Western Australian
CARAVAN AND CAMPING ACTION PLAN
2013-2018
VALUE OF CARAVAN AND CAMPING

Caravan and camping is an important sector of the Western Australian tourism industry.

In 2013 an estimated 939,000 visitors caravanned or camped in the State, generating 5.5 million visitor nights. Spending by caravan and camping visitors to Western Australia is estimated at $681 million*.

REGIONAL BENEFITS

The State Government, in partnership with industry, consumers and local government, is committed to improving the caravan and camping experience for residents and visitors to Western Australia.

Improving caravan, camping and self-drive experiences is a tourism development priority within the State Government Strategy for Tourism in Western Australia 2020 and is aimed at increasing visitors to regional WA.

The State Government is investing $40.7 million of Royalties for Regions funding to implement the Western Australian Caravan and Camping Action Plan 2013-2018 (Action Plan) and Parks for People initiative.

The purpose of the Action Plan is to increase opportunities for Western Australians and visitors to experience affordable and safe caravan and camping holidays in Western Australia.

Implementation of the suite of initiatives within the Action Plan will support growth and sustainability of the caravan and camping sector and contribute to the amenity and economic prosperity of regional communities throughout the State.

DEVELOPMENT OF ACTION PLAN

In 2009 the Western Australian Government’s Economics and Industry Standing Committee delivered the Inquiry into the Provision, Use and Regulation of Caravan Parks (and Camping Grounds) in Western Australia.

Tourism WA subsequently commissioned consultancy firm Brighthouse Strategic Consulting to further investigate the tourism recommendations made by the Parliamentary Inquiry and to assess the current and future needs of the caravan and camping sector. Findings in the Brighthouse report informed recommendations within the Action Plan**.

The Action Plan contains 11 recommendations aimed at improving the supply, delivery and promotion of caravan and camping experiences.

The Action Plan aims to make WA the nation’s most attractive caravan and camping destination by providing upgraded and new infrastructure and affordable accommodation options to meet the diverse demands of travellers.

IMPLEMENTATION

Funding has been allocated across State Government agencies including Tourism WA, the Department of Parks and Wildlife, Main Roads WA, the Department of Local Government and Communities and the Department of Regional Development to lead and coordinate the implementation of the Action Plan in partnership with industry, consumers and local government.

The fruits of this investment will start to be seen at popular holiday destinations and along major self-drive touring routes in regional WA from mid-2014.

*Source: Tourism Research Australia, International and National Visitor Surveys, Year Ending December 2013

** A Strategic Approach to Caravanning and Camping Tourism in WA 2012
**ACTION PLAN RECOMMENDATIONS**

**Recommendation 1:**
Review the *Western Australian Caravan and Camping Ground Act (1995)* and Regulations (1997), to increase the supply of caravan parks and campgrounds and support the development of new, and the re-development of existing caravan parks and campgrounds to meet future visitor demand.

*Lead agency:* Department of Local Government and Communities

**Recommendation 2:**
Facilitate land assembly processes and investment attraction to encourage commercial caravan park development in up to five priority areas (locations guided by the Brighthouse report). This includes access for local governments to an infrastructure fund for the provision of upfront headworks to overcome infrastructure barriers to development of new commercial caravan parks in areas of high priority.

*Lead agency:* Tourism WA

**Recommendation 3:**
Expand existing, and establish new campgrounds and visitor facilities in areas of high visitation in the State’s National Parks and conservation estate.

This recommendation integrates with the *Parks for People* initiative.

*Lead agency:* Department of Parks and Wildlife

**Recommendation 4:**
Provision of new and upgraded amenities to support self-drive holiday makers including 24 hour roadside rest areas in high priority areas and black waste dump points in strategic locations around the State.

*Lead agencies:*
- 24 hour roadside rest areas - Main Roads WA
- Dump points – Tourism WA

**Recommendation 5:**
Work with Aboriginal communities to facilitate the development of commercial caravan and camping facilities on Indigenous land along major touring routes in the Kimberley region.

This initiative integrates with the *Kimberley Science and Conservation Strategy.*

*Lead agency:* Tourism WA

**Recommendation 6:**
Review the Western Australian Planning Commission *Planning Bulletin 49 - Caravan Parks* to provide guidance to local government and developers in planning for caravan parks, including identification and development of new sites and redevelopment of existing parks.

*Lead agency:* Department of Planning

**Recommendation 7:**
Develop overflow guidelines to assist local government to manage visitor demand in peak periods. This includes access for local government to an infrastructure fund for the enhancement and installation of essential overflow facilities.

*Lead agency:* Tourism WA

**Recommendation 8:**
Establish a training program for caravan park management and staff to enhance delivery of product and services. Increase participation by caravan park businesses in the Australian Tourism Accreditation Program.

*Lead agency:* Tourism WA

**Recommendation 9:**
Prepare an annual *Caravan and Camping Snapshot* that profiles visitors who have in caravanned and camped in the State.

*Lead agency:* Tourism WA

**Recommendation 10:**
Implement a dedicated annual marketing strategy to promote the State as a preferred caravan and camping holiday destination. Support caravan park operators in the use of online marketing and social media.

Consumer and trade marketing activities will be undertaken in intrastate, interstate and relevant international markets.

*Lead agency:* Tourism WA

**Recommendation 11:**
Investigate the potential for conversion of accommodation infrastructure used by the resources industry for tourism purposes in priority locations.

*Lead agency:* Tourism WA
For updates on implementation of the Action Plan:

- tourism.wa.gov.au/caravanandcamping

Enquiries on caravan and camping:

- Email: caravanandcamping@westernaustralia.com

Contact the implementation agencies:

- Department of Parks and Wildlife dpaw.wa.gov.au
- Department of Local Government and Communities dlg.wa.gov.au
- Main Roads WA mainroads.wa.gov.au
- Department of Regional Development drd.wa.gov.au