



CORPORATE PROFILE

2019

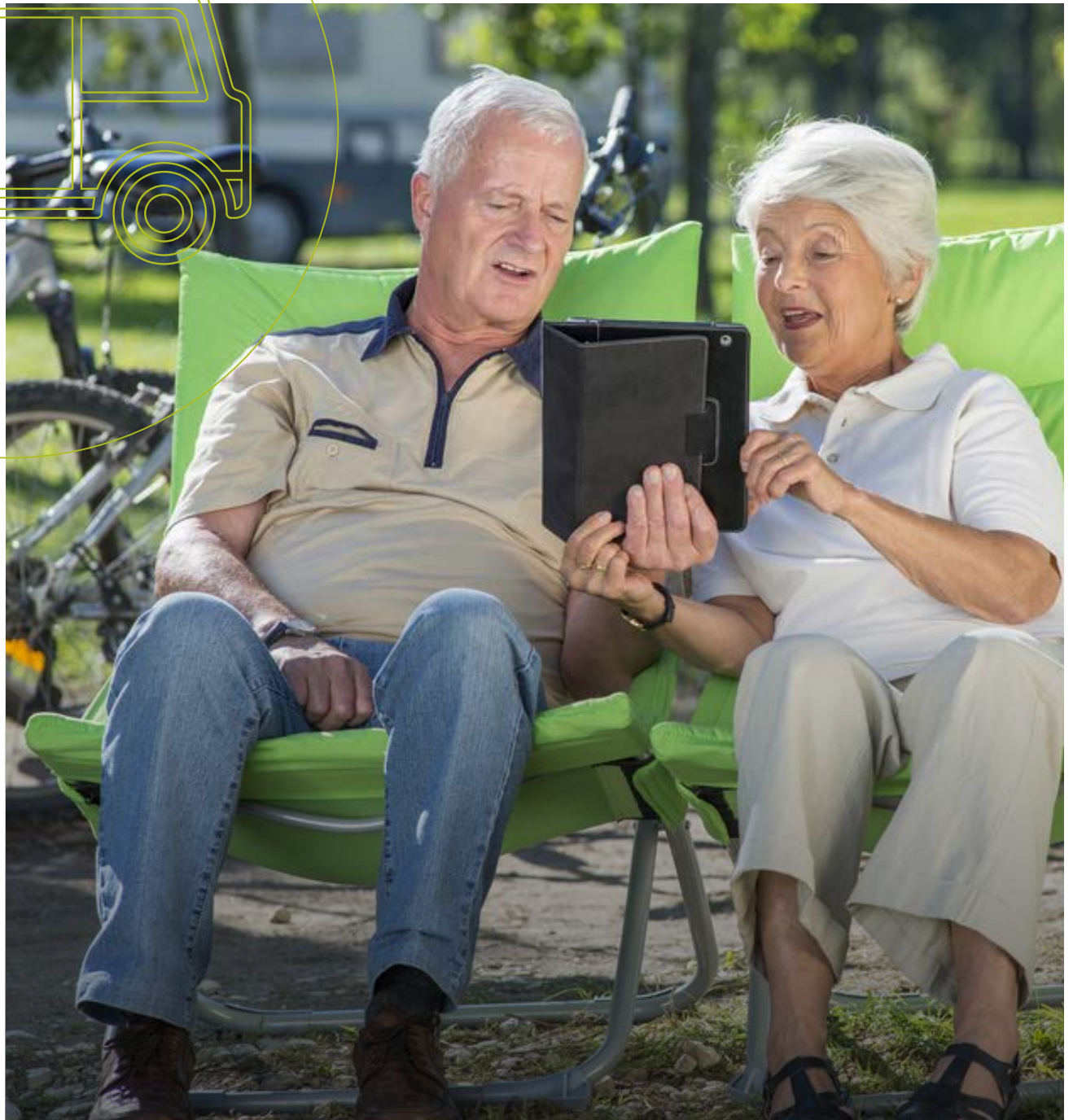
ABOUT



Sustainable Park Solutions is a boutique caravan park management company who specialise in providing caravan park feasibility, management, redevelopment and marketing services to local government, corporate and private sector park operators.

Sustainable Park Solutions has extensive experience in the delivery of innovative park management and operations solutions and is able to offer a full turnkey solution from park feasibility, management, marketing, graphic design and redevelopment.

Based in Brisbane, Queensland Australia, Sustainable Park Solutions offers a range of ground-breaking solutions tailored to its clients' needs. With a passion for regional Australia Sustainable Park Solutions is focused on making good businesses great.



APPROACH

MARKET RESEARCH AND INDUSTRY CONTACTS

All Sustainable Park Solutions work is grounded in market research. Sustainable Park Solutions has access to a range of up to date market information including reports produced by the Caravan Industry Association of Australia, BDO Accommodation Pricing Tool and bespoke reports/data produced for Sustainable Park Solutions by Tourism Research Australia. Sustainable Park Solutions also has a range of contacts at both a national and international level that it can use for additional information and/or resources.

CONSULTATION AND PROJECT MANAGEMENT

Sustainable Park Solutions has extensive experience working in and with regional communities. Sustainable Park Solutions understands the importance of proactively engaging with community and stakeholders at all levels of project management. Sustainable Park Solutions also has extensive project management skills.

BUSINESS PLAN

Sustainable Park Solutions prepares a business plan to support the Vision and Master Plan for all its park redevelopment projects. Sustainable Park Solutions argues that a Master Plan must be based on a business plan and financial returns if it is to be achievable, realistic and most importantly delivered.

PRAGMATIC AND ACHIEVABLE

Sustainable Park Solutions brings a pragmatic approach to any project based on years of experience in planning, operating, redeveloping and marketing caravan parks in regional destinations.

PLANNING, DESIGN AND MASTER PLANNING

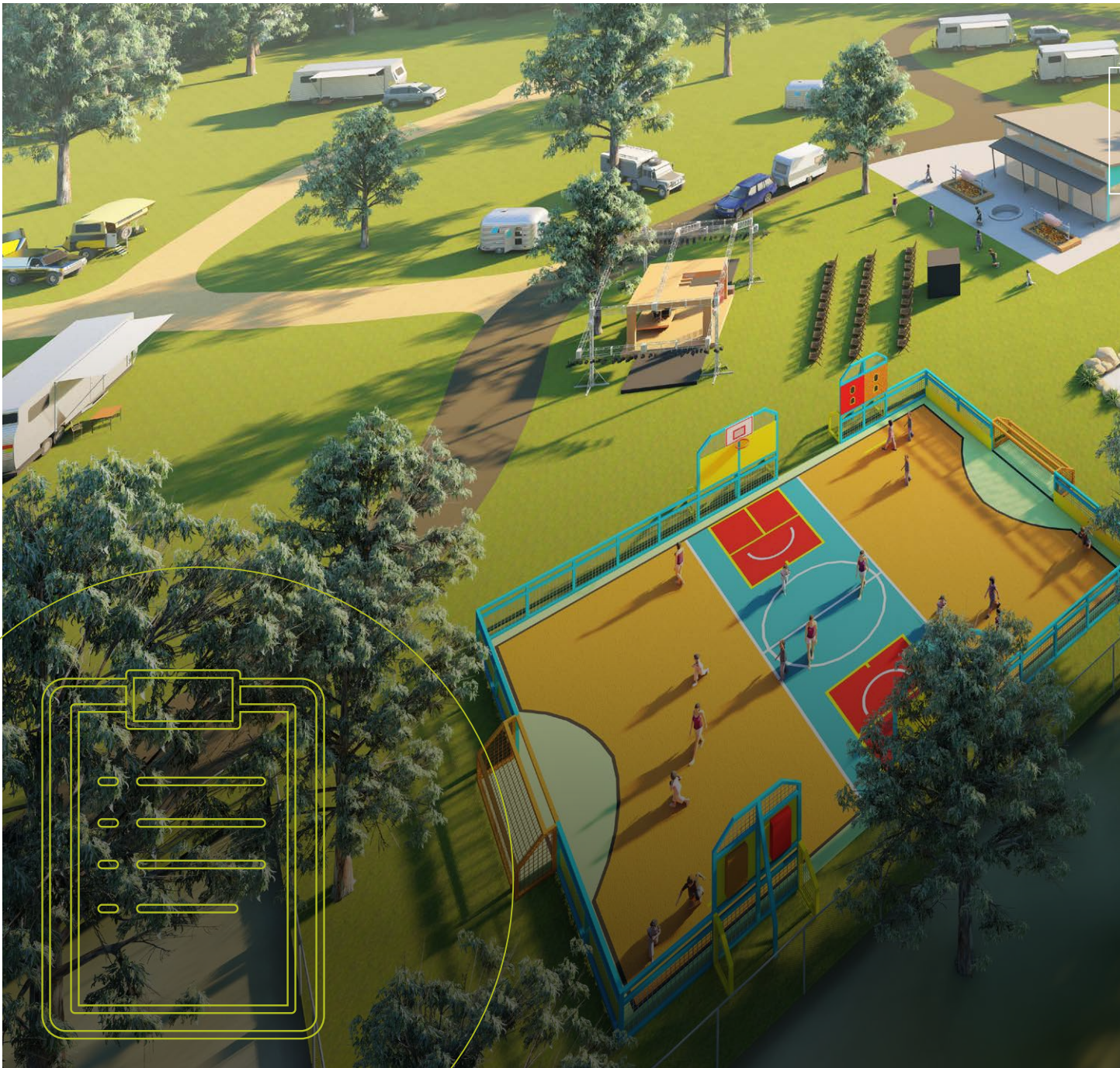
Sustainable Park Solutions has extensive planning, design and master planning skills and partners with Guymer Bailey Landscape Architects on caravan park related projects.

FOCUS ON THE DELIVERY OF CONSISTENT AND QUALITY GUEST EXPERIENCES

Whilst recognising the needs of the various stakeholders in all its projects, Sustainable Park Solutions also argues that it is imperative to focus on the needs of current and future guests at the caravan park. Further it argues that is essential that the park delivers consistent and quality guest experiences if the vision is to be realised.

ECOLOGICALLY SUSTAINABLE

Sustainable Park Solutions is committed to ecological, economic and social/cultural responsibility and as such seeks to ensure current and planned infrastructure minimise the impact on the environment and helps preserve and enhance the environment for the future.



SERVICES

Sustainable Park Solutions is able to offer clients a range of individual or grouped services covering the full breadth of caravan park management and operations. Combining both theoretical and practical experience Sustainable Park Solutions is able to offer potential and existing park operators a cost effective and sustainable service.

PREPARATION OF FEASIBILITIES

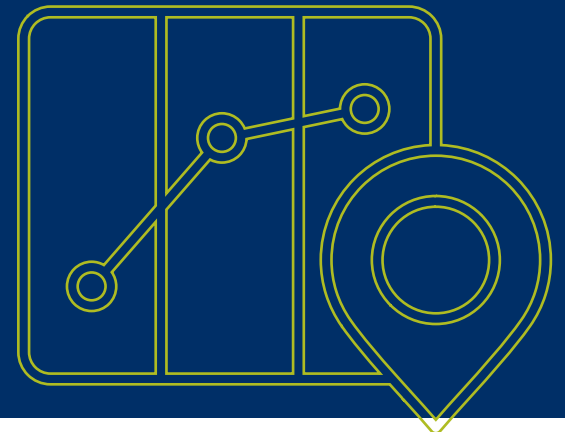
Sustainable Park Solutions principle Matt Williams has prepared a range of park feasibilities for clients in Tasmania, Victoria, New South Wales and Queensland. These feasibilities have covered Greenfield caravan park sites as well as existing crown, private lease and owner operated parks.

PREPARATION OF MASTER PLANS

Sustainable Park Solutions has extensive experience in developing master plans for existing and Greenfield sites. Sustainable Park Solutions has master planned a number of parks for its client Sustainable Park Holdings, as well as Council and corporate tourist and lifestyle village clients. Sustainable Park Solutions closely with Guymer Bailey Landscape.

► **PROPOSED NEW
ENTRANCE, Port Sorell
Caravan Park**

► **MASTER PLAN,
Port Sorell Caravan Park**





PREPARATION OF MANAGEMENT PLANS

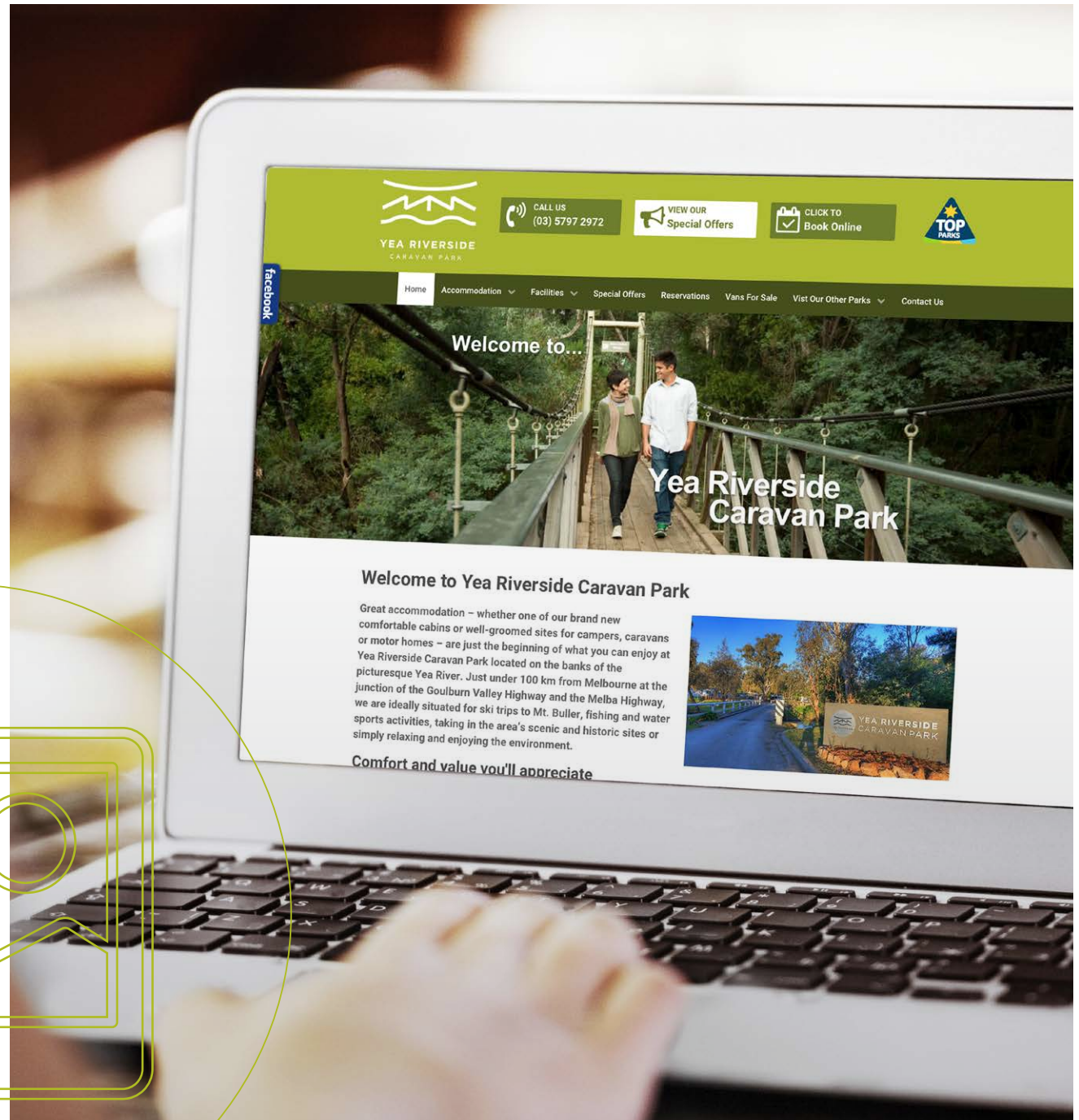
Sustainable Park Solutions has prepared a range of management plans for its various clients as well as specific environmental plans covering water, waste and vegetation management.

◀
EYE VIEW, Murramarang Beachfront Resort

PREPARATION OF MARKETING PLANS

Sustainable Park Solutions has wide spread skills in the preparation and implementation of marketing plans. The Principle of Sustainable Park Solutions has an extensive background in destination marketing and these skills are applied in the development of its marketing plans which are park specific and include local, domestic and if required international marketing. Marketing plans cover a range of areas including branding, digital, events and media and publicity.

► **WEBSITE,** Sustainable Park Holdings – Yea Riverside Caravan Park



PARK OPERATIONS

Sustainable Park Solutions offers a full suite of management services and is able to offer these as a full turn- key package or individually as required. Services provided include:

- Park benchmarking
- Park inspections and report
- OH&S audits
- Operations manuals and procedures
- Human resources
- Finance systems and procedures and auditing of RMS
- Full Park management – Sustainable Park Solutions owns and operates the Yea Riverside Caravan Park, Eden Gateway Holiday Park and the Myrtleford Holiday Park. It also manages the Crystal Brook Tourist Park, Airport Tourist Village, Yarrawonga Riverlands Tourist Park and the Yallakool Tourist Park.

▼ **RELIEF MANAGEMENT SERVICES**, Sustainable Park Solutions



WEBSITE & GRAPHIC DESIGN

Sustainable Park Solutions has solid digital marketing talents and through its relationship with Bold New Media is able to offer search engine optimisation, pay per click advertising and digital consulting services.

Further Sustainable Park Solutions has its own freelance graphic designer Jen Holmes who has extensive experience in the design of logos, brochures, billboards, signage, tourist publications, graphics, web and everything in between.



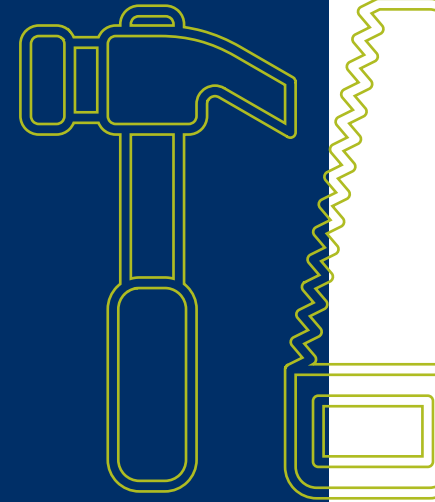
PARK REDEVELOPMENT

Sustainable Park Solutions has significant experience in the redevelopment of caravan parks. Projects that Sustainable Park Solutions principle Matt Williams have been involved include:

- Refurbishment of amenity blocks
- Replacement of power heads
- Electrical upgrades
- Water supply upgrades
- Demolition and removal of buildings containing asbestos
- Design and installation of new office/managers residences
- Installation of cabins, villas and bunkhouses
- Design and refurbishment of camp kitchens
- Installation of new drive through sites
- Development of lifestyle villages

Sustainable Park Solutions principle Matt Williams works with an extensive network of planners, quantity surveyors, environmental, civil and electrical engineers in the preconstruction and budgeting stages of any redevelopment project. In the construction stage Sustainable Park Solutions works with a range of preferred suppliers as well as local trades to ensure the project is delivered on time and on budget.

NEW CABINS,
Yea Riverside Caravan Park





▲ **NEW CAMP KITCHEN,**
Yea Riverside Caravan Park

▲ **NEW DISABLED BATHROOM,**
Yea Riverside Caravan Park



▼ **NEW OFFICE/RESIDENCE,**
Yea Riverside Caravan Park



RECENT PROJECTS

► ECHUCA HOLIDAY PARK, VIC – FEBRUARY 2019

Prepared a master plan and business plan for the NRMA Echuca Holiday Park. Plan included a range of recommendations including new front entrance, new amenities, addition of ensuites and upgraded powered sites. The plan also included investment in accommodation including pet friendly cabins, bunkhouses and safari tents as well as new recreational facilities including a putt putt golf course and jumping pillow.



◀ IMBIL CAMPGROUND RETREAT, QLD – SEPTEMBER 2018

Completed a masterplan and business model for a privately-owned campground in the Sunshine Coast Hinterland. A range of communal, recreational and income producing assets recommended as well as a 21 year business model.



► PORT SORELL LIONS CARAVAN PARK LATROBE SHIRE COUNCIL, TAS – JUNE 2018

Completed a redevelopment strategy and master plan and business plan for Council managed and operated park on behalf of the Latrobe Council. Final strategy recommended a range of new infrastructure in a staged capital works program.



► **ESPERANCE SEAFRONT CARAVAN PARK – APRIL 2018**

Completed a park review, master plan, business plan and preferred operating options for Council owned caravan park on behalf of the Esperance Shire Council. Final report completed and recommends a range of new infrastructure and a suggested operating model.



◄ **COONAMBLE RIVERSIDE CARAVAN PARK – AUGUST 2017**

Undertook a review, master plan and business plan for Council owned park. Range of recommendations including new office/residence, hot springs pool and outback camp kitchen.



► **WIRADJURI HOLIDAY PARK – JANUARY 2017**

Sustainable Park Solutions have completed a feasibility and masterplan for a greenfield caravan park site on behalf of the Wagga City Council. The work included a pre-feasibility, assessment of potential sites and recommendation. The report also included a business plan, master plan as well as commentary in relation to park operation, funding and marketing.



◄ **MOAMA RIVERSIDE HOLIDAY & TOURIST PARK – SEPTEMBER 2016**

Matt Williams and his team have completed a Masterplan for the Moama Riverside Holiday & Tourist Park on behalf of the Murray Shire Council. The masterplan also included a business plan and marketing suggestions and was aimed at assisting council and the current lessee develop joint priorities for future capital works and suitable lease terms.



► YEA RIVERSIDE CARAVAN PARK - AUGUST 2016

Matt Williams and his team have recently completed stage 1 of the redevelopment of the Yea Riverside Caravan Park. Works included new car park, office/residence, refurbishment of main amenities block and new villas and studio units. The work was completed ahead of time and budget despite an unseasonal wet winter in Victoria. Sustainable Park Solutions also manages the park on behalf of its owner Sustainable Park Holdings.



◀ SOUTHERN CROSS PARKS - 2011 - 2016

For 5 years Sustainable Park Solutions provided a suite of management services on an ongoing basis including acquisition & due diligence, administration, financial performance, guest feedback, HR, marketing, OH/S and park operations to Southern Cross Parks who operate a number of leasehold caravan parks in Queensland, New South Wales and Victoria. This successful arrangement ended in November 2016 as Matt Williams was keen to pursue nonexclusive management opportunities in the caravan park industry.

► TUMBARUMBA CREEK CARAVAN PARK - MARCH 2016

Sustainable Park Solutions prepared a Redevelopment Strategy for the Tumbarumba Creek Caravan Park on behalf of the Tumbarumba Shire Council. The strategy included a vision, business plan, master plan and marketing plan for this creek side caravan park. The Tumbarumba Shire Council are hoping to use the strategy to develop the park as a key tourism and economic development driver and also seek funding for the parks redevelopment.





OUR PEOPLE

MATT WILLIAMS PRINCIPAL

Matt Williams is the principal of Sustainable Park Solutions. Matt is a marketing and business development professional, with an extensive background in corporate strategy, project management and consumer and business to business marketing. Matt was previously General Manager Business Support of Australian Tourist Park Management and holds a Graduate Diploma of Tourism and a Bachelor of Arts in environmental Studies. Matt has extensive contacts within the national and international caravan park industry and more recently has been invited to China to assist the Chinese Caravan Industry.

NATASHA TOVEY

Natasha is a Director of Sustainable Park Holdings and the CFO of Sustainable Park Solutions. Natasha is a Chartered Accountant and has worked with financial modelling with a focus to maximise returns on caravan park redevelopment in the short to medium term.

Further, extensive exposure to the day to day back of house transactions of many and varied caravan parks have resulted in a wealth of knowledge on expected costings in this industry. Operational support of the management staff has also led to a strong understanding of the booking systems which in turn provides support for the managers at the park.





PO Box 801 Toowong QLD 4066 Australia

+61 447 562 557

info@sustainableparksolutions.com.au

sustainableparksolutions.com.au
