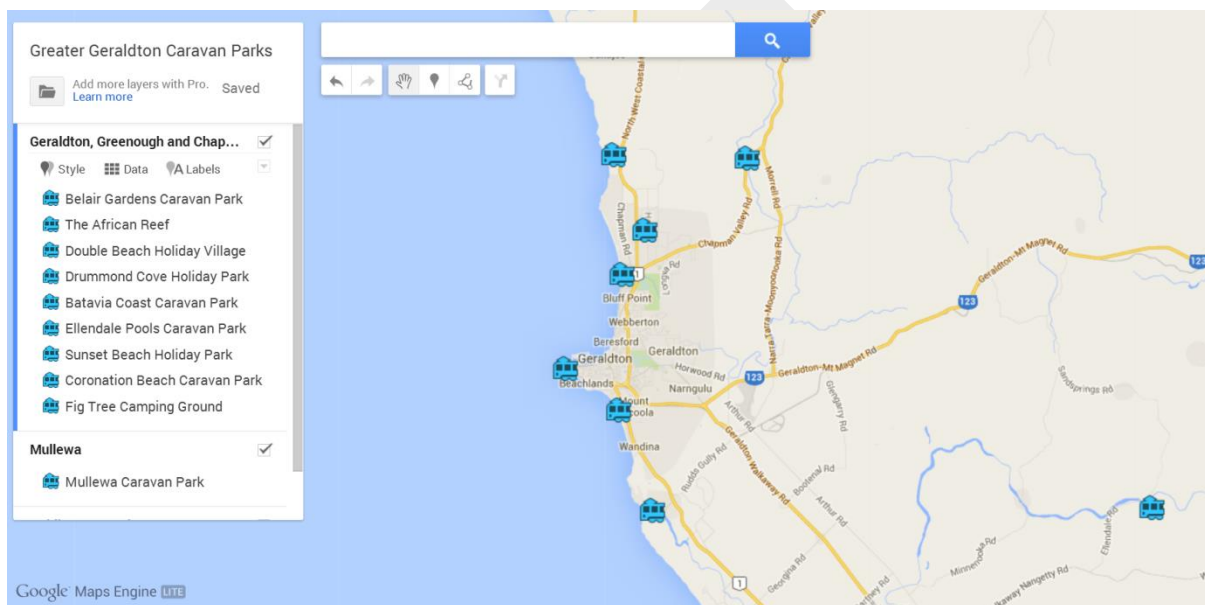
The City of Greater Geraldton hosts five full-service caravan parks that are located at Greenough River (Cape Burney), Tarcoola Beach, Point Moore, Sunset Beach and Waggrakine. Another caravan park is located just north of CGG in the shire of Chapman Valley (Drummond Cove Caravan Park) and four additional areas with limited facilities can be found in nearby Fig Tree (Chapman Valley), Ellendale Pool (campground in CGG LGA) and Coronation Beach (Chapman Valley).

The snip below is of an interactive custom map showing the location of Geraldton's Caravan Parks and dump points.⁶

Live interactive map: (requires sign-in to any Google account)

[https://www.google.com/maps/@-](https://www.google.com/maps/@-28.699542,115.034371,11z/data=!3m1!4b1!4m2!6m1!1sz6HclVrdxSMg.k7fS_IIOaYpo)

[28.699542,115.034371,11z/data=!3m1!4b1!4m2!6m1!1sz6HclVrdxSMg.k7fS_IIOaYpo](https://www.google.com/maps/@-28.699542,115.034371,11z/data=!3m1!4b1!4m2!6m1!1sz6HclVrdxSMg.k7fS_IIOaYpo)



This tool can also be used to create additional detailed, customised, RV-oriented tourist maps, including only those items of relevance and interest to RV travellers. For example, all categories of RV-related services can be imbedded in the map with tick boxes to selectively indicate the location of particular services in relation to one another (e.g. auto electricians or fishing supplies, tourist attractions, etc.) as is possible in Google Earth. The map can be updated dynamically and regularly by Visitor Centre Staff to add and subtract resources, attractions and events, as is required. A paid version of this application allows creation of custom-made icons and other specialist tools.

⁶ FYI: This map prototype was created on *“Google Maps Engine Lite”*. (Mullewa Caravan Park appears off this map to the east) This tool can be used to create interactive links to detailed individual assets with further links to web pages, GPS coordinates, photo galleries, defined boundaries and other useful information. (Imbedded within this interactive map is another layer, created to show the location of existing dump points in the area.)

SWOT analysis:**SWOT ASSESSMENT OF GERALDTON AS AN “RV-FRIENDLY” DESTINATION:**

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> High quality medical facilities (hospitals, medical clinics); 24/7 access to physicians and emergency services including ambulance services. (St. Johns) 	<ul style="list-style-type: none"> Lack of full-time specialist medical consultation services, except for visiting specialists who attend Geraldton only weekly. (Desirable)
<ul style="list-style-type: none"> Ability to rapidly evacuate critical care patients to Perth via Royal Flying Doctors Services. 	<ul style="list-style-type: none"> (Essential) Designated, short-term, In-town casual parking near the town shopping precinct to accommodate vehicles over 11m and up to 35m.
<ul style="list-style-type: none"> Access to medications and prescription services (7 days) 8am-8pm 	<ul style="list-style-type: none"> (Essential) A designated short-term (24-hours or more) stay area close to the town centre, including (but not essential) Lights, fencing, caretaker, toilets, showers, rubbish bins, covered seating, water, BBQ, power, mobile phone coverage. (Preferably at no charge, but small charges are permitted)
<ul style="list-style-type: none"> Access and parking for large RV vehicles at food and supply outlets 	<ul style="list-style-type: none"> (Desirable) Lack of a designated longer-term stay parking area (minimum 3 nights) which permits stays of up to 5 days. (Preferably at no charge, but small charges permitted)
<ul style="list-style-type: none"> Quality dining and take-away outlets 	<ul style="list-style-type: none"> (Essential) Absence of a designated public dump point available for use (preferably free, but small charges permitted)
<ul style="list-style-type: none"> Repair facilities for all size vehicles 	<ul style="list-style-type: none"> (Essential) Lack of designated locations for obtaining potable water 24/7.
<ul style="list-style-type: none"> Other auto services including: <ul style="list-style-type: none"> Specialists in 4WD vehicles and campervan repairs Mechanics and auto electricians Tyre shops Batteries Oil change/maintenance Air conditioning Specialists services such as solar panel, inverters, generator repair. 	<ul style="list-style-type: none"> (Essential) Lack of RV-oriented direction finding signage to assist RV travellers
<ul style="list-style-type: none"> Shopping facilities 	<ul style="list-style-type: none"> (Desirable) Absence of Information Bays on North and South approach to the City.
<ul style="list-style-type: none"> Internet services and free public WiFi 	<ul style="list-style-type: none"> Lack of a formalised RV-oriented information packet available from the Geraldton Visitors Centre (Essential)
<ul style="list-style-type: none"> Five full-service caravan parks and three camping areas. 	<ul style="list-style-type: none"> (Desirable) <i>“A town website link that will enable Club members to go from the CMCA website to the RV-Friendly Town</i>

	<i>website to find out what is being offered by the town as attractions.” [from the CVMH Club checklist]</i>
<ul style="list-style-type: none"> • Access to potable water supplies at the Visitor Information Centre (during business hours, with key deposit required) 	<ul style="list-style-type: none"> • Absence of Geraldton being “on the map” in a significant way in any of heavily-used guidebooks and web sites used by campervans and motorhomes.
	<ul style="list-style-type: none"> • Owners not permitted to camp in vehicles on-site at repair locations while vehicle is being repaired/serviced.
	<ul style="list-style-type: none"> • Relative lack of low-cost dining establishments other than fast food outlets.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Geraldton is the last major stopping point for provisions and services before heading into relatively unpopulated regions. This provides a powerful opportunity to capitalise on capturing expenditures from virtually every caravan that passes through heading north or south. <p>The peak opportunity is to position Geraldton as a Regional Resource Hub for Recreational Vehicles to serve the entire north western region of WA.</p>	<ul style="list-style-type: none"> • Anecdotal information suggests that surrounding communities (e.g., Kalbarri, Dongara, etc.) have plans in the works to improve and promote RV-Friendly status soon, potentially diluting activities undertaken in Geraldton
<ul style="list-style-type: none"> • Geraldton has much to offer caravaners, yet its assets are generally unknown to most travellers who pass through. There is a significant opportunity to generate substantial tourism income from that segment of the market that currently bypasses Geraldton altogether, being simply unaware of what is available. 	<ul style="list-style-type: none"> • Caravan and camping legislation in WA is currently being reviewed (March 2014). An unfavourable outcome of the legislation review of the 1995 Camping and Caravan Act driven by lobbying efforts of caravan park industry bodies could create additional obstacles to offering some of the proposed services to this market. Outcomes from this review could have impacts on what services local governments are permitted to provide to caravaners and the conditions under which those services can be provided in WA.
<ul style="list-style-type: none"> • Geraldton’s existing reputation with RV community is poor, making chances for gaining improvements by promotion of existing assets high. 	<ul style="list-style-type: none"> • Costs to deliver the components of the program could be prohibitive. If Council decide not to allocate necessary funds for the program its initiatives would not be implemented
<ul style="list-style-type: none"> • Excellent opportunity for developing Geraldton as a “Brand-based” location servicing the region. An initiative with the objective of encouraging local service providers to acquire more skills 	<ul style="list-style-type: none"> • Management of additional services could create an increased workload on rangers.

<p>in order to better provide for caravaners' needs could significantly improve Geraldton's reputation.</p>	
<ul style="list-style-type: none"> The development of a resources directory with the self-sufficient caravan and motor home in mind could generate significant new business for local businesses. 	<ul style="list-style-type: none"> Offering low-cost/no cost services to attract more caravaners could create additional liabilities for the City (Injuries or accidents that could occur on City properties using City-provided services, health and safety, maintenance costs, legal costs, etc.) Charging for low-cost services (e.g., overnight stays in public parking areas) could be construed as creating liability for safety, security, etc.
<ul style="list-style-type: none"> Few service providers to the campervan and motorhome industry offer online booking or other online services to this sector. The development of an online services facility that could be replicated elsewhere in the state could raise Geraldton's profile amongst this sector. 	<ul style="list-style-type: none"> Legal actions taken by caravan parks opposing RV-Friendly initiatives could undermine attempts to offer and provide RV-Friendly activities
<ul style="list-style-type: none"> There is high potential for the City to partner with Caravan parks to administer permissions for use of additional overflow and layover areas, diffusing any objections that the caravan parks might have to the provision of low cost/no-cost services to the self-sufficient caravan sector. 	<ul style="list-style-type: none"> Administrative work to allow the City to provide chargeable services for an asset currently designated as public and free for public usage could present obstacles and delay the deployment of these services.

11. STAKEHOLDER MANAGEMENT

TABLE 2: Stakeholder list

<p>CGG Rangers, OH&S, Community Infrastructure, Tourism, Governance and Risk, Marketing, IT, Sustainable Communities, Creative Communities.</p>	<p>Caravan parks and owners</p>	<p>Visitor Information Centre</p>
<p>Campervan and Motorhome Clubs and Peak Industry Bodies</p>	<p>MidWest Development Commission Tourism Strategy</p>	<p>Travellers: Domestic and International</p> <ul style="list-style-type: none"> Grey Nomads Families Backpackers and budget travellers Experienced single travellers Short-break and weekend holiday makers Around Australia caravaners

Supermarkets	Caravan and accessory sellers	Chemists
Vehicle repairers and auto electricians	Auto parts stores	Hardware stores
Ratepayers and residents	Servos	Plumbers
RV product suppliers	Tyre stores	Gas bottle refillers
Tourism magazines and tourism websites	Rooftop solar providers	Camping suppliers, Inverter/battery/generator suppliers
Laundromats	Pet sitters	Pet supplies
Plumbers	Visitor Information Centre	Tourism operators
Royal Auto Club of WA	Hospital, medical centres, dentists	WA Tourism
Fishing Tackle shops	Hardware stores	Farms and orchards (seasonal work)

Stakeholder and community consultation:

Extensive consultation and discussion has taken place with stakeholder groups including (internally) Corporate and Commercial Services, Tourism, Tourist Information Centre, Community Infrastructure, Creative Communities, Sustainable Communities, Rangers, and the Mullewa District Office; and, (externally) RV travellers, Campervan and Motorhome Clubs and Peak Industry bodies, MidWest Development Commission, WA Tourism, caravan parks amongst others.

Choice of recommended low-cost-no-cost camping areas has been driven significantly by an attempt to minimise stakeholder objections such as neighbourhood noise, negative financial impacts and other considerations that could potentially extend the delivery time of the proposed initiatives. Continued stakeholder management will be a key in the success of this project.

12. RISK MANAGEMENT

Identified risks

The primary risks associated with the proposed program include:

1. Offering new services to caravaners could result in increased workload for rangers;
2. Offering of new services could result in increased costs and liabilities for the City;
3. Proposed new services could increase costs to ratepayers;
4. Offering of new services could result in objection by caravan parks.

Risk mitigation

To mitigate the risks above, the following proactive activities have taken place:

1. Extensive consultation has taken place with City rangers and ranger management. Rangers have welcomed the proposed initiatives, indicating that they believe that certain initiatives such as the low-cost/no-cost, short-stay areas will actually decrease the rangers' workload by making sites that are currently problem areas for hooning and drug dealing less attractive to those demographics if the areas are regularly populated by motorhomes and caravanners.
2. The City is currently investigating potential legal and liability issues with the provision of additional services such as short-stay low cost camping; i.e., are there increased duty-of-care obligations that are incurred when a charge is made? However, initial indications are that existing State and Local Government Acts makes these risks no greater than those associated with existing risks such as public concerts, events (e.g., Australia Day on the Foreshore, etc.) and other activities which can be managed with effective ranger operational procedures. Should the City decide to charge for use of these areas for overnighting, a further, in-depth investigation will be initiated to obtain legal advice to determine what legal exposure issues could become problematic.
3. Additional services may be required in areas where new activities are proposed. This would include primarily:
 - a. Essential:
 - i. Additional rubbish collection
 - ii. 24/7 access to toilet blocks/showers
 - iii. Provision of additional potable water and sewer connection for cleaning of cookware.
 - iv. Ranger patrols
 - b. Optional but desirable:
 - i. BBQs and additional picnic table in park area (one existing BBQ that is now available may not be sufficient)
 - ii. Security cameras (optional)
 - iii. Reporting
 - c. (Potentially, if charging for overnight camping is decided by Council)
 - i. Parking meter installation and maintenance

Indications are that incremental costs should be minimal and tasks such as rubbish collection will not be significantly different from existing collections, which are done already. More frequent pickups may be required. Optional, but desirable new services could incur costs which will require budget allocations; however, the reduction in ranger activities could potentially offset the costs over a matter of 1-3 years.

4. The initial no-cost/low-cost short-stay facilities will be launched in a trial pilot. The addition of RV-friendly services to Geraldton has the potential to generate opposition from caravan parks if the parks perceive that these services may adversely impact their park visitor volumes. During the trial, the City will be able to gauge any reactions, objections or other complaints that may emerge from other caravan parks and respond accordingly. Should other caravan parks demand that additional facilities be provided near them, the City can consider each request individually.

Every attempt has been made in this strategy to propose initiatives that work in concert with rather than against existing caravan park interests.

Information from the Caravan and Motorhome Club of Australia suggests that the provision of additional RV-Friendly services to the self-sufficient caravan market would provide an overall net benefit to the Geraldton economy. The CMCA claim that there is no evidence that Caravan Parks are negatively impacted when a town becomes “RV-Friendly”.

13. RV-FRIENDLY ASSESSMENT

- The Campervan and Motorhome Club of Australia specifies the criteria for becoming an “RV-Friendly” Town. The City submits an “RV-Friendly Assessment Form to the CMCA for assessment. A draft of the full assessment form is attached as **APPENDIX E: “Application for RV-Friendly Assessment for the City of Greater Geraldton”**
- Of the 33 checklist criteria provided on the CVMH Club’s RV-Friendly assessment form, Geraldton rates acceptably as an *RV-Friendly* town on all but five items. These items include:
 1. “Is there a dump point available”
 2. Is there parking for all mobile travellers within the town shopping precinct? ...area needs to be clearly signposted as being for ALL recreational vehicles and should read “RV Parking Only”, as opposed to ‘Caravan Parking Only’ or ‘Motorhome parking only’”
 3. Is there a provision for short-term (24-hours or more), overnight stays close to the town centre?
 4. Are self-containment restrictions applicable? (for item 3 above)
 5. A link to a web page on the City’s web site that will enable CMCA members to go from the CMCA web site to the Town’s website to find out what is being offered by the town as attractions.

APPENDIX A:

Detailed information on items
summarised in TABLE 1

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PHASE 1 INITIATIVES:

1. Provision of a free public dump point and potable water supply near the CBD.

The provision of a deep sewer connected dump point installed and maintained by the City is a complex engineering and compliance exercise. No funding for this exercise currently exists in the CGG Capital Works Budget. Estimated costs run from a minimum of \$50,000 in the best of all cases, and up to \$200,000 if additional facilities are also provided and deep sewer access is used. Delivery, including budget allocation, could take 24 months, or more. If deep sewer connection is not used, ongoing maintenance costs must be allocated.

Therefore, after considerable investigation, with the objective of being able to provide a free public dump point in the short term, (to qualify for RV-Friendly status) the City will negotiate to reach an agreement with a local caravan park to use an existing dump point until which time the City can provide its own dump point, if required.

The City has approached the operator of the BelAir Caravan Park to enquire whether the park might entertain the suggestion of use of the park's dump point as a public facility and the response (in conversation) was positive. This location could cater to vehicles of almost any size, and being located on a desirable approach to the City provides additional benefits such as easy access to the Geraldton Visitor Information Centre and City Shopping. The City has written to the owner (21 May 2014) proposing the conditions for public use and is awaiting a formal reply.

To ensure that this arrangement is transparent and fair, the City would also make a similar proposal to caravan park owners where other dump points are located should they also wish to offer a similar service.

Long-term, it may be beneficial for the City to operate its own dump point, however, this is a costly exercise and should be carefully considered, weighing the benefits against the costs of continuing to use an existing facility. Should Council believe it prudent to provide funds for such a City-owned and operated point, an extensive investigation has been conducted to determine the most appropriate location. Following a comprehensive investigation of more than 15 potential dump point locations, the City has determined that the most effective location for a permanent dump point that would be owned and maintained by the City would be in the area known as the "Francis Street Car Park" near the Geraldton Port Authority.

The area where the dump point is proposed will be redeveloped in the coming year into a new Multi-purpose Facility and will require a strategic plan to ensure appropriate utilisation of the area, which is being developed now by the Department of Community Infrastructure. The strategic plan development should incorporate an appropriate location for the dump point, if Council determines that such funding is appropriate.

The anticipated delivery date would be in the 2015/2016 financial year (or beyond, depending on budgets). The costs for dump point, grey water disposal point, a wash-down water supply and potable water supply will require negotiation and incorporation into Capital Works Budgets.

Discussions with Tourism Australia and The Campervan and Motorhome Club of Australia (CMCA)

suggest that it may be possible to obtain significant financial contributions to defray some of the cost of infrastructure works.

Significant operational logistics and cost factors must be considered should the City decide to provide and manage its own dump point. These include compliance with Water Corporation regulations and procedures (if connected to a deep sewer, it must be secured and managed, requiring delegation of responsibility for operation). Operations management will impact Visitor Centre staff time.

After the consideration of 15 potential locations and consultation with a local motor home club, CGG departments of Community Infrastructure, Planning and Design; Environmental Health and Sustainability; Regional Waste and Energy; Rangers and Occupational Health and Safety, a consensus decision was that the most appropriate candidate location is within the existing Francis Street Car Park.

The area is the most desirable for the following reasons:

1. Estimated costs to provision the required services are low relative to other options.
2. Site is located within 220 metres of the new visitor centre
3. Easy access from and return to highway
4. Ample berth for large RVs to turn around and exit without reversing
5. Level, bitumen surface requiring no additional paving
6. No nearby residents will be affected by location or usage.

External financial support. In addition to the potential of obtaining funds from Tourism Australia, the Campervan and Motorhome Club offer a Dump Point subsidy scheme in conjunction with Kea Campers and with certain conditions, will provide a Gough Plastics Ezy Dump <http://www.gough.com.au/dump-ezy/> for installation in a suitable place, as long as the site is provided free of charge as a public facility and is available at a minimum during normal daylight hours.

<http://youtu.be/WuNVs8MxR00>

A small stainless steel plaque supplied by CMCA indicates and acknowledges the contribution of CMCA and Kea Campers. Additionally, CMCA will provide 2 600mm X 690mm signs indicating the location of the dump point along with a 300mm X 500mm sign for affixing to the dump point site. Signs are available for a cost of \$313, including freight costs.

Example of CMCA dump point:



2. Provision of a short-stay (<72 hrs), low-cost or no-cost camping area for self-sufficient RV travellers.

Many self-contained motorhomes and campervans do not require the services provided by caravan parks. Some cannot access caravan parks. (e.g, size) This category of vehicle will choose to bypass Geraldton if a suitable facility is not available. Research indicates that this is occurring in significant numbers.

Currently, the car park at Pages Beach (near the Lighthouse) is subject to late-night hoon behaviour as well as illicit drug-related activities. CGG Rangers have suggested that if this area were regularly populated by caravans that the hoon behaviours and drug-related behaviours would decrease or disappear.

We recommend that a pilot no-cost 48-72 hour stop-over area be provided at Pages Beach. In this scenario, the City would continue to maintain and patrol the car park (acceptable to CGG Rangers); This strategy provides for a low-cost overnight option as required in the RV-Friendly requirements, while at the same time not disadvantaging the Caravan Park financially in a significant way. Rangers would continue to patrol the area daily as they do already, issuing fines for non-compliant vehicles.

Alternately, a small charge of \$10/night could be levied, with the Bel Air Caravan Park collecting and retaining all fees in return for issuing tickets. This is not recommended, as the charging of usage fees could be construed as an obligation to provide an increased duty of care that would come with additional liabilities.

Additional similar facilities (if required) could be trialled near other caravan parks. This could be done by extending the leases of existing caravan parks to these nearby overflow areas, with the stipulation that they are not permitted to unduly withhold access to these low-cost/restricted facility areas.

Peak seasons often see caravan parks in Geraldton booked out. Geraldton has one of the highest overall caravan park occupancy rates in WA. Many self-sufficient caravans do not want or need the services provided by caravan parks and research indicates that these travellers would be happy to stay at a no-frills site for a small fee.

If the City were to sanction the use of short-stay layovers that could be managed by caravan parks through the issuance of vouchers, the caravan parks could earn additional revenue without the requirement to provide additional services. RVs would park at the overflow areas with a maximum stay limit, obtain a dated windscreen voucher for display to ID valid use. This approach would, in turn, ensure that the caravan parks do not oppose the extension of low cost/free services offered to caravan travellers.

RECOMMENDATION:

Provide a no-cost, short stay stopover location at Pages Beach (<72 hrs) . Conduct an initial trial of 90 days to identify and resolve any issues.

As the research in the Desktop Research section indicates, a changing market is driving requirements for a change in services in order to attract more self-sufficient recreational vehicles to Geraldton. Self-sufficient vehicles are lobbying for relaxed legislation to permit short-stay stopovers at locations where there are limited or no facilities. Currently, the data suggests that Geraldton is missing out on many visitors because there are no low-cost stopover locations in Geraldton.

The City of Greater Geraldton proposes to provide one or two such facilities for the convenience of self-sufficient travellers who do not require or desire the services provided at a caravan park.

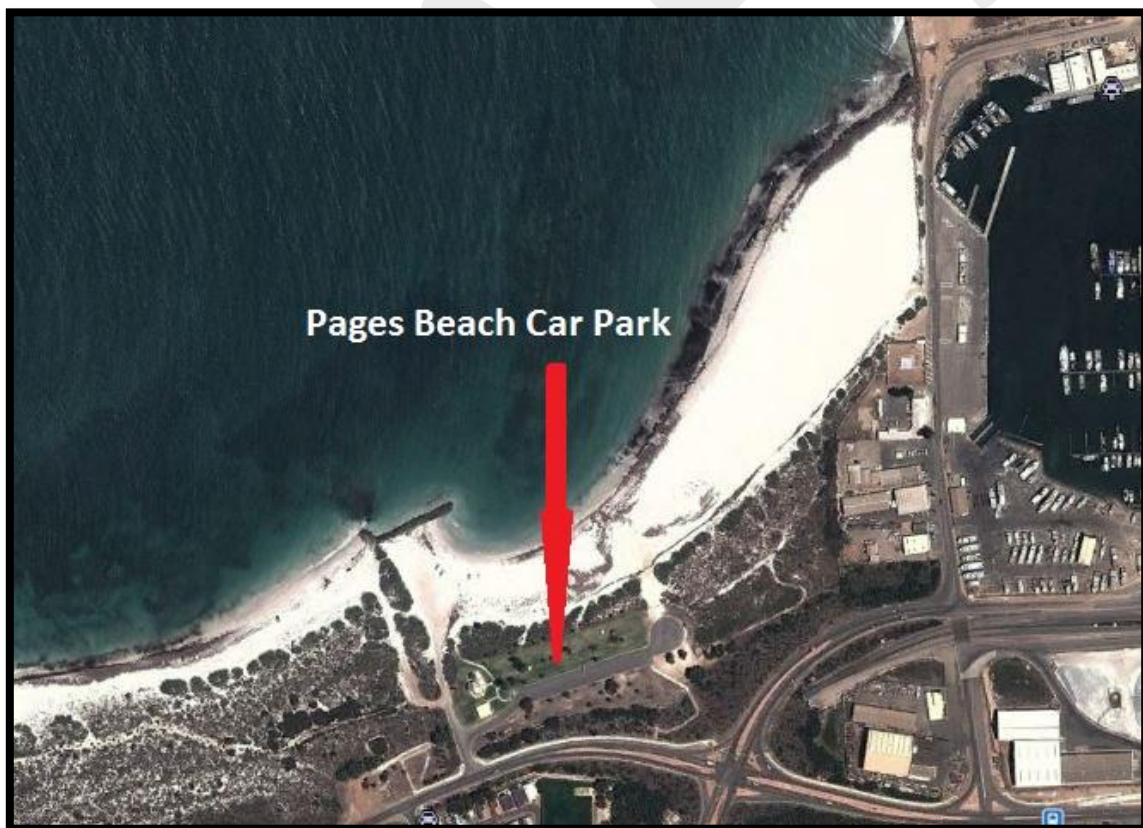
The recommendation for this project is to initially trial the use of Pages Beach Car Park near Point Moore as an overflow/short stay facility for self-contained vehicles only (e.g., no camper vans)

The City would clearly indicate that this initial trial would be a pilot to test the viability and the on-going feasibility of this idea. To be successful, it would require a clear definition of what is and is not allowed in the confines of the area, with the constraints clearly signposted at the site entrance, especially the maximum number of permitted vehicles. This could become particularly problematic during peak holiday periods, if not managed appropriately.

The City has met with the owner of the BelAir Gardens Caravan Park and discussed a possible scenario for the management of the area and the owner did not object to the proposal in principle.

NEXT STEP: Approval from Executive and Council to proceed with creating and erecting signage, marking the parking/camping area and publicising the availability of the location with organisations such as CMCA and Wikicamps.

PROPOSED Site for Pages Beach trial:





Suggested area for trial outlined in red



Looking SW from far side of car park



Parked vehicle indicates scale and size of area.



Panorama view from E to W.



Toilet block with outdoor showers, playground, covered seating and BBQ

Amenities such as toilets, cold showers, potable water, playground, picnic tables, BBQs and grassy area, all near the beach and away from any residential areas make this an ideal location for short-stay layovers. Rangers already patrol the area daily and enforce any non-compliance.

The pilot would be reviewed monthly and should it prove problematic, conditions of use modified, enforcement upgraded or the pilot potentially cancelled.

Should it prove successful, the City may consider providing additional similar facilities elsewhere.

3. Provision of a short-stay (<72 hrs) low-cost or no-cost camping area for Backpacker vans (to discourage illegal overnight parking in prohibited areas.)

The parking area between the Francis Street Boat Trailer car park and the new Visitor Information centre on Marine Terrace contains approximately 70 designated free parking spaces. These spaces are unused overnight, as there are no residences in the area and no reasons for drivers to leave vehicles in this area.

RECOMMENDATION:

Designate a defined area for short-term overnight camping for campervans only. Conduct an initial trial of 90 days to identify and resolve any issues.

Signage would be required. Maximum size limits could be imposed by line markings on the individual parking spaces. Signage would indicate any restrictions and conditions. Costs to provide such a service would be limited to signage and the addition of more rubbish bins in the area for the disposal of waste. Existing nearby BBQ, covered tables, toilet and indoor shower facilities would provide amenities for the RV guests. CGG rangers would continue to patrol the area for non-compliance to conditions.

Alternately, this area could be metered to permit the City to charge backpacker vans an incidental fee to camp overnight in the area, making it a convenient place to stay within easy walking access to pubs, the beach, the visitor centre, the West End dining district and the new Multi-purpose Facility. The cost of meter installation would be additional.

Another option could be to adopt an online parking payments system which uses smartphones to make payments. Payments can be monitored from a smartphone by rangers and compliance managed accordingly. Example of this are *Parkmobile*⁷ and P\$⁸.

To discourage illegal camping by Campervans the City could actively promote the location of the low-cost area with the camper van hire companies at the source of hire as well as on the companies' web pages and other places such as "Wikicamps".



Proposed area for Campervans and small motorhomes (No large vehicles)
(See following photo for map location)

4: Provision of designated (secure) parking areas for Recreational Vehicles

One requirement of the RV-Friendly program is "*designated parking for Recreational Vehicles near the city centre*".

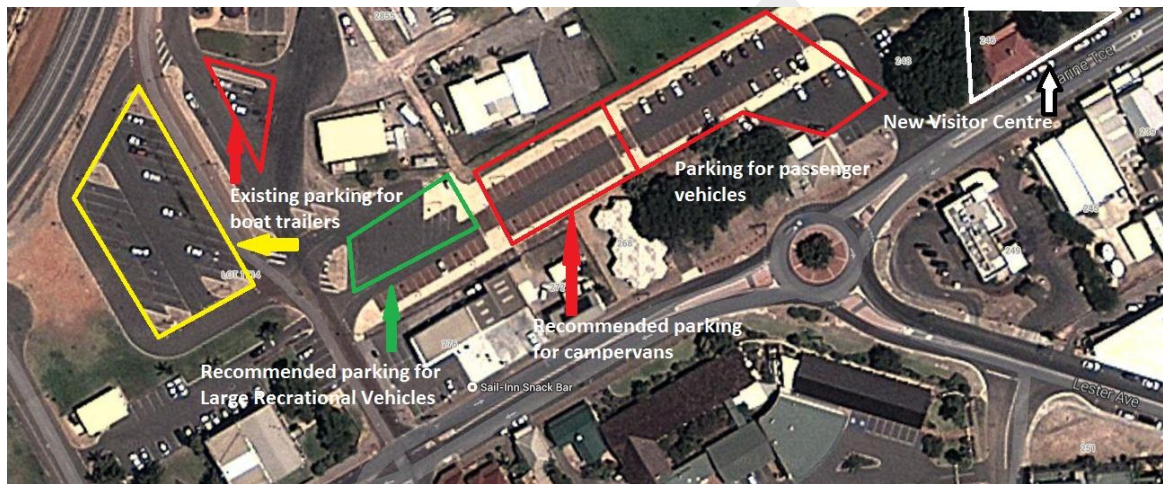
⁷ <http://us.parkmobile.com/members/>

⁸ <http://blogs.montrealgazette.com/2012/06/28/pay-to-pay-your-parking-meter-with-a-smartphone/>

RECOMMENDATION:

(Near the Geraldton Port Authority Boat Launch Ramp and Francis Street Car Park.)

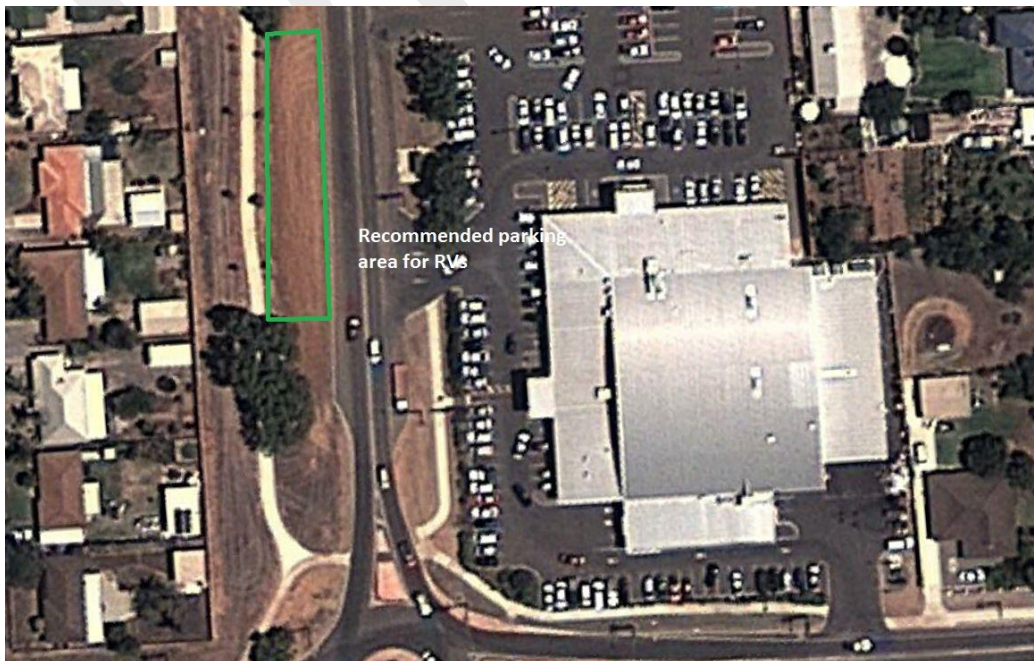
- A. Allocate 5-10 spaces in the Francis Street car park (GPA area) that are designated for large Recreational Vehicles ONLY. (Indicated by green lines in the photo below) Install designated RV parking signage from north and south approach to the car park. This dedicated parking area will be necessary for use by large RV in order for them to park to visit the new Visitor Information Centre in the West End.
- B. Add one additional CCTV security camera in this area with prominent markings to provide a secure area where RV travellers can feel confident of leaving their vehicle while they enjoy the city.



- C. Create designated RV parking area across from Northgate Shopping Centre
(Day only—no overnight camping and subject to any future changes in Chapman Road)



- D. Create a designated Recreational Vehicle parking area across from IGA Glenfield:





E. Replace the small, worn, faded and poorly-visible signage at CGG car park across from Stirling's Shopping Centre with "Recreational Vehicle-Only" parking signs. ADD direction-finding signage from Durlacher street:



5. Install three additional CCTV cameras in RV parking areas.

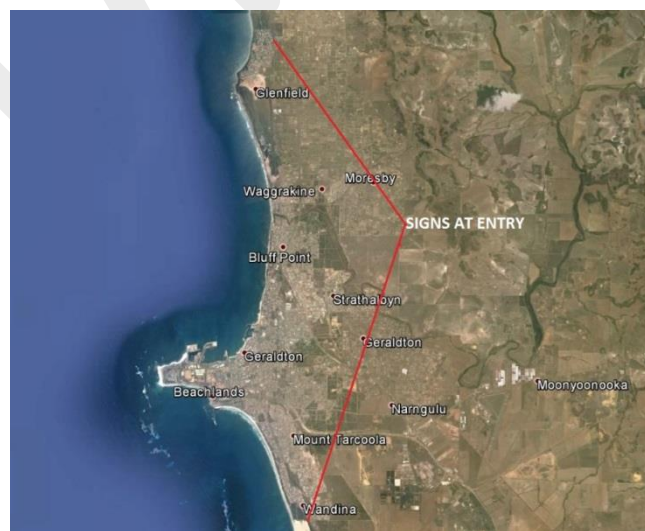
Two cameras are already installed in the area: one in the east corner of the boat trailer parking area and another in the laneway near the Offshore Fisherman’s building (though the 2nd camera is a dummy and not functional). Additional cameras are required to cover security of the area and should be installed near the designated RV-parking area and another in the area designated for Backpacker overnight parking further to the north to provide a secure place where visitors can leave their vehicles while touring the town or engaging in other activities. This site should be monitored by police or a third-party security firm. Installation of additional signage identifying the presence of the CCTV cameras and a **“Thieves Beware!”** sign to deter would-be thieves.



Existing (dummy) security camera near Offshore Fishermans’ Club

6: Signage on highway at City entry points promoting Geraldton as “REGIONAL RESOURCE HUB for RECREATIONAL VEHICLES”

- A. Signage on NWCH at Cape Burney and Drummond Cove announcing *RV-Friendly* and *“Last chance for RV Supplies”*, showing link to web page where travellers can find all resources in Geraldton for RV needs.



7. Information packet (for distribution at the Visitor Centre) incorporating printed Resource Guide (also published online) linked to the CMCA web page.

RV-Friendly requires:

- A. "A town website link that will enable Club members to go from the CMCA website to the RV-Friendly Town website to find out what is being offered by the town as attractions." [from the CMH Club checklist]
- B. An information packet for RV travellers. Create a package that is updated twice per year and printed so that it can be distributed by the Visitor Centre for the benefit of the RV traveller.
Note: much of this information is already being produced and delivered separately by the Visitor Information Centre.

Information Packet to contain:

1. RV Resources Guide (attached, as APPENDIX F)
2. Town map showing essential facilities such as the local hospital, medical services, fuel, shopping areas, dump point, fresh water, etc.
3. List of current seasonal or temporary work opportunities (existing, produced by Visitor Centre)
4. List of caravan parks (existing, produced by Visitor Centre)
5. List of limited facilities camping areas
6. Post all locations on a special Google Maps custom page

8: Erect signage directing RVs to specific information, parking and layover locations.

In concert with the City's revamped signage program, design, create and install additional street signage around Geraldton to direct Recreational Vehicles to specific areas such as dump points, stopover locations and parking areas.

- A. Install large signs on the main highway directing recreational vehicles to parking near the Visitor Centre. Provide information at the Visitor Centre to guide RVs to specific areas in the City where they can park, stay and obtain services.
- B. Ensure that the parking, direction finding and maps provide opportunities for large caravans to exit highway, navigate through the City, park and return to highway after stopping for services.
- C. Signage directing vehicles to the public Dump Point with rubbish disposal point.
- D. Indication of RV-Friendly Route through town (also indicated on maps provided by the Visitor Centre) and RV-Friendly parking. Prior to these being printed, Visitor Centre Staff can draw these routes on existing maps.
- E. Promote **FREE CITY WIFI**
- F. Signage for north-bound traffic entering the City: e.g., "**Limited Recreational Vehicle services or supplies beyond Geraldton**"

9: Upgrade 88.0 FM Tourist Radio to reflect current market for RVs and Tourism.

- A. Geraldton Tourist radio is currently a poor performer and provides no information for RV travellers. (As of early June 2014 the station had been off air completely for nearly 30 days) Information is stale, not updated regularly, contains only general information and no directions for finding the Visitor Information Centre and no current news about events, attractions or other items to promote Geraldton's attractions.

The station should contain at least the basic information to assist arriving RV travellers with navigation, parking and directions to the Visitor Centre.

Visitor Information Centre is currently investigating this item.

- B. Work with operators of 88.0FM Tourist Radio to provide program content that is relevant to RV travellers, or consider acquisition of license to manage within CGG Tourism
- C. Create program content and link to Tourist Radio

10: Notification/promotion of Geraldton's change in RV-Friendly status.

A search for "Geraldton" on many RV-related websites comes up "Not found". www.australia.com (the official Australian National Tourism) site front page does not show Geraldton on the map of WA. The launch of RV-Friendly Geraldton presents an excellent opportunity to provide information to web pages, clubs, journalists and other potential promotion opportunities to draw attention to Geraldton's attractions and services once its RV-Friendly status is established.

- A. Create and deliver a plan to promote Geraldton's new RV-Friendly status. Create an information page for local stakeholders informing them how they can participate.
- OPTION: Create a program promoted in RV-Friendly publications linked to local RV-Friendly service providers. Local service providers could potentially offer special discounts for anyone who brings an RV-Friendly program voucher, distributed by publications and websites. Businesses could elect to be part of the RV-Friendly movement, displaying signage and offering special deals to RV travellers.
- B. Once the initial "Essential" items have been put in place (e.g., dump point, etc.) it will be necessary to promote Geraldton's RV-Friendly status to the RV community in order to drive value from the initiative.
- C. Plan a concerted campaign to promote and inform RV travellers
- D. Stakeholders--Individually reach out to each local stakeholders, informing them of the new policy and making recommendation for how they will be able to benefit from the change in RV-Friendly status and directing them to an information page on the City website.
- E. Press release to media and all stakeholders locally and nationally
- F. Contact with all RV industry clubs and magazines (List and contact details have been created and provided to the Tourism group in the City)

11. Install a Geraldton public web cam.

Caravaners, like tourists everywhere, often will research locations that they are tentatively planning to visit prior to travelling there. If they find little to nothing, there is no motivation to visit. Geraldton has some of the most beautiful flat water and ocean beaches anywhere in Australia, yet, little is known about Geraldton abroad or even domestically – and there is not a single, publicly-visible webcam anywhere in Geraldton.

Install a public webcam at one of Geraldton’s iconic locations such as Point Moore or the Port, which is streamed online.

A successfully operating example of this service can be found at www.surfit.com

While this is an initiative that would benefit Geraldton generally as a tourist initiative, it is of particular interest to caravaners who could be encouraged to visit from what they see on the webcam if the link could be promoted heavily enough on RV sites and applications.

A location such as Champion Bay would showcase Geraldton’s beautiful foreshore, town beaches and Geraldton Port.

This facility could be organised by a third-party with costs paid for by advertisers or should no advertisers be forthcoming initially, perhaps by a community grant from the City to launch the cam initially with the expectation that advertising revenue would be forthcoming to take over in subsequent years.

Support from local ISPs, with proposed locations at the Marine Rescue hut at Point Moore and the Foreshore could deliver a service like this for minimal cost outlays by the City.

12. Obtain formal council permission for owners to camp in their motorhome/caravan when repairs are being carried out at a service facility.

- A. Repairs to motorhomes and caravans are often complex and can require multiple days in a repair facility to complete. During this period, RV travellers generally do not have an alternate place where they can sleep other than their vehicle, but Council bylaws often prohibit camping in a vehicle while it is under repair. Consequently, travellers may be forced to stay in a costly hotel while their vehicle remains, often without security, in a repair facility.
- B. A proposal is hereby recommended that permits RV travellers to camp in a self-sufficient vehicle on-premise at the repair facility; provided the vehicle meets self-sufficiency requirements of having onboard toilet, shower, water storage and power and the owner of the repair facility grants permission for overnight camping.

PHASE 2 INITIATIVES:

Less critical, but still important are additional elements should be incorporated into the RV-Friendly campaign. These include the following in the next phase of the program.

1. Installation of a FREE public dump point at Walkaway

- A. Potential location near old railway depot. Possible financial support from WA Tourism and Campervan and Motorhome Club of Australia. Both organisations have offered to assist in the application process to acquire assistance funding.



2. Installation of a FREE public dump point at Mullewa

- A. Discussions initiated with Manager of Mullewa council. Location options being evaluated in reference to existing sewer and water lines. Possible financial support from WA Tourism and Campervan and Motorhome Club of Australia if installed post-2014.

PHASE 3 INITIATIVES:

1. Information bays on North and South City entrances.

Examples of WA information bays

East Pilbara



Sandy Cape Information Bay in Jurien Bay



Geraldton currently has no information bays on the highway from any approach to the city. Prospective visitors driving through Geraldton have no idea what sorts of attractions are available in the area and often bypass the area and instead head north, south or east. Information bays are an excellent marketing vehicle for selling the assets of a region to visitors who would otherwise not stop.

RECOMMENDATION:

Provide funding to create two new information bays, North and South of the City to provide information about Geraldton in addition to what the Visitor Centre Provides. Suggest the northern location to be just north of the 440 Roadhouse and the South location just South of Greenough River Road.

Technically, this item belongs with Tourism but is equally relevant to the RV market. Geraldton does not presently have an information bay where RVs can stop and learn about Geraldton. A place to inform tourists about the area at the outskirts of town, like most other towns across Australia already have. History, population, industries, places of interest, main industries, car parks, things to do, places to go. etc.

2. Use of sporting grounds for overflow/layover and low-cost meals.

- A. Discuss feasibility for use of Geraldton facilities such as Brigades football club oval and others.
- B. Several RV travellers spoken to have indicated that in other locations where they have travelled around Australia, especially in South Australia, (e.g., Whyalla and Kingston) towns utilise the local football oval area as an overnight stopover location for caravaners looking for an inexpensive option to camp. For an overnight fee of around \$10 per night the caravan is permitted to stay, use the ablution block facilities including showers, (no power or water hook-up) but access to the potable water supplies for refilling tanks and others as available.
- C. Further, in most instances the clubs offer inexpensive meals several nights a week (depending on the football schedule) for the campers at a price lower than what a restaurant would charge. Importantly, most caravaners would not otherwise eat in restaurants because of the cost, but would take advantage of a low cost option provided by the football clubs. This provides extra income from the football club and a cost-effective solution for dinner for the campers. This would be in place of the campers cooking for themselves, but not at the expense of a restaurant meal.

APPENDIX B:

Catalogue of City assets with other potential RV-related uses

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Additional sites around Geraldton also have the potential to be used to provide more RV-Friendly services, at low cost to the City.

OPPORTUNITIES FOR PROVISION OF ADDITIONAL SERVICES AT OTHER LOCATIONS.

ID	LOCATION DESCRIPTION	POTENTIAL USE	OWNER (as recorded on GCC Synergy database)	NOTES	Comment
1.	Unused land strip directly west of Northgate shopping Centre on NWCH	Overnight stopover point for self-sufficient caravan only. No facilities. 48-hour maximum stay	No data available. Either CGG or Humphry Land Developments	Regularly used currently without sanction. "Region Plan Future Tourism" "DEC Contaminated Site" No facilities/services/water	Recommended. Could be designated with only minimal/no improvements/costs other than signage. Possible future conflict should Chapman Road realignment take place at a future date
2.	Graded area across Chapman Road from Glenfield IGA	Possible overnight stopover location for self-sufficient caravans only.	CGG	No facilities/services. Glenfield IGA owners have independently expressed interest to MWDC for this purpose.	Potential conflict with Big-4 Caravan park in Sunset beach, several blocks away. Would need to be managed for maximum number of vehicles to prevent overuse.
3.	[PROPOSED ABOVE AS PILOT FOR SHORT STAY.] Pages Beach, opposite north entrance of Pt Moore Caravan Park	Overflow from Caravan Park, short term only.	CGG	Part of beach reserve. Toilet blocks, water, cold showers. Across the street from BelAir caravan park. Possible relationship with Caravan park	Potential as an overflow site to be managed by the Caravan park for additional revenue.
4.	Cleared car park area to the NW of BCMI front entrance	RV Overflow, strictly after hours outside BCMI operation hours	CGG	No facilities/services or water. Contact BCMI to determine plans	Would need regular ranger management to prevent abuse if used. Presence of campervans could enhance security to BCMI.
5.	Former Aurora Algae site, on Batavia Coast Marine Institute land	Could be a 24-48hr RV site, if not allocated otherwise	CGG	Fenced perimeter; Potable water?	

6.	Southern end of Mahomets beach, a gravel car park.	24-48hr RV site	CGG	Path to the beach, located immediately south of the residential area. Closest residences are 250-400m. No facilities/ no services, no water	Could have benefits if not abused and over used.
7.	Eadon Clarke, Northwest Coastal Highway near Oval.	Possible dump point as well as 24-48 hr site	CGG	Approval of \$50,000 given to build dump point in 2012/2013 Potable water available.	Cost determined to be too high. Excluded. Location is too far from City services to be useful for economic benefit.
8.	Batavia Coast Marina, Stage 2		LandCorp	Lots of space for potential overflow, but unless the volume requirement is high, space nearby (item 1) may be more appropriate. Water?	
9.	Vacant area behind 440 Servo, Drummond Cove	Layover	No data found	Location regularly used by truckies for layover. Uncertain of ownership. Water available. Could be used as a non-advertised referral site during high occupancy times, provided owners amenable.	Likely objection from Drummond Cove Holiday park. (In Chapman Valley Shire)
10.	Carpark off Willcock Drive South of Back Beach Surf Club	Layover short stay overflow.	No data found (Possibly CGG)	Excellent location without proximity to residences. No facilities/ services	Possible overflow referral from caravan park with vouchers.
11.	St. George's beach car park	Overnight	CGG	Possible location for limited self-sufficient	Informal consultation with owner of one home

				caravans and campervans	directly across from the car park. Has no objection and says there have never been neighbourhood issues with caravans or backpacker vans in this car park. Welcomes use of this park for this purpose as it would keep vandals and drug-related behaviours away.
12.	Chapman Road near roundabout at south end of Sunset Beach	Overnight	CGG Crown Land	Short-term overnight stay only	Possible overflow use during fully booked times
14.	Bunnings car park?	Overnight only			For discussion
15.	Cape Burney, north of dunes.	Overnight only	CGG?	Water supply. No shopping nearby.	Remote area. Potential for abuse. For discussion.
16	Local football ovals	Overnight or short-stay. Possibility of meals served.		Subject to availability and interest from Clubs.	
17.	Walkaway				For discussion
18.	Mullewa				For discussion

APPENDIX C:

Desktop Research

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The surrounding communities of Northampton, Dongara and Kalbarri all report significantly more recreational vehicle visitor nights than Geraldton⁹, confirming suspicions that Geraldton is often bypassed by travellers in campervans, motorhomes, 4WD campers and boat trailer campers.¹⁰

a. Anecdotal comments from RV travellers

A sample list of the reasons provided by research¹¹ for not visiting Geraldton includes:

- Absence of a no-charge, public “dump point” in the city for the offloading of “black” and “grey” water;
- The relative high cost of caravan park fees compared to nearby locations¹²;
- The perception of high petrol prices compared to regions south and north;
- No designated 24/7 location to obtain potable water fill-up;
- The absence of non-caravan park, low-cost options for short stays;
- A relative lack of knowledge and awareness of Geraldton’s tourism assets;
- A reputation amongst the RV community as a location where rangers routinely target minor infractions by RVs in order to issue infraction notices and fines;
- Absence of good direction-finding signage and difficulty in navigating through the city in large “5th wheel” vehicles;
- Absence of official “RV-Friendly” designation status, which carries throughout the social network of caravaners, causing caravaners to avoid the region;
- Absence of significant caravan-oriented information about Geraldton in RAC, Caravan and Motorhome Club guidebooks, “Camp 7” and other guidebooks;
- *“Room for improvement in customer service in Geraldton at the caravan servicing providers compared to the service we receive elsewhere”¹³;*
- Geraldton trades and mechanical services perceived as *“not 100% full knowledge of how to service caravans, compared to other areas we have visited”¹⁴.*
- Absence of a coordinated and up-to-date directory of services and resources for caravaners for the Geraldton region.
- Inadequate online booking options at caravan parks

b. WA and Geraldton caravan and camping vital statistics:

- Total visitor nights (combined domestic and international visitors) in the most recently available data (caravans and campers) recorded for Greater Geraldton were 163,000

⁹ “A strategic approach to Caravan and Camping Tourism in Western Australia” Brighthouse/Starfish Business Solutions. Prepared for Tourism WA. February 2012

¹⁰ Sources: Various (unpublished) discussions with long-time, local Geraldton residents who own caravans and motorhomes and have travelled extensively throughout Australia; telephone conversations with representatives from the Campervan and Motorhome Club of Australia, Caravaners’ Forum, The Australian Caravan Club, and others. One kind Geraldton resident currently in South Australia on a trip took the time to write out three pages of ideas and suggestions, which are included as **Appendix H – Items of interest as a Caravaner**”.

¹¹ This information has been sourced from ad-hoc interviews with seasoned travellers conducted randomly around Geraldton; from information provided by the Batavia Coast Motorhome Club; and from information volunteered by long-time Geraldton residents who are avid motorhome and campervan travellers. Note that this information is anecdotal only and based entirely on perceptions and impressions of travellers and may not reflect reality. 2014.

¹² “Camps Australia Wide 7”. Philip Fennell, Cathryn Fennell. Seventh Edition. February 2013, Reprinted August 2013. Noosaville, QLD.

¹³ “A strategic approach to Caravan and Camping Tourism in Western Australia” Brighthouse/Starfish Business Solutions. Page 6. (Prepared for Tourism WA). February 2012.

¹⁴ “A strategic approach to Caravan and Camping Tourism in Western Australia” Brighthouse/Starfish Business Solutions. Page 6. (Prepared for Tourism WA). February 2012

compared to 184,000 for Northampton, 437,000 for Exmouth, 337,000 in Carnarvon; 304,000 in Busselton and 241,000 for Albany; confirming that many caravaners and campers (both domestic and international) bypass Geraldton, having a preference for areas north and south. (2009/2010 – most recently-available data)

- The average stay in Geraldton for those travelling in Recreational Vehicles is 3.25 nights. 50,000 unique visitor vehicles (domestic and international) are estimated to visit Geraldton annually, representing 21.2% of all visitors to Geraldton.¹⁵
- **In 2011, Geraldton recorded 89,000 *domestic* visitor nights, compared to 160,000 for Northampton; 395,000 in Exmouth; 291,000 in Canarvon and 293,000 in Busselton.**
- In 2011, there were an additional 6,903 international visitors who stayed a total of 15,989 nights in caravan parks with an additional 4,648 nights camping “*by the side of the road, on private property, on crown land or in a national park*” in or near Geraldton. Importantly, the caravan park nights were down 34% on the previous year but non-caravan park stays were up by 35%, and up by more than 100% on 2009 data.¹⁶
- Average total spend of caravaners in Australia: \$117/night domestic travellers (\$115/night for international visitors)¹⁷
- If Geraldton were able to increase the total number of visitor nights by 50% (81,500) per year, this would represent a gross boost to the Greater Geraldton local economy of \$9,454,000 per year.
- On 74% of total nights, Geraldton-Greenough Caravan parks experienced occupancy levels above 60% capacity; ranking 6th in WA for average occupancy levels in caravan parks as well as 6th in site-nights occupied.¹⁸ (2009/2010 data)
- WA’s market share of the caravan and camping market nationally is 10% and 11% respectively.¹⁹ A small sample of random interviews with caravan travellers around Geraldton indicates that travellers generally perceive WA as less “RV-Friendly” than other states – especially SA, NSW and QLD.²⁰
- 22% of all visitors and visitor nights to Geraldton were in caravan parks and camping areas.
- There has been no statistical change in campervan and camping visitor volumes to WA for 10 years through 2009 (latest data available, nationally) though domestic visitor numbers had declined by 6% and international visitors grown by 1% per year, suggesting that as of 2009 there were more international visitors arriving but who were staying for shorter durations.²¹

¹⁵ “A strategic approach to Caravan and Camping Tourism in Western Australia” Brighthouse/Starfish Business Solutions. Page 6. (Prepared for Tourism WA). February 2012

¹⁶ Tourism Australia, 2011. (Unpublished)

¹⁷ Caravan and Camping in Australia Snapshots. Tourism Research Australia 2009.

¹⁸ “A strategic approach to Caravan and Camping Tourism in Western Australia” Brighthouse/Starfish Business Solutions. Page 6. (Prepared for Tourism WA). February 2012

¹⁹ IBIS World, Caravan Parks and Campgrounds, July 2011.

²⁰ Non-structured random interviews with approximately 10 RV Travellers in Geraldton in 2014.

²¹ IBIS World, Caravan Parks and Campgrounds, July 2011.

- More than 5,000,000 site-nights were registered in Western Australia per year occupied by local, interstate and international visitors who spent \$163,000,000 in caravan parks and campgrounds whilst in WA.²²
- 0.14% of the Geraldton population is employed in caravan parks.

Desktop research and anecdotal conversations with random caravaners passing through Geraldton indicate that the single most important factor in larger caravans in deciding whether to visit a particular location is the presence of a free public dump point.

Recent changes in how motorhomes and caravans are manufactured has resulted in an increasing percentage of the vehicles in use becoming “self-sufficient” – i.e., capable of travelling for significant periods of time without the need to access (or pay for) facilities traditionally provided only by caravan parks such as power, water, toilets and shower facilities and capable of safely transporting waste within the vehicle. However, they all do need to dispose of their waste regularly.

RV tourists in self-sufficient vehicles don’t always require the facilities available in Caravan Parks and for these travellers, the cost of a caravan park, if required nightly, becomes unaffordable.; they are capable of storing and carrying all their waste for a period of time without requiring access to toilets and rubbish receptacles; but despite WA’s vast undeveloped areas, there are few legal opportunities for non-caravan park camping.

Even vehicles that are not self-sufficient (e.g., backpacker vans) often bypass areas where caravan parks are costly and risk fines by resorting to illegal camping to avoid the cost of caravan parks.

This change in the mix of vehicles on the road, the change in the capabilities of the travelling vehicles and the increasing wish of travellers to experience and camp in areas outside of traditional caravan parks has generated conflict between caravaners, local government authorities and caravan park owners. This misalignment of supply and demand in the market has created new requirements and demands of this and other segments of the travellers’ market that are often not being met; especially in Western Australia.²³

Research commissioned by Tourism WA suggests that *“Many potential visitors claim to bypass WA in favour of the eastern states, which are perceived to be more caravan and camping friendly”*.²⁴

For reason of cost, privacy and a desire to escape the noise and crowds of caravan parks, some RV travellers often prefer to overnight in un-serviced areas rather than book into a costly, fully-serviced caravan park with the accompanying crowds and noise. Some rigs are of such size (up to 19m) that few caravan parks are able to accommodate these vehicles at all.

In most areas there are few (if any) designated areas other than roadside/highway rest areas where camping or layovers are permitted in Western Australia and virtually all rest areas limit stopover times to a maximum of 24 hours. For example, along the Northwest Coastal Highway between Geraldton and Carnarvon there are only two designated free stopover locations where RVers can camp roadside. In 2009/2010 in WA there were fewer rest stops that permit RV overnight layovers

²² NVS—Travel by Australian June Quarter, 2011 19, TRA Canberra and ABS Tourist Accommodation, Small Area Data, Western Australia, September 2009 – June 2010. Table 10: Caravan Parks by small area, Western Australia. Commonwealth of Australia.

²³ “A strategic approach to Caravan and Camping Tourism in Western Australia” Bighthouse/Starfish Business Solutions. Prepared for Tourism WA. February 2012.

²⁴ Ibid.

than there were 10 years prior²⁵. Station stays are becoming more popular in recent years and areas under pastoral lease are increasingly being developed to provide tourism and camping related services in remote areas.²⁶

A local caravaner's comments:

"Most people that travel are travelling for a purpose - to see as much as they can in the time and with the money that they have. Therefore they are always looking for the cheaper fuel and accommodation, the two biggest expenses whilst on the road.

Geraldton's fuel price is higher than Kalgoorlie and Bunbury, which always has amazed me. Therefore the shopper docketts from Woollies and Coles are frequently used. Caravan people are looking for value for money as (our observation is that) the majority of the travellers are on pensions or living off their savings/retirement funds."²⁷

Further complicating the issue, many caravan parks in Greater Geraldton are often fully booked during peak seasons, with no legitimate alternative places to camp. Geraldton ranks 6th overall in WA average occupancy levels, exceeded only by Rockingham, Armadale, Mandurah, Roebourne and Port Hedland (73.9% of nights in a given year when occupancy is 60% or higher -- 2009/2010 data)²⁸. Geraldton also ranks 6th in the LGAs for highest number of total site nights (also 2009/2010 data)

c. Trends:

Technology is playing an increasingly important role for RV travellers...

Caravaners are increasingly adopting new technologies to make their trips more enjoyable by using access to on-line information that was previously only available in guidebooks, which is often out of date by publication. Accordingly, access to the Internet via wireless hotspots, WiFi or 3G/4G mobile services has become significantly more important in recent years.

A study released in July 2013 by Metrix Consulting, commissioned by Tourism Research Australia found that 80% of travellers preferring "basic" accommodation and 45% of travellers preferring "resort style" accommodation respectively, sought "WiFi" when asked which facilities that they sought that were not available at the caravan park where they stayed²⁹ ,.

These figures are significantly higher than those reported in previous studies only a few years earlier where Wi-Fi was less frequently mentioned as important.

One issue generally is the lack of coordinated online booking systems in caravan parks, causing frustration when travellers are unable to confidently know ahead of time as they approach a town whether there would be affordable accommodation available on the nights when it is required as they travel, unless they individually phone each caravan park in advance of arrival.

If all caravan parks in Geraldton were on a coordinated database, accessible and searchable online, this could have a significant impact on RV traffic into the City.

²⁵ Ibid.

²⁶ Ibid.

²⁷ Confidential interview with long-time Geraldton resident, now on third caravan trip around Australia – March 2014.

²⁸ "A strategic approach to Caravan and Camping Tourism in Western Australia" Bighthouse/Starfish Business Solutions. Prepared for Tourism WA. February 2012. P. 14.

²⁹ "Evaluating the Caravan Park and Self-Contained Traveller Sector in Western Australia, Executive Summary" 5 July 2013, Metrix Consulting. Tourism Research Australia, Ref 484. Page 6.

RV travellers are seeking more flexible overnighting options...

Since most caravaners prefer travelling according to a flexible schedule and stopping as attractions interest them, the requirement to book ahead many weeks in advance in a specific caravan park to prevent being locked out when caravan parks are full is inconvenient and runs contrary to many travellers' goals. Accordingly, travellers tend to bypass locations where finding accommodation becomes difficult.

Pressure on local governments is building to provide more non-caravan park options...

Accordingly, in locations where inadequate seasonal supply of facilities exist, local governments in a number of regions across Australia, (in response to requests for changes from the peak industry bodies representing caravan and motorhome travellers and the travellers themselves), have taken steps to accommodate these changing requirements, putting in place overflow facilities, low-cost/no cost stopover points and other facilities that are provided and managed by the local government authority.

Low-cost overflow locations typically include facilities such as a level area for overnight parking, chemical toilet dump points, a potable water supply, and in some cases, showers and ablution blocks for the convenience of self-sufficient travellers.

Caravan parks are under pressure to provide higher-level services...

Other significant trends observed in recent years include: escalating costs of caravan park fees, (due to rising costs of operating a caravan park which include increased compliance costs, fees, rates, etc.) increasing demand for higher-level of facilities at caravan parks, (e.g., catering to larger 5th wheelers; drive-through sites; deluxe cabins, etc.) growing numbers of self-contained caravans on the road, the expectation of offerings that cater to the requirements of low facilities/low rates options; an increasing number of aging customers (grey nomads); shorter distance trips driven by higher fuel prices, lower demand at the "4-star" level due to increasingly unaffordable options, increasing difficulty in finding availability at popular locations during peak times and increasing competition from overseas markets for tourist dollars.

Compliance costs for caravan parks are pushing up prices for travellers.

In order to cope with higher operating costs, caravan parks have no choice but to push up prices, driving down demand.

Industry bodies and caravaners have pressured government for an update to existing caravan and camping legislation and change is imminent...

Peak industry bodies representing caravaners have recently lobbied the State government in WA for additional changes to WA legislation, which includes the establishment of additional facilities that cater to self-sufficient travellers. In the 2nd Qtr of 2014 the State Government is currently conducting a full review of the existing legislation which governs the industry³⁰.

d. Policy and legislation directions:

Caravan parks are perceived by RV and camping consumers to be protectionist, out of touch with the market and failing to deliver in line with customer expectations.³¹ Given the constraints, regulations and costs faced by operators, this may be an unfair assessment of the caravan park industry,

³⁰ <http://dlg.wa.gov.au/Content/Legislation/UnderReview/CaravanCampingLegislation/CaravanCampingAct.aspx>

³¹ "A strategic approach to Caravan and Camping Tourism in Western Australia" Brighthouse/Starfish Business Solutions. Prepared for Tourism WA. February 2012

however, it is nonetheless driving the RV market to behaviours seeking alternatives to caravan parks to meet their needs.

Caravan parks in Tasmania have recently challenged local government's authority to provide free or below-cost services to caravaners that are deemed to compete directly with the services offered by caravan parks.

For more information, please see **APPENDIX D: Tasmania and Competitive Neutrality challenges.**

Camp Grounds and Caravan Parks--and the practice of camping in general--are regulated in Western Australia by the "*Caravan and Camping Grounds Act of 1995 (No. 34 of 1995)*"³² and "*Caravan Parks and Camping Ground Regulations 1997*" Legislation, Version 01-c0-00, as at 14 April 2013.³³

In 2009 the Economics and Industry Standing Committee, after public consultation and comment, produced a report on the Provision, Use and Regulation of Caravan Parks (and Camping Grounds) in Western Australia, updating and clarifying the legislation. The final report, including analysis and recommendations of the Committee, runs to nearly 500 pages.³⁴

Lobbying by peak bodies representing the interests of caravan and motorhome owners and pressure on the WA Government from caravan and motorhome owners has triggered a new review process of the existing legislation in 2014.

Two reviews are currently underway. (April 2014)

1. Public submissions and comment were recently solicited by the WA Department of Local Government and Communities for input on "Nature-Based Parks". "Nature-based Parks" are "*a facility offering short-stay holiday accommodation in a non-urban area and which is in a natural setting*"³⁵.

The public submission process for "Nature-Based Camping" closed on 24 February 2014. This review process is relevant to the current project as the decisions that the State government makes on the Nature-based parks will have implications for the services and facilities that The City of Greater Geraldton may be permitted to provide to caravaners who wish to stay in facilities outside of caravan parks in or near Geraldton.

2. Additionally, a full review of the "*Caravan Parks and Camping Ground Act of 1995*" (WA) legislation is also currently underway in 2014 with a public consultation process initiated on 30 May 2014³⁶.

"The Department, in liaison with the advisory group, has held a number of workshops with key industry, consumer and government stakeholders over December 2013 and January 2014. These workshops focussed on:

³² *Caravan and Camping Grounds Act of 1995 (No. 34 of 1995), Government of Western Australia*

³³ "*Caravan Parks and Camping Ground Regulations 1997*" Version 01-c0-00, as at 14 April 2013. Government of Western Australia. www.slp.wa.gov.au.

³⁴ "*Economics and Industry Standing Committee report on the Provision, Use and Regulation of Caravan Parks (and Camping Grounds) in Western Australia*". Report No. 2 in the 38th Parliament, Part 1. Legislative Assembly, Parliament of Western, Perth, Australia October 2009.

³⁵ <http://www.caravanwa.com.au/wp-content/uploads/2013/11/Nature-based-Parks-Guidelines-for-Developers-and-Local-Government-Draft1.pdf>

³⁶ <http://dlg.wa.gov.au/Content/Legislation/UnderReview/CaravanCampingLegislation/CaravanCampingAct.aspx>

1. *Regulation of Park Homes and Park Home Estates*
2. *Minimum Standards*
3. *Catering for the Different User Groups*
4. *Roadside Rest Areas*
5. *Role of Local Government and State Government as Operators*

*The Department is now preparing a consultation paper, incorporating the findings from the workshops, for release to the public in the second quarter of 2014, for a period of three months.*³⁷

This legislation provides the framework that governs how travellers and caravan parks must function and prescribes the penalties for non-compliance in Western Australia.

The current legislation provides for fines of up to \$3,000 for unauthorised camping in non-approved areas and (generally) prohibits camping for more than 24 hours in approved stopover areas such as roadside rest areas.

Unlike other states and despite the low population density, WA has a reputation for being inflexible with regard to where and under what circumstances caravaners, motorhomes and campers are permitted to camp outside of defined caravan parks.

The legislation is aimed generally toward ensuring that caravan, motorhome and backpacker vans camp at recognised caravan parks. Camping in unauthorised areas is strictly forbidden and punishable by large fines and most areas outside defined caravan parks are prohibited. Provision is made to allow overnight stays at (some) roadside rest areas for limited times, not to exceed 24 hours, primarily in the interest of reducing incidences of driver fatigue-related accidents in remote areas rather than catering to the needs of travellers, however, as previously noted, the number of rest areas permitting overnight stays had declined in the past 10 years in WA and in sparsely-populated regions, there are few available.

There are complaints from the caravan industry that local government appears to abdicate its role of ensuring that travellers comply with the regulations by not camping in unauthorised areas; whilst at the same time consumers (caravaners) complain that local government is heavy-handed in moving them on (from non-caravan park locations).³⁸

High seasonal demand in many areas around Australia along with poor or absent online booking capabilities and the inadequate supply of caravan park facilities has surely resulted in considerable unintentional illegal camping activities, in addition to those caravaners simply wishing to avoid the cost of a caravan park.

Further, according to the Brightstar/Starfish 2012 report, *"...there is no published list of legal overnight locations [in Western Australia]."*³⁹

Anecdotal reports of unwelcoming activities carried out by local rangers abound, replete with stories of council rangers throughout Western Australia using heavy-handed approaches to harass caravaners who choose to camp outside caravan parks. Infraction notices are issued as a matter of

³⁷ <http://dlg.wa.gov.au/Content/Legislation/UnderReview/CaravanCampingLegislation/CaravanCampingAct.aspx>

³⁸ "A strategic approach to Caravan and Camping Tourism in Western Australia" Bighthouse/Starfish Business Solutions. Prepared for Tourism WA. February 2012

³⁹ "A strategic approach to Caravan and Camping Tourism in Western Australia" Bighthouse/Starfish Business Solutions. Prepared for Tourism WA. February 2012. Page 106.

routine.^{40, 41} A local Geraldton motor home club representative volunteered information that told of one member being cited by a Council ranger at an undisclosed location in Western Australia for having the back of their caravan open while picnicking in a “No Camping” area. An open caravan, they were advised, constituted evidence of “illegal camping” and therefore was an offense.

While carrying out a site survey for a potential layover/dump point location in Geraldton (20 March 2014) a traveller in a large 4WD motorhome towing a boat was interviewed. He’d come to Geraldton to shop before going on a 5-month outback trip, where he wouldn’t see “civilisation” at all during this time. He remarked that he’d just been booked by a ranger 30 minutes prior while parked in front of the old (abandoned) Batavia Motel for 15 minutes. The citation was issued because he’d parked 30cm over the curb to ensure that his large rig didn’t obstruct traffic. Yet, on his stop in Geraldton, he claimed to have just spent more than \$5,000 with local businesses on supplies for the upcoming trip.

There was no direction-finding signage that he could see to guide him to a location where he could legally park his rig, so he parked in the most-appropriate location that he could find. Ironically, a legal car park with ample parking for such vehicles was only one block away at the Geraldton Port Authority car park, but no signage directs RVs to this location.

Stories such as this inevitably are shared around a coffee or campfire and eventually find their way into the social network, further damaging Geraldton’s reputation and labelling the region as “RV-Unfriendly.

A great deal of travellers in self-sufficient caravans feel it is inappropriate to be legally required to pay to camp in caravan parks when they have no need of the caravan park facilities provided and would prefer to lay over in less costly and less crowded locations, coming only to caravan parks when the facilities provided there are actually required.

From the Brighthouse report:

“There is a perception amongst interstate and international caravan and camping tourists is that Western Australia is not “user-friendly” towards this particular tourism sector - a view that is widely communicated by the recreational vehicle organisation, CMCA.

A high proportion of recreational vehicle owners, who spend considerable periods travelling in the state for holidays and recreation, seek opportunities to camp outside licenced caravan parks and are very vocal in their requests for the provision of low cost or free camping. They point to the lack of availability of caravan park sites during peak seasons at key holiday locations to support their position.

This group of caravan and camping travellers spend extended periods on the road utilising both approved and unauthorised camping areas outside of licensed caravan parks as a matter of preference. They also use rest areas for overnight and longer camping stays. There are a growing number of consumers who feel that they have a right to plan to camp in rest areas to overcome driver fatigue. Many believe they should be able to free camp at public locations on the basis that their recreation vehicle’s self-containment ensures that they ‘Leave No Trace’.

⁴⁰ Batavian Motor Home Club, March 2014 ;

⁴¹ Informal conversations with caravaners at Coronation Beach Caravan Park, March 2014

Generally, CMCA members and other users of self-contained recreational vehicles are responsible in their use of public land. Unfortunately, opening up such areas for uncontrolled camping often leads to violation of the environment by other less responsible campers.

The seasonal peak demand for sites at prime tourist locations has been exacerbated by the closure of several caravan parks or their conversion to residential lifestyle parks or alternative uses such as resorts.

Other impacts on consumers include significant issues with bookings and availability of sites within key DEC managed camping grounds.⁴²

Notwithstanding the previous 2009 *Economics and Industry Standing Committee Review and Report*, there appears to be neither national legislation nor state-based legislation in WA that provides specific guidance for local governments in the delivery of local government services to support self-contained motor homes and campervans. Further, weighing the needs and expectation of caravaners with the financial interests of Caravan Parks is a delicate balance.

The review currently being conducted by the Western Australian Government may inform the WA situation and ultimately result in more appropriate legislation and guidance for local governments.

e. “RV-Friendly towns and destinations program”

The Campervan and Motorhome Club (CMCA) of Australia (63,000 members claimed) is an industry body and club that reviews the facilities and services offered to travellers in specific towns and destinations and publishes information for the benefit of its members. The CMCA represents the interests of campervan and motorhomes, trailer boat campers, camper trailers, 4WD campers and other “Sleep-in” campers. (Note that they do not represent the interests of “tenters”)

Website: www.cmca.com.au

To facilitate travellers knowing which areas cater to their requirements, providing facilities appropriate to their needs, CMCA has created a formal “RV-Friendly” designation,⁴³ recognised in all Australian States and Territories.

Some members boycott towns they regard as “RV-unfriendly” and there is discussion in the RV community on boycotting the whole of Tasmania due to recent restrictions being imposed, driven by the caravan park industry lobby.⁴⁴

From its substantial member base the CMCA wields considerable market power.⁴⁵ (Note that the CMCA is but one of a number of clubs and associations who cater to this audience and may not represent the interests of all parties in the recreational vehicle stakeholder audience, (e.g., off-road mud track 4WD enthusiasts, etc.) though it is certainly the one with the most members and the greatest industry influence.)

The club has created and adopted two programs that have gained national recognition:

⁴² “A strategic approach to Caravan and Camping Tourism in Western Australia” Bighthouse/Starfish Business Solutions. Page 6. (Prepared for Tourism WA). February 2012

⁴³ <http://www.cmca.net.au/services/rv-friendly>

⁴⁴ “A strategic approach to Caravan and Camping Tourism in Western Australia” Bighthouse/Starfish Business Solutions. Prepared for Tourism WA. February 2012

⁴⁵ Ibid.

1. The environmentally friendly “*Leave No Trace*” and “*Bush Camping Code*” Initiatives. (Since 1994)
2. “*RV-Friendly*” Towns and Destinations scheme. (Since 2007)

“*Leave No Trace*” is a set of guidelines and a Code of Conduct, which members agree to abide by, that pledges to cause minimal environmental impact in the areas where they visit. This initiative enjoys worldwide support from the RV community as well as the tent camping community. It is aimed primarily at behaviours in remote and secluded areas where there are no-cost or low-cost stopping areas with limited or no facilities that are amenable to specifically-equipped, self-sufficient vehicles.^{46, 47, 48} or tent campers.

To qualify for the CMCA “*Leave No Trace*” program, (which issues vehicle badges to members who qualify) vehicles should carry a minimum of 20 litres of fresh water, have a grey water holding tank with a minimum capacity of five litres per person or 15 litres per person if the vehicle is fitted with a shower, and have a portable toilet cassette or black water holding tank with a minimum capacity of the smallest portable toilet cassette.⁴⁹

The CMCA’s *RV-Friendly Towns and Destinations* scheme is another scheme designed to encourage towns and destinations to provide a specific set of services for the benefit of self-sufficient recreational vehicles in order to encourage an increase in visits which will presumably benefit the local economy due to increased purchase of local products and services.

The Club publishes a “*General outline of proposed RV-Friendly Town*” for prospective towns/cities/areas. Any town/city/area wishing to be included in the CVMH Club’s guide and designated as “*RV-Friendly*” can be evaluated based on specific criteria provided by the club’s guidelines.⁵⁰ Once a town or destination is designated as “*RV-Friendly*” the area can promote itself as such, post signs highlighting this status and use the *RV-Friendly* logos in its marketing and promotional materials.

As highlighted earlier, the criteria are broken down in to *Essential* and *Desirable* categories: (Additional detail of requirements is included in the official application form from CMCA)

Essential criteria for a town to qualify as *RV Friendly*:

- Provision of appropriate parking within the town centre, including access to a general shopping area with groceries or fresh produce.
- Provision of short term (24/48 hour) parking for self-contained vehicles within the town precinct.
- Access to potable water.
- Access to a free dump point within the town precinct.

Desirable criteria for a town to qualify as *RV Friendly*:

- Provision of long term parking for self-contained vehicles.
- Access to medical facilities or an applicable evacuation plan

⁴⁶ <http://www.cmca.net.au/services/leave-no-trace>

⁴⁷ <https://www.cmca.net.au/cmca-documents/cmca-club-documents/59-cmca-bush-camping-code/file>

⁴⁸ <http://www.cmca.net.au/cmca-documents/cmca-club-documents/53-Int-application-form>

⁴⁹ <http://www.cmca.net.au/services/leave-no-trace>

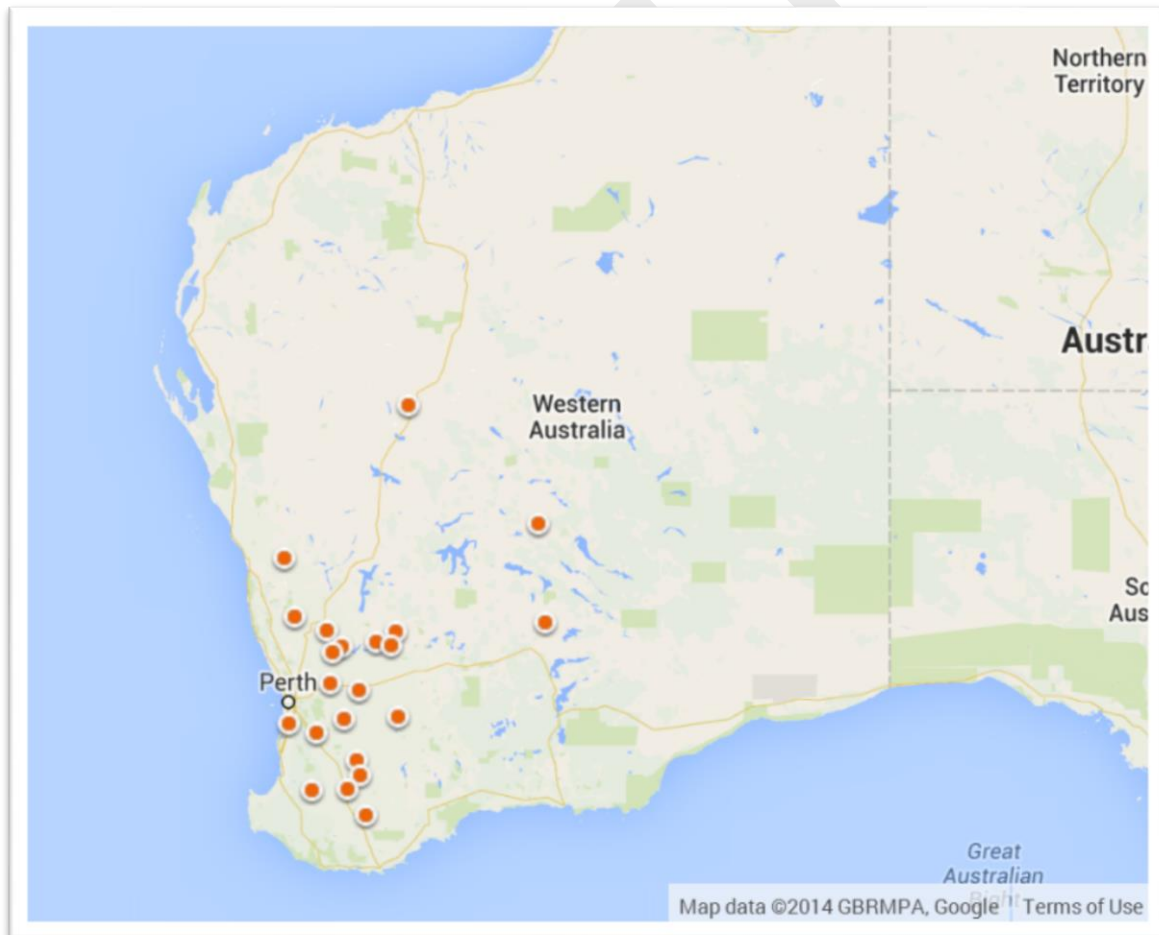
⁵⁰ <http://www.cmca.net.au/services/rv-friendly>

- Access to a pharmacy or a procedure to obtain pharmaceutical products.
- Visitor Information Centre (VIC) with appropriate parking facilities within a reasonable distance.
- VIC to provide a town map showing essential facilities such as the local hospital, medical services, fuel, shopping area, dump point, fresh water, etc.
- RV Friendly Town™ signs to be erected within the town precinct.

The designation of “RV-Friendly” confers a preferred status to towns and destination and this status is indicated and promoted in guidebooks, publications, advertising, websites and other social media.⁵¹

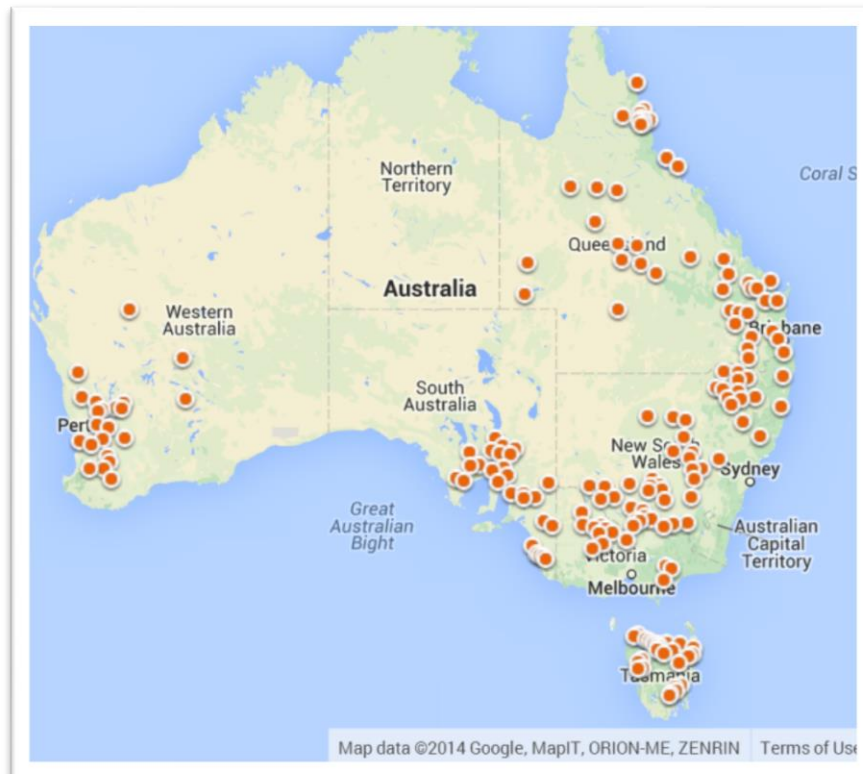
The club’s web page provides a map which identifies RV-Friendly towns and destination across Australia with 22 towns and destinations identified in Western Australia. Meekatharra is the only town north of Three Springs listed as “RV-Friendly” in Western Australia.⁵²

“RV-FRIENDLY” TOWNS IN WESTERN AUSTRALIA



⁵¹ <http://www.cmca.net.au/services/rv-friendly/rv-friendly-towns>

⁵² Ibid.

RV-FRIENDLY AUSTRALIA**f. Other significant peak industry bodies:**

Caravan, RV & Accommodation Industry of Australia Ltd (CRVA) is a peak National Body for the Australian caravan and camping industry representing more than 4,000 industry businesses ranging from caravan parks, manufacturers and retailers of industry products, suppliers of goods and services, and service providers. Mission: To promote and grow a healthy, vibrant and truly national caravanning and camping industry by working through consultation with members.

Website: www.crva.com.au

Recreational Vehicle Manufacturing Association of Australia (RVMA) is a peak body for Australia's RV manufacturing industry, and represents more than 90% of major Australian RV manufacturers. It is the successor to RVMAA, the Recreational Vehicle Manufacturers Association of Australia. It represents the industry in the key areas of ensuring production standards, supporting initiatives in training and technology development, and engaging at a national level with government and regulators on policies and regulations affecting the RV manufacturing industry. RVMA Australia's accreditation programs require all RVs produced by Members to comply fully with all safety regulations, including Australian Design Rules and Australian Standards.

Website: www.rvma.com.au

The Caravan Industry Association Western Australia (CIAWA) (Membership data not made public) is another industry body that represents the interests of "...caravan parks, dedicated residential lifestyle villages, trade suppliers, recreational vehicle dealers, recreational vehicle manufacturers and service providers to the caravan and camping sector" and provides advocacy on behalf of members at Government level. The CIAWA is not party to the "RV-Friendly" program or the "Leave No Trace"

initiative and neither of these initiatives nor the “Bush Camping Code” are featured in its materials.⁵³ Five of Geraldton region’s six caravan parks are featured in the CIAWA guide. No information is provided regarding camping in areas other than caravan parks.

In response to the WA government’s request for submissions and comment on “Nature-based parks—guidelines for developers and local government”, The CIAWA have submitted a response which outlines their position.⁵⁴

The CIAWA’s position can be summarised from the final line of their submission, which reads:

“CIAWA believe that until all service providers are allowed to provide caravan or camping sites on the same basis, under the same licence conditions, that any relaxation of requirements for nature-based parks should not be allowed. The exception is in facilities providing a maximum of five (5) sites for caravan or camping only which must provide one unisex toilet, shower and hand basin.”

Website: <http://www.caravanwa.com.au/>

Outdoors WA is yet another peak body/interest group who lobby for outdoor recreation and education in WA along with camping and adventure tourism. Outdoors WA has also made a submission to the Nature-based parks initiative. Outdoors WA broadly supports the same position as the Campervan and Motorhome Club and support strongly the “Leave No Trace” Initiative. A copy of Outdoors WA’s submission is also available online.⁵⁵

Website: <http://www.outdoorswa.org/>

g. Key RV traveller resources:

“Camps7, Australia Wide” is a long-running, printed (and online) guidebook that bills itself as *“The ultimate guide for the budget and freedom conscious traveller”*. RV enthusiasts have commented that *“virtually every recreational vehicle travelling in Australia would carry a copy of this resource guide”*.⁵⁶ The book provides detailed, organised information for specific caravan and camping sites throughout Australia that meet certain criteria. The *Camps7* guide provides information on up to 31 attributes for each camping location. (e.g., toilets, fireplace, fees, water, public phone, mobile phone coverage, dump point, etc.)

Importantly, in order to be listed in the book, one criterion is that the base price for overnight camping for commercial sites must not exceed \$24/night. By this criterion, more than 3,900 sites across Australia qualify for listing.

Notably, due presumably to the \$24/night criteria requirement, even though there are five caravan parks in the CGG shire, only Ellendale Pool and Fig Tree parks in CGG are listed in the guide.

Camps7 supports the Seven Principles of “Leave No Trace”, yet no reference is made to the Campervan and Motorhome Club’s “RV-Friendly” scheme.

⁵³ <http://www.caravanwa.com.au/flipbook/Caravanning%20WA%202014.html#p=1>

⁵⁴ <http://www.caravanwa.com.au/wp-content/uploads/2014/03/SUBMISSION-ON-NATURE-BASED-PARKS-GUIDELINES-FROM-THE-CARAVAN-INDUSTRY-ASSOCIATION-WESTERN-AUSTRALIA.pdf>

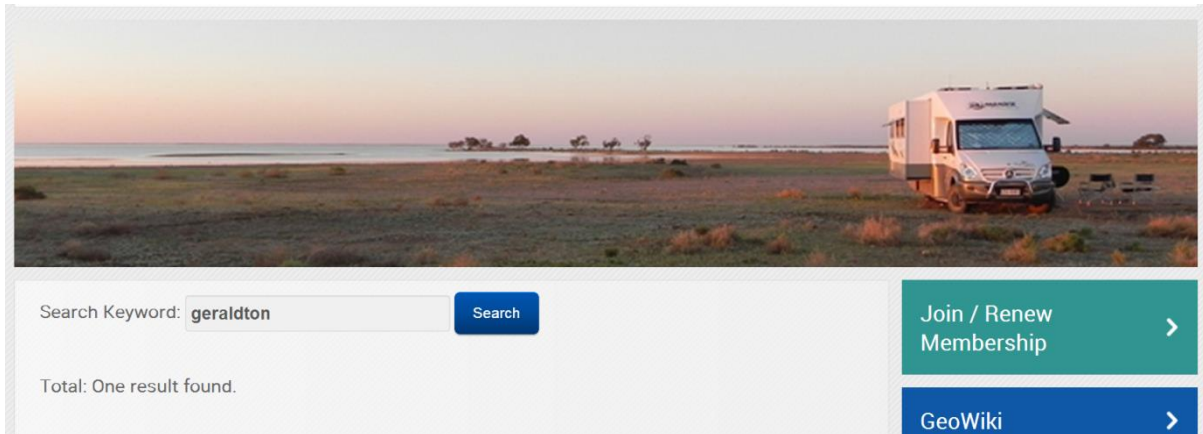
⁵⁵ http://www.outdoorswa.org/files/GLD_NatureParksOWAResponse_20140217.pdf

⁵⁶ Unpublished conversation with RV travellers. March 2014. R. Smallwood

The guide also contains a comprehensive list of all public dump points nationwide, providing exact GPS coordinates for each. Caravaners use these coordinates to navigate to dump points as a matter of course.

RACWA, Tourism WA, www.australia.com, et al:

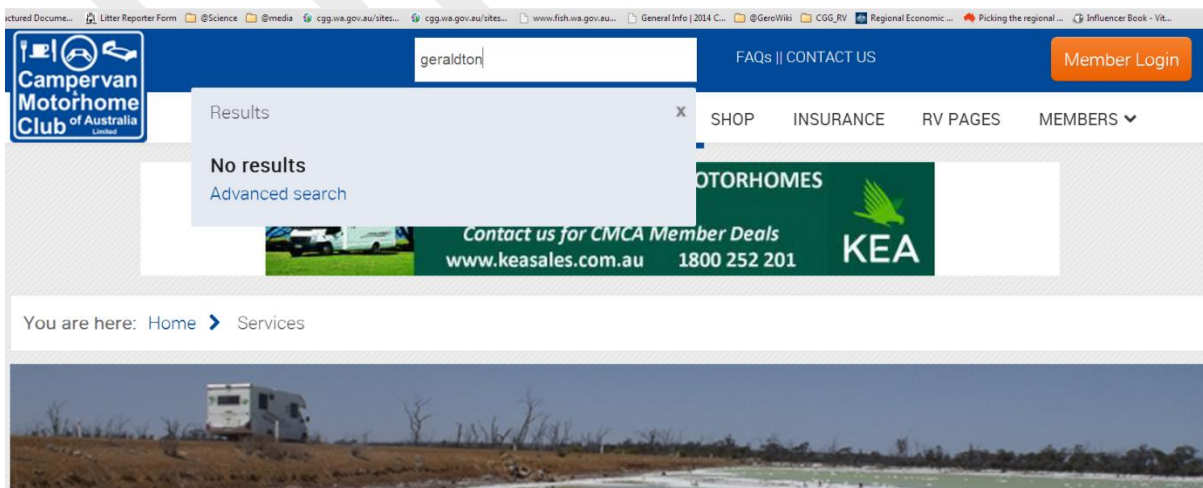
Geraldton features only incidentally, if at all in most tourism-oriented materials targeted at WA RV travellers. Some sites produce no search results at all for “Geraldton”. Others generate only ads for regional businesses or news alerts (e.g., RACWA)



RACWA Site (above)

RACWA’s Touring Guide to Western Australia features only a small photo of a carpark at the foreshore with the Geraldton Port in the background. Some of the touring maps include Geraldton as a location but apparently not worthy of a “destination” designation. In some cases the Abrolhos Islands are featured but Geraldton is not mentioned other than as a departure point.

National site www.australia.com (“Australia’s Official Tourism Site”) includes Geraldton in an “Indian Ocean Drive itinerary” but mentions only the HMAS Sydney Memorial, “a swim in Champion Bay” and “a dinner of rock lobster” as the notable attractions.



CMCA site (above)



Geraldton, WA

Day 1: Perth – Geraldton

It's a five hour journey up the Brand Highway, which between June and November decorated by a cavalcade of bright wildflowers. They're also colourfully abundant in Badgingarra National Park, which sits off the highway at your halfway point. Walk the Badgingarra Nature Trail past black and yellow kangaroo paws, banksia, starflower and mottlecash – the world's largest eucalypt flower. Continue north to the twin coastal towns of Dongara – Denison, where you can fish, sample local wine and fresh seafood or swim from the sheltered white beach. Follow a heritage trail along the Irwin River which links the two towns, stopping to see the 1860s Russ Cottage and the Old Police Station that is now a museum. See the eucalypts bent in acrobatic shapes and ruins of homes, churches and schools in the heritage town of Greenough Hamlet. Arrive in Geraldton, on Champion Bay, in time for a swim and dinner of local rock lobster.

HMAS Sydney Memorial,
Geraldton, WA

Day 2: Geraldton – Carnarvon

Visit the HMAS Sydney Memorial, overlooking the ocean which claimed the lives of 645 sailors. Then begin the five-hour drive north, crossing the Murchison River and passing Kalbarri National Park to your east and Toolonga Nature Reserve to your west. Continue past the dolphin sanctuary of Monkey Mia to Carnarvon, where banana, mango and papaya plantations thrive on the fertile land around the Gascoyne River. Tour a plantation or buy freshly-picked produce from the Carnarvon Growers Market. Stroll along the palm-lined Fascine and picnic with a bucket of local prawns on the beach. Fish from historic One Mile Jetty, part of the town's heritage precinct. Swim in the nearby waterholes of Rocky Pool and Chinaman's Pool or drive 70km north to the Carnarvon blowholes, where the ocean jets up to 20m high. Snorkel through the nearby coral-filled lagoon and camp under the stars or head back to Carnarvon for a comfortable bed.

Wikicamps:

<http://www.wikicamps.com.au/>

Wikicamps is a smartphone/tablet application that provides user-generated content for travellers. Each geographic entity is geo-located and permits users to post geo-tagged information about camping facilities, costs, local facilities, local culture, and more.⁵⁷

Caravan Industry Association of Australia

<http://www.caravanwa.com.au/>

Contains list of all caravan parks in WA who are members of the Caravan Industry Association of Australia.

⁵⁷ <http://www.wikicamps.com.au/>

APPENDIX D:

“Competitive Neutrality” Challenges in Tasmania

DRAFT

In 2010-11, the Office of the Tasmanian Economic Regulator received four complaints from private caravan park owners in Tasmania about local governments that were providing free or low-priced overnight recreational vehicle (RV) camping services in line with the RV-Friendly services. The premise of the complaint in each case was that the pricing (or lack of pricing) for these council-provided services was in breach of competitive neutrality (CN) principles under the National Competition Policy that all government organisations are required to follow.

Each of these complaints was ultimately upheld by the Economic Regulator.

The review of council overnight RV camping services found that councils must adhere to the principles of competitive neutrality and should apply a "full cost attribution model" approach when operating these services. The Regulator found each council-owned service in Tasmania is likely to be competing with a privately-owned caravan park, either within its own municipality or in surrounding municipalities, and needs to price its services to reflect the costs of providing the service.^{58 59}

The caravan parks argue that local governments expending ratepayer funds (including those rates paid by the caravan parks themselves) to create competition to the caravan parks' services breaches the principles of competitive neutrality that local governments nationally are obliged to uphold. In order to comply with the (national) legislation, local governments are obliged to price the delivery of any service in accordance with the cost of providing those services.⁶⁰

Responding to this conflict, the Premier's Department in Tasmania released the "*Statewide Directions Paper – Review of Council Recreational Vehicle Overnight Camping Services*"⁶¹

Brighthouse Consulting, in a report commissioned by the WA Department of Tourism in 2012 ("A Strategic Approach to Caravan and Camping Tourism in Western Australia") identified this as a significant concern to WA and wrote:

"Caravan park operators refer to local government's obligations under the competitive neutrality principles that are set out in the Competition Principles Agreement entered into by the governments of the Commonwealth and each state and territory on 11th April 1995. The objective of the competitive neutrality principle is to ensure that all government bodies involved in significant business activities compete on fair and equal terms with the private sector, where it is in the public benefit to do so.

Early in 2011, the Economic Regulator of Tasmania received complaints from caravan parks in regard to the provision of free or subsidised sites by local government and after investigation, the Regulator determined that the subject Councils were in breach of the National Competition Policy.

Local government policy concerning the use of public areas as overflow camping facilities is inconsistent and a source of much concern for caravan park operators. There is an opportunity for a consistent state-wide overflow policy to be developed that recognises the needs of all stakeholders.

⁵⁸ <http://www.theadvocate.com.au/story/698210/review-sides-with-disgruntled-caravan-park-owners/>

⁵⁹ National Competition Policy: Applying the Principles to Local Government in Tasmania. December 2013. Department of Treasury and Finance. Government of Tasmania.

⁶⁰ Ibid.

⁶¹ "Statewide Directions Paper – Review of Council Recreational Vehicle Overnight Camping Services". May 2012. Premier's Office, Government of Tasmania.

The CIAWA (Caravan Industry Association of Western Australia) prepared a draft policy for the use of overflow facilities and guidelines, which it distributed to local government for consideration. A similar policy needs to be developed for the use of roadside stops and rest areas for caravan and camping tourists to take into account the needs of tourists, licenced caravan parks and heavy transport operators. There are potential negative issues arising from the acceptance of unauthorised camping by government agencies.⁶²

A further paper, *“State Government Entities Direction Paper – Recreational Vehicle Overnight Camping Services”* was published by the Tasmania Department of Treasury and Finance in September 2012 to provide guidance to local governments on the principles of competitive neutrality, including a checklist of Full Cost Attribution for services.⁶³

Interestingly, desktop research conducted for this report in March 2014 finds no subsequent similar actions initiated by other caravan parks or related interest groups in Tasmania or other states or territories since this issue was raised in 2011.

Notwithstanding the above-mentioned absence of recent challenges, the delivery of no-cost or low-cost services to self-sufficient motor homes and caravans by local governments does raise the possibility of additional challenges and CGG should be prepared to respond accordingly, if necessary.

The current WA State Government review of Holiday Parks and Camping legislation provides guidance which suggests that the proposed legislative review will include new State Government support for low-cost/no-cost RV-Friendly facilities and may well inform and clarify this issue for local Governments, when released.

⁶² *“A Strategic Approach to Caravan and Camping Tourism in Western Australia”*. The Brighthouse Report. Prepared for Tourism Western Australia. P. 43. February 2012.

⁶³ *“State Government Entities Direction Paper – Recreational Vehicle Overnight Camping Services”* Tasmania Department of Treasury and Finance in September 2012.

APPENDIX E:

CGG (Draft) application for RV-Friendly Status with CMCA. (Separate document)

DRAFT

APPENDIX F:

Resources in Geraldton for Recreational Vehicle Travellers

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RESOURCES IN GERALDTON FOR RECREATIONAL VEHICLE TRAVELLERS

MEDICAL FACILITIES AND SERVICES

- **HOSPITALS**
 - **Geraldton Regional Hospital (Public) (Emergency Room facilities)**
Shenton Street (off Cathedral Avenue)
Phone: 08 9956 2222 - www.health.wa.gov.au
 - **St. John of God Hospital (Private)**
Hermitage Street (off Cathedral Avenue)
Phone: 08 9965 8888 - www.sjog.org.au
- **MEDICAL CENTRES**
 - **Batavia Health**
361 Marine Terrace - Phone: 08 9965 8100 - www.bataviahealth.com.au
 - **Midwest Aero Medical**
368 Mt Magnet Road - Phone: 08 9956 8999
 - **Panaceum**
233 Lester Avenue - Phone: 08 9920 8111 - www.panaceum.com.au
 - **University Medical Practice**
Bill Sewell Complex, 192 Chapman Road – Phone: 08 9923 9999
- **DENTISTS**
 - **A 2 Z Dental**
91 Carsen Terrace - Phone: 08 9965 4437
 - **Cathedral Dental Clinic**
129 Cathedral Avenue - Phone: 08 9964 5488 - www.cathedraldental.com.au
 - **Chapman Rd Dental Clinic**
100 Chapman Road - Phone: 08 9964 3577
 - **Fitzgerald Dental Clinic**
139 Fitzgerald Street - Phone: 08 9921 4795 - www.fitzgeralddental.com.au
- **CHEMISTS**
 - **Amcal Pharmacy**
Stirlings Shopping Centre, 54 Sandford Street - Phone: 08 9921 6005
 - **Health Focus Pharmacy**
233 Lester Avenue - Phone: 08 9920 8151
 - **Fountains Pharmacy (Chemmart)**
113 Marine Terrace - Phone: 08 9921 1755
 - **Northgate Plaza Pharmacy**
Northgate Shopping Centre, Chapman Road - Phone: 08 9921 6455

TOURISM SERVICES / INFORMATION

- **Geraldton Visitor Centre**
Bill Sewell Complex, 195 Chapman Road (corner Bayly Street) Phone: 08 9921 3999
Email: info@geraldtonvisitorcentre.com.au - www.geraldtonvisitorcentre.com.au
- **Central Greenough Historical Settlement Visitor Centre**
Brand Highway Greenough - Phone: 08 9926 1084
- **Mullewa Community Resource Centre**
Corner Maitland Street & Jose Street Mullewa - Phone: 08 9961 500
Email: Mullewa@crc.net.au - www.mullewatourism.com.au
- **City of Greater Geraldton**
63 Cathedral Avenue - Phone: 08 9956 6600 www.cgg.wa.gov.au

FOOD

- **SUPERMARKETS**
 - **IGAs**
 - Glenfield, 582 Chapman Road - Phone: 08 9938 1250
 - Mount Tarcoola, Paringa Street - Phone: 08 9921 5593
 - Queens IGA, 79 Durlacher Street - Phone: 08 9921 7044
 - Rigtters, 179 Durlacher Street - Phone: 08 9921 2307
 - Wonthella, 252 Fifth Street - Phone: 08 9921 4798
 - **Coles**
Northgate Centro Shopping Centre, Chapman Road - Phone: 08 9921 6598
 - **Woolworths**
Stirling's Shopping Centre, 54 Sandford Street - Phone: 08 9949 9200
- **DELIS**
 - Bluff Point Shopping Centre, Chapman Road, Bluff Point - Phone: 08 9923 1078
 - Deloro, Chapman Road, Waggrakine - Phone: 08 9938 1030
 - Green Street, Spalding - Phone: 08 9923 2711
 - Sunflower, 237 Marine Terrace - Phone: 08 9921 1757
- **BUTCHERS**
 - Gearing Butchers, Shop 8, Tarcoola Shopping Centre - Phone: 08 9921 4656
 - Mick Davey Butchers, 165 Marine Terrace - Phone: 08 9921 2076
 - The Whole Hog, Northgate Centro Shopping Centre - Phone: 08 9921 5161
 - Yeeda Meats, Stirling Shopping Centre - Phone: 0409 876 367
- **LOCAL FISH AND CRAYFISH**
 - Geraldton Fish Market, 365 Marine Terrace - Phone: 08 9921 3755
 - Fish Department of Queens IGA, 79 Durlacher Street - Phone: 08 9964 7044
 - Latitude Fisheries, 57 Connell Road, Fishermans Wharf - Phone: 08 9964 3470
- **FRESH PRODUCE**
 - Geraldton Fruit and Vegetable Supply, 54 Gregory Street - Phone: 08 9921 2940
 - Saturday Farmers Market, Maitland Park, Cathedral Avenue - 8.00am to Noon

- Sunday Market, old Railway Station, Chapman Road - 8.00am to Noon

AUTOMOTIVE & CARAVAN SERVICES

○ **MECHANICS**

- Axis Autos Service Centre, 284 Marine Terrace - Phone: 08 9921 2411
- Cams Auto Repairs, 3 Gray Street - Phone: 08 9964 4286
- Geraldton Ultratune, Unit 2/179 Northwest Coastal Highway - Phone: 08 9921 1899
- Graeme Hosken Autos, 25 Bradford Street - Phone: 08 9921 5232
- O'Brien 4WD Centre, 6 Boyd Street - Phone: 08 9964 1068
- Southside Mechanical Services, 120 Northwest Coastal Highway - Phone: 9921 1162
- Wayne Poletti Automotive Centre, 14 Anzac Terrace - Phone: 08 9921 1729

○ **AUTO ELECTRICIANS**

- Aes Auto Electrical Services, 299 Marine Terrace - Phone: 08 9921 3006
- Craiges Auto Electrical, 10 Larkin Street - Phone: 08 9921 4723
- Geraldton Auto Electrical, 22 Boyd Street - Phone: 08 9921 4322
- Pages Auto Electrical Services, 379 Marine Terrace - Phone: 08 9921 2956
- R & M Auto Electrical, 211 Shenton Street - Phone: 08 9921 7002

○ **AIR CONDITIONING** See Auto Electricians

○ **TYRES**

- Beaurepairs, 141 Flores Road, Webberton - Phone: 08 9921 5466
- Bridgestone, Northwest Coastal Highway - Phone: 08 9921 5589
- Tyrepower, Corner Chapman Road & Forrest Street - Phone: 08 9921 4144

○ **CAR DEALERS**

- Geraldton Toyota, 339 Marine Terrace - Phone: 08 9964 1000
- Kia Geraldton, 26 Webberton Street - Phone: 08 9921 8611
- Midwest Auto, 5 Phelps Street - Phone: 08 9938 0505
- Young Motors, Corner Cathedral Avenue & Lester Avenue - Phone: 08 9964 1157
- Young Motors, Northwest Coastal Highway - Phone: 08 9949 9770

○ **CARAVAN REPAIRERS**

- Batavia Coast Caravanland, 215 Flores Road - Phone: 08 9923 1601
- Country Time Caravans, 152 Flores Road - Phone: 08 99 644 224

○ **SOLAR PANELS, GENERATORS, INVERTERS, BATTERIES & CHARGERS (Sales & Repairs)**

- Battery Mart, 100 Flores Road - Phone: 08 9964 8404
- Sun City Solar, 140 Flores Road, Webberton - Phone: 08 9965 4089
- Country Time Caravans, 152 Flores Road - Phone: 08 9964 4224 (generators)
- Geraldton Mower & Repairs, 130 Flores Road - Phone: 08 9964 4036 (generators)
- Getaway Outdoors, Homemakers Centre
208 Northwest Coastal Highway - Phone: 08 9965 3766 (generators)

SERVICES

- **MOBILE PHONES**
 - Optus Shop, Stirlings Centre - Phone: 08 9921 5076
 - Telstra Shop, Shop 7, Stirlings Centre - Phone: 08 9965 5770
- **FREE INTERNET & WIFI**
 - CBD Foreshore area with CGG Hotspot locations - Free WiFi
 - Geraldton Regional Library - Free Internet and WiFi
- **POST OFFICE**
 - Main PO 50 Durlacher Street, open Monday to Friday 9am-5pm - Phone: 13 13 18
- **LAUNDROMATS**
 - Corner Fitzgerald Street & Marine Terrace
- **POTABLE WATER**
 - Water available at the Geraldton Visitor Centre - free
- **RUBBISH DISPOSAL**
 - Meru Landfill, Gould Road, Narngulu – Phone: 08 9923 3188
- **DUMP POINTS**
 - Batavia Coast Caravan Park, Hall Road (small charge)
 - Belair Gardens Caravan Park, Marine Terrace (small charge)
 - Drummond Cove Holiday Park, Northwest Coastal Hwy (small charge)
 - Coronation Beach (free) 35km north
 - Ellendale Pool (free) 45km south-east
 - Fig Tree Crossing (free) 18km north-east
- **TOILETS**
 - Corner Foreshore Drive and Forrest Street, Town Beach (Cubes)
 - Glendenning Park off Glendenning Road
 - Kempton Street, St George's Beach
 - Marina at Webbe Hayes Lane
 - Pages Beach off Marine Terrace
 - Rest Centre, Foreshore Drive
 - Tarcoola Beach off Willcock Drive
 - Whitehall Road, Drummond Cove
 - Bluff Point Shopping Centre, Chapman Road, Bluff Point

SUPPLIES

- **PETROL STATIONS**
 - BP, 190 Northwest Coastal Highway - Phone: 08 9921 0100
 - BP, Flores Road - Phone: 08 9921 1290
 - Caltex, 620 Chapman Road - Phone: 08 9938 1212
 - Gull, 35 Brand Highway - Phone: 08 9923 9205
 - Gull 440 Roadhouse, Northwest Coastal Highway - Phone: 08 9938 1334
 - Shell Wonhella (Coles), 115 Northwest Coastal Highway - Phone: 08 9964 5445
 - Woolworths Petrol, 26 Sanford Street - Phone: 08 9921 4088
- **WATER FILTERS**
 - Bunnings, Northwest Coastal Highway - Phone: 08 9965 9600
 - Batavia Coast Caravan Land, 215 Flores Road - Phone: 08 9923 1601
 - Country Time Caravans, 152 Flores Road - Phone: 08 9964 4224
- **CAMPING GEAR**
 - BCF, 175 Northwest Coastal Highway - Phone: 08 9921 3144
 - Getaway Outdoors
Homemakers Centre, Northwest Coastal Highway - Phone: 08 9965 3766
- **HARDWARE**
 - Ag Services, 155 Flores Road - Phone: 08 9965 7909
 - Bunnings, Northwest Coastal Highway - Phone: 08 9965 9600
- **OP SHOPS**
 - St Vincent De Paul, 114 Durlacher Street - Phone: 08 9921 7617
 - Salvation Army, Northwest Coastal Highway (next to Shell) - Phone: 08 9964 3667
 - Red Cross, 202 Lester Avenue - Phone: 08 9921 5181
 - Good Samaritans, 171 Northwest Coastal Highway - Phone: 08 9921 6961

FISHING

- **WHERE TO FISH**
 - Drummond Cove
 - Marina Wharf
 - Point Moore
- **FISHING TACKLE & BAIT**
 - Tackleworld, 20 Anzac Terrace - Phone: 08 9921 6822
 - BCF, 175 Northwest Coastal Highway - Phone: 08 9921 3144
 - Getaway Outdoors
Homemakers Centre, Northwest Coastal Highway - Phone: 08 9965 3766
 - Geraldton Sports Centre, 204-205 Marine Terrace - Phone: 08 9921 3664
 - 440 Roadhouse, North West Coastal Highway - Phone: 08 9938 1334

PETS

- **PET MINDING SERVICES**
 - Catopia, 23 Ridley Road - Phone: 08 9965 3443
 - Pawz 4 Thought, 45 Hall Road - Phone: 0407 088 612
 - Petite Paws, 34449 Brand Highway - Phone: 0419 928 455
 - Arthur Road Kennels, 218 Arthur Road, Walkaway - Phone: 08 9926 15
- **PET SUPPLIES**
 - Better Pets & Gardens, Shop 18, Homemakers Centre Northwest Coastal Highway - Phone: 08 9921 2648
 - Place Road Pets, 233 Place Road - Phone: 08 9921 2979.

RADIO/TV

- **RADIO STATIONS**
 - Tourist Radio (88.0FM) - (Information for travellers)
 - 6 TTT (97.3FM) - (Community Access Radio Station)
 - ABC Midwest & Wheatbelt (6GN 828 AM) - Part of the ABC Local Radio Network
 - ABC Radio National 6ABCRN (99.7 FM) - Speciality talk and music
 - Triple J 6JJJ (98.9 FM) - Music (non-commercial, ABC affiliate)
 - ABC News Radio - 6PNN (101.3 FM) – Rolling News bulletins, news magazine programs and LIVE coverage from Federal Parliament House of Representatives
 - ABC Classic FM 6ABCFM (94.9 FM) - Classical and Jazz Music
 - WAFM (96.5FM) - Top 40 Music
 - The Spirit Network Radio 6BAY (FM 98.1 \ 1512 AM) - Classic Hits / Adult Contemporary Music
 - Radio Mama (100.5FM) Indigenous Community station
- **TV STATIONS:**
 - Australian Broadcasting Corporation (ABC) - ABC1, ABC2, ABC3, ABC News 24 (digital channels)
 - Special Broadcasting Service (SBS) - SBS One, SBS Two, SBS HD (digital channels)
 - WIN Television, a dual affiliate of both the Nine Network and Network Ten
 - GWN7 (Golden West Network), an affiliate of the Seven Network

WORK

- Seasonal harvest work very limited - check with Geraldton Visitor Centre
- Grey Nomads Jobs www.greynomadsjobs.com.au/jobs

APPENDIX G:

Nineteen cool things for RV Travellers to do in Geraldton

DRAFT

“NINETEEN COOL THINGS FOR RV TRAVELLERS TO DO IN GERALDTON”

1. Visit the historic Pt Moore Lighthouse and fly a kite at Point Moore Beach
2. Tour the “Brolho”s Live Crayfish processing plant at Fisherman’s Wharf; (in season only) then grab a freshly-caught crayfish nearby.
3. Have a picnic by the sea at St. Georges Beach
4. Stroll the new foreshore and take a walk along Marine Terrace.
5. Visit the HMAS Sydney II Memorial
6. Go fishing!
 1. From the shore at the Marina wharf, Drummond Cove, Point Moore, or;
 2. Take a fishing charter out to the reefs
7. Walk along the newly-opened Esplanade for a great view of the ships of Geraldton Port and watch the seals on Seal Rocks.
8. Go for a swim in the protected waters of Town Beach or Champion Bay.
9. Stroll along a deserted beach at Drummond Cove or Sunset Beach
10. Watch the sunset at Sunset Beach! (No brainer!)
11. Take a day-trip to the spectacular Abrolhos Islands
12. Visit the amazing historic Hampton Arms Inn at Greenough (probably THE best historic pub in Australia!)
13. Take a walk through the dunes at Cape Burney or north of Drummond Cove
14. Visit the Western Australian museum at the Geraldton Marina (World-class exhibits on Aboriginal Culture in the area, Dutch Shipwrecks and Geraldton History)
15. Watch the windsurfers and kitesurfers at Coronation Beach. One of the best windsurfing and kitesurfing beaches in the world! (summer only)
16. Go surfing, body boarding or swimming at Back Beach. Never crowded!
17. Sip a coffee on the Foreshore or in the Historic West End district.
18. Visit the Geraldton DigiHub. FREE training on anything digital. Computers, Internet, online shopping, blogging, selling, buying, forums, etc. Call to book your class.
19. Have a drink at the historic Freemasons Hotel or other historic pub in town.

APPENDIX H:

“Ideas for RV-Friendly Geraldton
from an experienced caravaner and
long-time Geraldton resident.”

DRAFT

Items of Interest as a Caravaner

Hi Robert

After speaking to you the other day I have finally got to writing down a few dot points that may be of interest to you, and at least give you some ideas for your new role in promoting Geraldton as a RV city. Most people that travel are travelling for a purpose - to see as much as they can in the time and money that they have. Therefore they are always looking for the cheaper fuel and accommodation, the two biggest expenses whilst on the road.

Geraldton's fuel price is higher than Kalgoorlie and Bunbury, which always has amazed me. Therefore the shopper docket from Woollies and Coles are frequently used. Caravan people are looking for value for money as the majority of the travellers are on pensions or living of their savings/retirement funds.

- Seasonal Work - Set up a website or 1800 number at the Visitors Centre for any seasonal work that is available in the region. E.g. harvesting, olive farms, crayfishing. Promote other websites such as www.workaboutaustralia.com.au and www.greynomadsjobs.com.au and there are others on the web. Make travellers aware of these facilities.
- Promote the local caravan/camping shops, mechanics, auto electricians, car wash. Also places to get water filters, gas refills, tyres, brakes repairs. We have been in a few towns similar to Geraldton's size and the RV shops are a lot more fitted out than what the two caravan places in Geraldton offer. There are Batavia Coast Caravans and Country Time caravans, both in my opinion a bit expensive. I went onto their website and couldn't even get Country Time caravans web page to come up. They need to help promote what they offer to caravaner's. Some places in South Australia allow the people to stay in their van when minor repair work is getting done as this is their home. We had some insurance work done to replace a bent awning at Port Lincoln and the service was so prompt it was fantastic. I had called CIL Insurance when the damage occurred and said that I would get it fixed at Port Lincoln in about 3 weeks time. As time drew near I contacted CIL Insurance and Port Lincoln Caravan Centre. I arrived there on the Wednesday morning at 08:45am, the quote for repairs was sent through by 10:00am and I had the job done by 4:00pm. They had 4 other vans in their workshop at the time we were there and looked very busy but accommodated our needs to get us on the road again. From our experience of the two caravan places in Geraldton I find we don't get this service. However that is not saying that they don't do there job, how ever I think there could be room for improvement if we are going to promote Geraldton. It is always handy to have a list of names, address and contacts of mechanics and the local car dealers. Some people like to get their vehicles serviced at the car dealers' that is the

same make as their vehicle. E.g. Toyota etc. Also a contact list of all relevant trade people that relate to vehicle and caravan repairs as mentioned above. The trades in Geraldton need to become more familiar with the needs of a person that has a RV. This includes battery systems, solar panels, inverters, charges. Since we have bought our van we have learnt more in the last 6 months by talking to people, using the internet and calling into caravan shops such as the one at Port Lincoln. I was even told what product to use to best clean my awning. Customer Service is important and I find Geraldton lacks this a little.

The solar system on a van is very important, along with the battery system to support this and some of the trades in Geraldton are not 100% full knowledge. So there could be room for improvement as you get mixed opinions on what is best to do for setting up your power source for travelling in remote areas or getting repair work done.

- Setting up a database for health issues. I think it is important for travellers to know the location / contact numbers of hospitals, maybe Doctors surgeries, dentists, chemists. You never know when you need them and always handy to have even if the Information Centre provides. They may already do this, I am not sure.
- What's on in Town - handy to have on the web if it's not already there? We are always going on the internet to see what events are coming up over the next month as it helps to plan your trip.
- TV Stations - some people are not familiar to what channels are at the local level. This helps as you can then go on the internet for the TV program.
- Radio Stations - helps to know what station to tune into, ABC changes a lot in the country areas so good to know what band to tune into.
- Local Produce - We are always looking to see what is available that is produced locally. E.g. olive oil, pickles etc. Markets - date and times
- Parking - always looking for parking a vehicle and caravan to do the shopping and Geraldton lacks this. There is no information bay when you enter Geraldton from either the north or south. If this was set up this could provide this information. Obviously if people do an overnight stay the circumstances are different as they have left their van at the caravan park. However, if they are passing through the town and wish to shop the only access would be the Marina opposite Northgate and the Public Car Park outside of Woolworths. However we would find it very difficult to get our rig into this car park due to the size. Not a lot of options when you have a shopping trolley.
- Dump Point - There is no dump point at all, unless you book into a caravan park. In most of the towns in SA and VIC there is at least 1 dump point accessible without having to book into a caravan park and this is also advertised in the Camp 7 Tour book. This book would be the caravaner's bible.
- Water - access to water is a necessity as most caravaner's have a couple of water tanks.
- Cheap Quality Meals - Unfortunately Geraldton doesn't have the RSL clubs like the east coast where you can get good meals for \$20.00. Not many caravan

people wine and dine as they are on a budget, however if you could find a place in Gero with reasonably priced meals I am sure it would be patronised.

- Overnight stayers - 24 hr camping. We have found there are places where you can stay for 24 hours and not have to go to a caravan park. One of these places was at Whyalla located at the local football oval. The area for camping was the large car park and we had access to toilets and showers for \$10 per night. There was no power or water but most vans are self sufficient. People complain that the caravan parks are too costly just to put a set of wheels on for 1 night and use a bit of water and power. We also saw a similar place at Kingston (SA) near the jetty. This was a lawn area, once again public toilets and showers but cost was free. There would have been at least 10 vans staying there for 24hr stop over. People still spend money in the town with fuel and groceries, and if needed repairs and maintenance. I was thinking that Brigades Football Club would be the ideal site on the north side of the building. Also they could provide meals maybe 3 nights a week or whatever suits. Consideration would also need to be made when the football season starts as the oval will be in use along with some of the car park.
- Most importantly - Information Bay on both entrances to the town. This information Bay needs to show parking access for shopping, visitors information centre, post office and main shopping area.
- Best Fishing Spots - always handy to know where to go fishing and what fishing stores are available in town. Perhaps even where to buy fresh fish and crayfish. We are the crayfish capital and yet the crays are so expensive to buy. We need to promote the crayfish not demote and I am not even sure if they have the crayfish tours anymore!!
- Always handy to know a bit of history, doesn't have to be in depth but few points such as population, first founded, main industries, surrounding districts etc.

That's about all I can think of for the moment but do hope that this information helps you to establish Geraldton to be a good RV attraction. Most people that travel are always looking for something for nothing as each dollar counts to help them get from point A to point B. We are probably no different as we like to camp out bush and not in caravan parks that often, as it does get very costly. However we are finding since getting to the more populated areas this is getting a bit difficult as we can't unhook and leave the van in the bush. We park in the town and walk to see the historical sites etc.

I will speak to other RV people and get feedback from them and hopefully this can assist as well.