



SHIRE OF
HARVEY

A Breath of Fresh Air

Harvey Region

RV Friendly Trial

An implementation plan to support the self-contained recreational vehicle (RV) market.



Where to find us



Destination Harvey Region

SHIRE OF HARVEY
Harvey Administration Centre

102 Uduc Road,
Harvey WA 6220

P: 9729 0300

E: shire@harvey.wa.gov.au

Find us at

harvey.wa.gov.au
harveyregion.com.au

or follow us on Instagram

 [@shireofharvey](https://www.instagram.com/shireofharvey)

 [@harveyregion](https://www.instagram.com/harveyregion)

alternative formats or
languages on request.

Contents

Acknowledgement of Country	4
Vision	5
Executive Summary	6
Definitions	7
Understanding the RV Market	8
RVs and the Harvey Region	12
Current Site Provision	15
Positioning the Harvey Region as RV Friendly	17
Getting RV Friendly Ready.....	18
Working with Industry Champions	19
Opportunities and Recommendations	22
Four Phase Delivery Program.....	25
Management of the RV Trial.....	27
Recommended RV Trial Sites.....	28
Research and References.....	35
Appendices	36

Acknowledgement of Country

The Shire of Harvey acknowledges the traditional custodians of the land and their continuing connection to land, waters and community. We pay our respects to all members of the Aboriginal communities and their cultures; and to Elders both past and present.





VISION

*"To create an RV
Friendly Harvey
Region"*

Executive Summary

Released in December 2021, the Harvey Region Tourism Roadmap 2031 identified the opportunity for increasing the visitor economy through attracting the self-contained recreational vehicle (RV) market for free short-stay periods at various locations within the Harvey Region.

Released in December 2021, the Harvey Region Tourism Roadmap 2031 identified the opportunity for increasing the visitor economy through attracting the self-contained recreational vehicle (RV) market for free short-stay periods at various locations within the Harvey Region.

The Shire of Harvey aims to grow the number of RV Travellers to the Region and support local business, while considering the needs of our communities.

This RV Friendly Trial Plan (the Plan) aims to recognise the current opportunities that exist within the Harvey Region to capitalise on the RV market sector. It also provides the Shire of Harvey a future direction to encourage RV Travellers to visit the Harvey Region while managing Shire assets sustainably. This will contribute towards increasing visitor experience, visitor expenditure and length of stay through catering to RV Traveller requirements, whilst also taking into consideration the interests of stakeholders.

The Plan aims to:

- Demonstrate the benefits of encouraging RV Travellers to visit the Harvey Region;
- Support the local business community and encourage tourism growth within the local economy;
- Assist with meeting the changing needs of a diverse range of travellers; and,
- Develop a consistent approach to catering for RV Travellers across the Region.



The Plan recommends a four-phase implementation plan that includes:

- Extensive community consultation to test the appetite for attracting the RV market to the Harvey Region;
- Assessing and upgrading existing RV infrastructure at three key locations in the Harvey Region to target the RV market at minimal cost to the Shire;
- Introducing a 24-month RV Trial offering free short-stay rest areas at proposed sites;
- Development of online booking and evaluation survey forms accessible through the Shire's existing websites;
- In partnership with the RV industry, develop a dedicated marketing and communications plan to promote the Harvey Region as an "RV Friendly" destination; and,
- Six-monthly assessments throughout the RV Trial period to ensure a positive impact on the local community, economy and Harvey Region profile.

Definitions

CMCA: Campervan and Motorhome Club of Australia.

Caravan Park: An area where caravans may be parked and used for holidays or as permanent homes.

Dump Point: Public facilities provided by local governments to receive wastewater and liquid waste from caravans and other vehicles with mobile toilet and sanitation fixtures.

Park: A public place which the Local Government has, by resolution, set apart for park, recreational or environmental purposes, and includes land designated as a park in the planning scheme of the Local Government.

Potable Water: Water that is safe for human consumption.

Short-stay Rest Area: An allocated area for self-contained RVs to use for a maximum 48-hour period.

Recreational Vehicle (RV): A self-contained motorised recreational vehicle (RV) that provides in-built eating, sleeping, food storage and preparation facilities, and contains a toilet, shower and holding tanks for both grey water and black water, clean water storage, deep cycle batteries and a hot water service.

The Shire: Refers to the Shire of Harvey.

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.

Understanding the RV Market

Snapshot



20-29 years

is the fastest growing market at 16% p.a.



55+ years

is the highest market segment of RV Travellers



42%

of RV Travellers with kids under 15 years living at home



80%

of RV owners are likely to travel to new places without planning in advance



75%

of people are purchasing caravans and RVs with the desire to see more of Australia



87%

of RV owners indicated a preference for outdoor activities such as hiking and fishing

In 2021, the average RV owner in Australia was 33 years old with a mean income of \$48,000 to \$72,000.

Understanding the RV Market

Prior to the global COVID-19 pandemic, RV Tourism was one of the fastest growing sectors of the tourist market in Australia.

According to the Caravan Industry Association of Australia (CIAA) State of the Industry Report 2020, the economic impact of this sector contributed \$23.8 billion to the Australian economy annually (includes revenue from caravan parks, manufacturing and trade, and visitor expenditure).

At year-end 2021, the sector generated 7.9 million visitor nights (up 15.2% on the previous year) and \$1.11 billion in visitor expenditure in Western Australia (WA).

The main reasons for trips were to holiday (77%) and to visit friends and relatives. Around 88% of visitor nights were spent in regional areas highlighting the importance of the sector to Regional WA.



TOP 10

The top 10 activities for this sector include:

1. Dining out – restaurants and unique dining experiences;
2. Local sightseeing and unique experiences;
3. Aquatic experiences;
4. Bush walking;
5. Visiting National Parks;
6. Visiting friends and relatives;
7. Pubs, wineries, breweries and distilleries;
8. Fishing;
9. Picnics and barbeques; and,
10. Shopping for pleasure.



Understanding the RV Market

As a result of COVID-19, the way people live and travel has changed. Recent research by one of Australia's leading van-sharing platforms, Camplify, reveals Australians intend to travel for longer across Australia. Most will self-drive and many (86%) aspire to be on the road for multiple weeks or months. Their key motivations for road trip travel is to feel free, reconnect with people and nature, and spend time in Australia's little explored places.

Despite COVID-19 challenges, RVs deliver on socially distanced travel and many can go off-road or off-grid. With both providing a mostly or totally self-contained option for travellers, van-hire continues to be a popular domestic travel choice as people consider their personal safety and wellbeing while they travel against a backdrop of the growing appetite for freedom, outdoor adventures and a desire to reconnect with nature and explore more of Australia.

New off-grid stay opportunities are also opening up delivering on social distancing mandates during anxious times. A new platform, Hipcamp, offers private property campsites. Hipcamp has tripled their available off-grid locations – and their host numbers have doubled since 2021 as property owners found ways to diversify their income and 'open the paddock gate' to motorhomes and caravans. Perron Estate in the Harvey Region is one of those off-grid locations.

As Australians begin to embrace the 'new normal', travel remains an important part of the 'Aussie' lifestyle, and outdoor options are elevated.

Self-contained travel gives Australians the freedom to create their own memorable experiences, slow-paced travel to national bucket list experiences and iconic places, while also enjoying the flexibility caravanning provides.

**Most will self-drive
and 86% aspire to be
on the road for multiple
weeks or months**



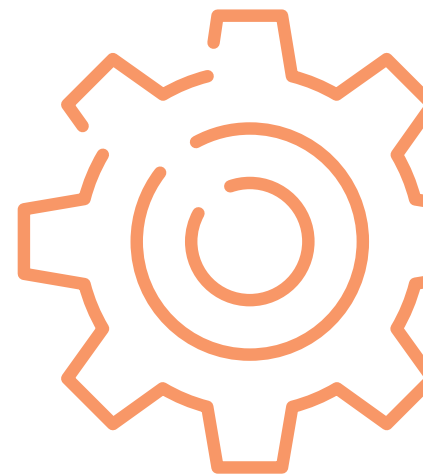
Understanding the RV Market

Needs of the RV Traveller

RV Travellers have several needs when visiting a region. The criteria are best defined by the Campervan and Motorhome Club of Australia (CMCA):

- Provision of appropriate parking within the town centre with access to a general shopping area for groceries and fresh produce;
- Provision of short-stay, free or low-cost short-stay parking for self-contained recreational vehicles as close as possible to the town centre. (This can include access to caravan parks as a potential place for accommodation);
- Access to potable water;
- Access to a free dump point at an appropriate location;
- Visitor Information Centre (VIC) with appropriate parking facilities, OR other appropriate visitor information such as a town map showing essential facilities;
- Signage that indicates where facilities are and that RV Travellers are welcome; and,
- Access to medical facilities, pharmacy, etc.

It is also important to note that RV Travellers are looking for experiences within the regions they visit. Once in a destination, RV Travellers will amend their plans to stay longer in a region where there are things to do and places to explore.



RVs and the Harvey Region

The Harvey Region Tourism Development, Visitor Servicing and Signage Strategic Report identified the Harvey Region experienced a “severe lack of diverse accommodation.”

The development of most accommodation styles such as hotels, motels, caravan parks and short-stay apartments require long lead times and substantial resources. By comparison, creating RV-friendly rest areas/precincts is inexpensive and can be achieved within a short time period.



“The Harvey Region has a severe lack of diverse accommodation.”

The Harvey Region has existing facilities to support the RV Traveller such as caravan parks, campgrounds, dump points, public toilets and long vehicle parking. Though it should be noted, the awareness of these facilities is low. Furthermore, there are no designated free RV short-stay options in the Harvey Region.

The basic accommodation product required by the self-contained RV Travellers is a designated overnight rest area that provides a dump point, potable and non-potable water and a place to park. Research has shown that if these facilities are not on offer in a town/region, RV Travellers will continue on to the next destination with designated short-stay rest areas.



RVs and the Harvey Region

RV Travellers continue to by-pass the Region as a stopover as they travel to destinations further south, to the east and north that are offering free RV short-stay options. These options are summarised in the below table and narrative:

	Maximum Stay	Number of Sites	Total Bays
Shire of Waroona	24 hours	3	5
Shire of Dardanup	24 hours	2	3
Shire of Capel	24 hours	1	3
City of Bunbury	48 hours	2	7

Shire of Waroona

The Shire of Waroona offers three (3) locations with five (5) bays each to RV Travellers as free overnight rest areas for a maximum of 24 hours within any five (5) consecutive days. The sites are available between May 1 to October 3 only. There is no registration process.

Shire of Dardanup

The Shire of Dardanup has allocated two (2) sites for RV Travellers as rest areas for a maximum of 24 hours within any six (6) consecutive days. A limit of three (3) vehicles is permitted. No permits are required.

Shire of Capel

The Shire of Capel offers RV Travellers one (1) site with three (3) bays for up to 24 hours free of charge. There is no registration system. The dump point is locked via combination lock and a 24-hour phone contact is available to retrieve the combination. Contact details are requested when phoning for combination.

City of Bunbury

The City of Bunbury offers a total of seven (7) bays to fully self-contained RV Travellers at two (2) locations as free overnight rest areas. All overnight rest areas within the City of Bunbury have a maximum stay limit of 48 hours and require the users to obtain a permit from the Visitor Information Centre at the City of Bunbury Administration Building.

RVs and the Harvey Region

Conditions of Use

At the previous Local Government Authority locations, some or all of the following conditions of use apply:

- Visitors must meet the definition of fully self-contained to utilise these areas. To be considered fully self-contained vehicles must be fitted with on-board facilities such as toilets and sinks. These on-board facilities cannot be a separate item; they must be manufactured as part of the vehicle and plumbed in. If vehicles do not meet these criteria, they will need to use established caravan parks;
- Tents, annexes and temporary structures are not permitted;
- RVs are to be within the bays of the RV rest area;
- Awnings that are fixed to RV or caravan are permitted;
- Attachment of poles, ropes or other fixings to a tree or the ground are not permitted;
- Authorised Officers may inspect vehicles at any time;
- Camp or cooking fires prohibited at all times;
- Rubbish must be taken away;
- Dogs are allowed and owners must clean up after their dogs;
- Use of generators is not permitted;
- Noise from TV, radio and stereos is to be kept low after 10pm;
- Clotheslines external to the RV are not permitted;
- All grey and black-water must be discharged into vehicle holding tanks; and,
- Discharge of wastewater (including greywater) is not permitted.

Signage

A critical element in the management of the sites in neighbouring Local Government Areas is the use of signage at RV sites. A generic approach to the installation of signage provides information about the Conditions of Use and contact details for commercial caravan parks nearby for those wishing to stay longer. In addition, information about nearby attractions aids the RV Traveller in understanding what there is to see and do in and around the area.



Current Site Provision

Commercial Sites

There are a number of commercial caravan parks across the Harvey Region. The commercial caravan parks provide a variety of accommodation options including tent camping, powered RV sites and self-contained cabins. They generally provide a high level of services and infrastructure within their premises, such as a choice of powered and non-powered sites, showers, toilets and laundry facilities, communal areas, as well as potable water and some with dump points for the disposal of wastewater.

The CMCA's Position Paper on Low Cost, Self-contained RV Accommodation Evidence suggests that a trend toward higher density accommodation such as cabins in caravan parks has contributed to a reduction in the number of available casual camping/stopover sites in some caravan parks. It cites that this is not the case for all commercial parks and there are many parks that have retained sufficient capacity for RVs, and have the ability to cater for larger vehicles.

Within the Harvey Region commercial caravan parks can be booked to capacity during peak holiday periods. In addition, many caravan parks have a mix of permanent tenants to sustain their operations and some are currently at near capacity on an ongoing basis due to the lack of worker accommodation available in the Region. This is creating a further shortage in available RV sites. The Harvey Region has six privately owned commercial caravan parks and one Council-owned caravan park listed below:

- Binningup Beach Caravan Park
- Harvey Rainbow Caravan Park
- Lake Brockman Tourist Park
- Brunswick Junction Caravan Park
- Australind Tourist Park
- Leschenault Inlet Caravan Park
- Myalup Caravan Park.



State Forest Campgrounds

The Harvey Region is fortunate to have a substantial area of State Forest, which provide day-use and camping areas that are a popular choice for travellers. Camping in these areas is managed by the Department of Biodiversity, Conservation and Attractions. The Harvey Region has six (6) campgrounds at Belvidere, Buffalo Beach, Leschenault Peninsula Conservation Park, Logue Brook, Brunswick Bridge, and Hoffman's Mill.

These sites provide a drawcard for drive tourism and form part of the overall network of accommodation options across the Region. These sites attract predominantly tent camping and are not located within close proximity to shops and services, diminishing associated economic benefits.

Current Site Provision

Unauthorised Camping

There are areas within the Harvey Region where unauthorised camping occurs on an informal basis. The Shire's regulatory services team occasionally receive complaints about this situation, however does not see this as a major issue.



Dump and Water Fill Points

Effluent dump points are a facility to dispose of wastewater from any on-board holding tank or similar device installed in a recreational vehicle.

The Shire of Harvey provides publicly accessible dump points in Harvey, Australind and Brunswick Junction. Dump points are also available at some commercial caravan parks throughout the Region, but are not available to RV Travellers who are not guests.

There are several water fill stations across the Region where potable drinking water can be accessed. These are in Australind (Christina Reserve and The Elbow), Brunswick Junction and Harvey.

Designated Long Vehicle Parking

The Harvey Region has a number of long vehicle parking bays designated for short-term use. These are located at Brunswick Junction and Australind, and are adjacent to the central shopping areas. Informal long vehicle parking occurs in other parts of the Harvey Region.

Roadside Rest Areas

Roadside rest areas are designated spaces on highways and roads where drivers and passengers can take breaks. The principal role of these areas is to support driver safety by enabling the management of driver fatigue. Some areas are dedicated 24-hour rest areas but are not intended for camping. Facilities vary within each rest area and some may have toilets, information or picnic areas.

There a number of State-controlled roadside rest areas within the Harvey Region. These areas are monitored by MainRoads WA, however the maintenance of the facilities (e.g. toilets, seating etc.) is undertaken by the Shire on behalf of Main Roads WA.

Positioning the Harvey Region as RV Friendly

The majority of Australia's regional tourism destinations rely (to varying extents) on RV Travellers as a key part of their overall visitor markets, with short-stay rest area options being an important aspect in servicing and appealing to this market. The sector is competitive, and the nature of touring trips means that RV Travellers often have options on where they choose to stay, whether it's a one night stop or a longer stay. As such, effective and impactful marketing to raise the profile of a destination is essential, alongside clear information which makes it as easy as possible for RV Travellers to navigate a destination.

Social media and dedicated forums play an increasingly important role in influencing the RV Traveller community - social media provides the opportunity to reach out to these audiences quickly and directly, however it also provides the means for RV Travellers to easily share experiences (good and bad).

Whilst the Harvey Region has no Visitor Information Centres, destination marketing and communications is undertaken by the Shire's newly formed Destination Harvey Region (DHR) Business Unit with a focus on shoulder and off-peak periods. Promotional platforms include:

harveyregion.com.au

The Shire of Harvey's destination website, with listings managed by Shire staff, includes places to eat, shopping, accommodation options, natural attractions and things to do.

Harvey Region Facebook and Instagram

Social media is utilised to increase the Harvey Region's brand awareness and provide visitors with an engaging experience for events and things to do while in the Region.

Official Harvey Region Touring Map

This map is an important marketing tool for the Harvey Region, providing a comprehensive overview of things to do see and do while exploring the Region. It is distributed to, and by, local tourism businesses as well as to tourism centres around Western Australia via the distribution services of Vanguard Press.

Information Bays and Maps

The DHR Business Unit is developing a Harvey Region Signage and Infrastructure Style Guide to support the development of Information Bays and other signage and maps.

Getting RV Friendly Ready



The Harvey Region is the largest and most diverse region in Australia's South West. Whilst there are existing facilities available to RV Travellers across this vast area, the provision of short-stay rest areas is currently not an option. In considering becoming RV Friendly and in determining the appropriate locations for potential RV short-stay rest areas, the requirements of the user, impact on the community and local industry need to be considered.

It is important to have a consistent product for RV short-stay rest areas across the Harvey Region. In order to do this, working under the guidelines of the CMCA criteria will support the Region in providing options consistent at a national level for the RV market.

CMCA criteria to be considered include:

- Provision of appropriate parking for self-contained vehicles in the town centre;
- Access to potable water; and,
- Access to dump point.

CMCA non-essential criteria also need consideration:

- Access to medical facilities and/or emergency services;
- Access to a pharmacy or ways to obtain medical products;
- Access to Wi-Fi or internet services;
- Ability to provide appropriate Visitor Information; and,
- Rubbish facilities.

In developing RV short-stay rest areas within the Harvey Region, the Shire needs to ensure that the sites are safe, environmentally friendly, and compliant with any appropriate regulations whilst providing an enjoyable experience for the RV Traveller. The following should also be considered:

- Identification of sites that meet the needs and appeal to the RV Traveller whilst delivering economic benefit to the Harvey Region;
- Use of sites not to exceed a 24 or 48-hour period (dependent on what is adopted). Visitors who exceed this time are recommended to seek longer term accommodation options at local caravan parks and other commercial camping facilities in the Region;
- Signage advertising longer term options (list of caravan parks) with contact details in place at each RV short-stay rest area;
- The Shire of Harvey to determine who will act as the Compliance Officers for the rules at each RV site;
- Signage installed at each location stating the rules for occupancy and any other appropriate information;
- The proposed short-stay rest area is of a size and configuration capable of accommodating fully self-contained RVs (refer Appendix 1 – CMCA RV Space Requirements); and,
- Formalising and adopting a Tourism Support Policy to provide a consistent position for Council when developing facilities for the RV Traveller

Working with Industry Champions - CMCA



CMCA is a not-for-profit, membership-based club established in 1986 to support RV Travellers in Australia. The Club delivers key benefits to members and promotes the interest of its members to industry and government bodies. It also promotes the benefits of RV tourism to the wider Australian community.

Currently, the CMCA is the largest RV club in the southern hemisphere. With CMCA aiming to substantially grow membership, they are looking to provide additional member benefits to attract new members from the approximately 679,000 RVs currently registered in Australia.

CMCA membership is via annual subscription. Domestic or international tourists hiring self-contained RVs can also join the CMCA and access the member advantage during their holidays.



Working with Industry Champions - CMCA

The RV Friendly Town™ program is a CMCA initiative aimed at assisting RV Travellers as they journey throughout this wonderful country. This includes motorhome, campervan and caravan owners.

An RV Friendly Town™ is one that has met a set of guidelines to ensure they provide a certain number of amenities and a certain level of services for these travellers. When RV Travellers enter a town displaying the RV Friendly Town™ sign, they know they will be welcome, certain services will be provided for them that may not be available in other centres, and they will have access to a safe place to stay for overnight periods. Throughout Australia there are approximately 187 RV Friendly Towns (RVFTs). The majority being rural service centres and not primary tourist destinations. There are 22 RVFTs in Western Australia.

How Does a Town Qualify?

Before any town can be appointed to the program, there is a set of guidelines that must be met, which includes:

Essential Criteria

- Provision of appropriate parking within the town centre, with access to a general shopping area for groceries and fresh produce;
- Provision of short-stay, low-cost short-stay parking (24/48 hours) for self-contained recreational vehicles, as close as possible to the CBD;
- Access to potable water; and,
- Access to a free dump point at an appropriate location.

Desirable Criteria

- Provision of long-term parking for self-contained recreational vehicles;
- Access to medical facilities or an appropriate emergency service;
- Access to a pharmacy or a procedure to obtain pharmaceutical products;
- Visitor Information Centre (VIC) with appropriate parking facilities;
- A town map showing essential facilities, such as short- and long-term parking areas, dump point and potable water; and,
- RV Friendly Town™ signs to be erected within the town precinct.

Working with Industry Champions - CMCA

Other CMCA Initiatives

CMCA KEA Dump Point Subsidy Program

The Dump Point Subsidy program has been designed to develop a network of key infrastructure for recreational vehicles across Australia. This subsidy program targets Local Governments that have identified ideal locations for dump points within their region. The program provides a Gough Plastics Dump-Ezy dump point unit, delivered to the LGA.

CMCA RV Parks

Managed accommodation facilities providing low-cost, no-frills accommodation for members with self-contained vehicles in a safe and relaxed environment. CMCA RV parks are available to both members and non-members. The CMCA is undertaking work with Local Governments in relation to the development of RV parks, specifically targeted at self-contained RVs. The development of these RV parks will provide a network of safe, low-cost and environmentally responsible accommodation options for all owners of self-contained RVs. These parks are available to both members, and non-members.

CMCA Dollar Wise Caravan Park Network

A network of caravan parks in an arrangement with CMCA to provide affordable accommodation. Conditions apply to these travellers such as the use of facilities at each park and the sites available to them.



Opportunities and Recommendations

2022+

This Plan proposes a number of recommendations that have been carefully considered to produce a positive impact for Harvey Region businesses and organisations. It aims to generate the opportunity for greatest impact with minimal set up expenditure and ongoing costs to the Shire by using existing Shire-owned RV dump point sites.

Protecting our existing caravan park operators is considered and is a priority as part of the recommendations.

Ultimately the aim is to gain community support to conduct a Harvey Region RV Friendly Trial (RV Trial) to support the local business community and encourage tourism growth within the local economy.

The RV Trial is proposed to allow RV Travellers to stay for up to 48 hours for free at sites with existing RV facilities (dump points and potable water) within the Harvey Region. This will enable the Shire to monitor and evaluate the impacts (whether positive or negative) before committing to the concept for the longer term. This recommendation is encouraged for self-contained vehicles only. Tents and vehicles not fully self-contained are not permitted to use these locations.

The most important aspect of the RV Trial is to educate RV Travellers and the community about the conditions associated with short-stay rest areas to avoid misuse of the areas.

The Shire, through its websites and electronic media platforms, would promote the locations online and provide travellers with information about what is permitted at these locations. Campaigns in partnership with the CMCA would deliver communications directly to the RV target market.

48 Hours

for RVs that are self-contained



Opportunities and Recommendations

Recommendation 1: Community Consultation

Conduct extensive community consultation to test the appetite for attracting the RV market to the Harvey Region and conducting a 24-month RV Trial.

If the Community feedback is positive and it says “yes”, Recommendations 2 to 10 on the next page would need to be implemented.

If the Community feedback is negative and it says “no” the Shire would do nothing. It will need to provide feedback about the reasons as to why the status quo is to remain based on the feedback provided.

Recommendation 2: Review RV Infrastructure

Assess and upgrade existing Shire-owned RV infrastructure (if required) at the three existing Shire owned dump point locations in the Harvey Region (Australind, Brunswick Junction and Harvey) and initiate site upgrades.

Recommendation 3: Monitor and Evaluate

Develop online booking and evaluation survey forms accessible through the Shire’s existing websites to manage the use of the proposed sites and evaluate the impact of opening up to the RV market (Appendix 2 – Sample Survey)

Recommendation 4: RV Trial

Introduce a 24-month RV Trial offering free short-stay rest areas at proposed sites.

Recommendation 5: Review Long Vehicle Parking

Review long vehicle parking for short term/day use, particularly near shopping precincts in the Harvey Region and introduce new bays where necessary.

Recommendation 6: Signage

Install consistent, clear and well located signage, including directional and information signage.

Recommendation 7: Promotion

Together with the RV industry, develop and implement a dedicated RV marketing and communications plan.

Opportunities and Recommendations

Recommendation 8: Be Flexible

Conduct six monthly assessments throughout the trial period to ensure a positive impact on the local community, economy and Harvey Region profile, and be prepared to make changes.

Recommendation 9: Overflow Parking

Investigate overflow site options where capacity challenges exist, in particular at times around regional events, as well as where commercial operators may not have capacity to meet demand.

Recommendation 10: Council Policy

Adopt a Tourism Support Policy for the Harvey Region (Appendix 3 – Sample Policy).



Four-Phase Delivery Program

Phase 1: Community Engagement

August to September 2022

With a focus on the three sites within the Harvey Region that have existing Shire owned Dump Point Infrastructure (Harvey, Brunswick Junction and Australind), a preliminary community engagement phase is to be undertaken that involves gaining feedback via online and hard copy surveys from:

- commercial caravan parks in the Harvey Region;
- the local community;
- the local tourism industry; and,
- key caravan industry stakeholders. (CMCA and Caravan Association of WA).

Feedback will be sought on:

- existing and planned sites as proposed rest areas;
- length of stays (time limits);
- importance of infrastructure at sites; and
- promotion methods.



Phase 2: Get RV Trial Ready

October 2022 to January 2023

- Assess proposed RV Traveller short-stay rest areas;
- Identify and resolve any barriers by focusing on the Essential RV-Friendly CMCA Criteria and working with Infrastructure Services to upgrade facilities;
- Review short-term parking for long vehicles to determine the need for additional spaces, particularly within close proximity to shopping precincts;
- Develop and activate online website booking and survey forms;
- Develop and implement a marketing and communications plan including installation of signage;
- Work with the CMCA to develop and promote the RV Trial; and,
- Develop an RV Friendly Trial Management and Evaluation Plan.



Four-Phase Delivery Program

Phase 3: *Let the RV Trial Begin*

February 2023 to September 2025

- Commence the RV Trial and run it for 24-months with ongoing evaluation and amendments. Note: two years is the recommended industry minimum to allow RV Travellers to plan and to effectively allow for word-of-mouth awareness to spread across the RV community.
- Explore expanding the network of key infrastructure for RV short-stay rest areas across the Harvey Region (potentially Yarloop) and consider budget allocations and applications for the CMCA/KEA Campers Dump Point Subsidy Program.

Phase 4: *Harvey Region is a RV Friendly Town*

Formalise an arrangement with the CMCA RV Friendly Town™ Program to obtain RV Friendly status for the towns of Harvey, Australind and Brunswick Junction.



Management of the RV Trial

Shire Officers will prepare a management plan to outline how the RV Trial will be implemented, managed, and monitored over the course of the next three months. The management plan will provide the detail for:

- Issuing permits and 'welcome packs' containing information and maps for the Harvey Region; and,
- Display of permits and monitoring.

The management plan will also provide a framework in which the Shire measures the economic, social and environmental benefits and impacts to the community. Six-monthly Progress Reports on the RV Trial are to be tabled at relevant Council forums.

Compliance

Currently the Shire of Harvey has no Council Policies that are applicable to a RV Trial.

The Caravan Parks and Camping Grounds Regulations 1997 outline the circumstance in which the Shire can provide short-stay rest areas, in which visitors may utilise them and how officers can enforce restrictions on use of the areas. Sections 10 and 11 are most applicable and will need to be outlined in the management plan.

Evaluation

Through the implementation of an RV Trial, using existing sites that are suitably ready to cater for RV Travellers, the Shire can determine whether its aspirations for the RV Trial can be achieved.

The key objectives of the RV Trial centre on the community, local economy and the Harvey Region's profile being positively affected.

By implementing a set period, the Shire can either expand the RV Trial where positive impacts and community feedback are being received or reduce or conclude it, where negative impacts are the outcome.

Amendments to the RV Trial are recommended as needed and will be based on the findings of each six-monthly review. The Shire may need to make amendments such as providing additional locations, retracting any of the current locations or number of vehicles permitted, or amending the management of the RV Trial to act on community feedback and/or impacts to the Shire's operations.

The key to a successful RV Trial lies in the active management and ongoing communication from the Shire that is flexible and able to respond to community feedback.

Recommended RV Sites

Harvey - Option 1



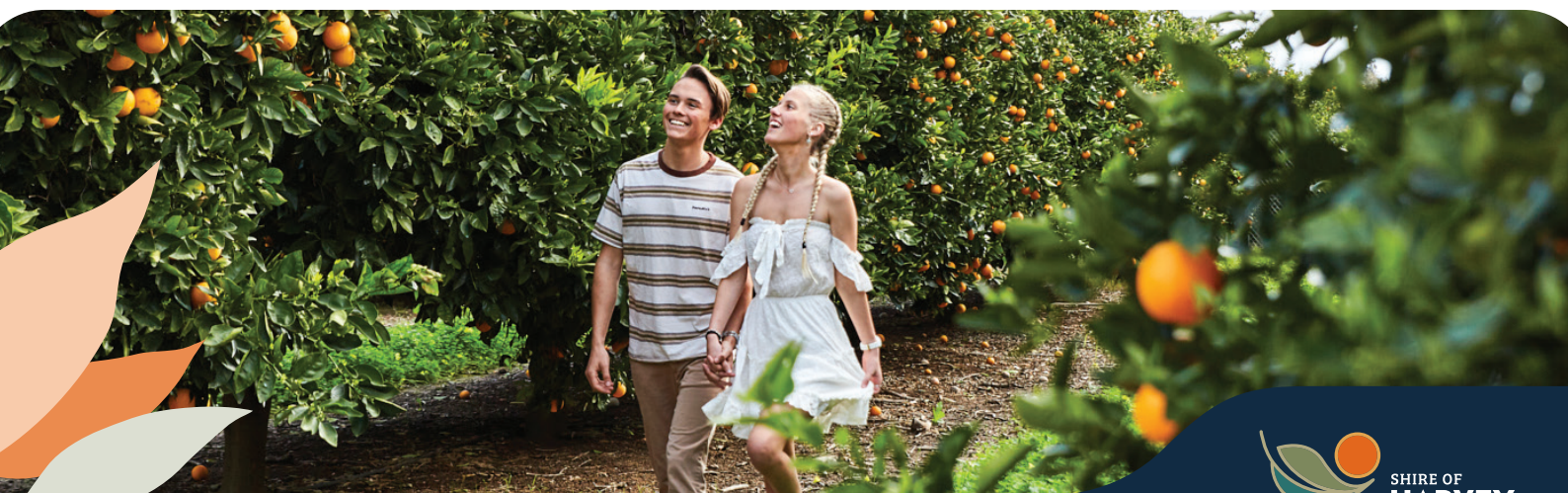
Location	Snells's Park North - Hayward Street
Proposed number of RV Bays	3
Distance from shopping and cafe precinct	500m
Road access	Sealed
Line marking for bays	Required
Access to dump points	Yes
Access to potable water	No. Watermains close by.
Land tenure	Shire of Harvey and Public Transport Authority
Compliance	Approvals required
Signage	Additional signage required

Recommended RV Sites

Harvey - Option 2



Location	The Jungle - South Western Highway
Proposed number of RV Bays	3
Distance from shopping and cafe precinct	1.3kms
Road access	Sealed
Line marking for bays	Required. Rest area already implemented.
Access to dump points	Yes - Hayward Street, Harvey
Access to potable water	No. Watermains close by.
Land tenure	Shire of Harvey
Compliance	Approvals required
Signage	Additional signage required



Recommended RV Sites

Australind - Option 1



Location	Christina Street Reserve
Proposed number of RV Bays	4
Distance from shopping and cafe precinct	2.6kms
Road access	Sealed
Line marking for bays	Required
Access to dump points	Yes
Access to potable water	Yes
Land tenure	Shire of Harvey
Compliance	Approvals required
Signage	Additional signage required

Recommended RV Sites

Australind - Option 2

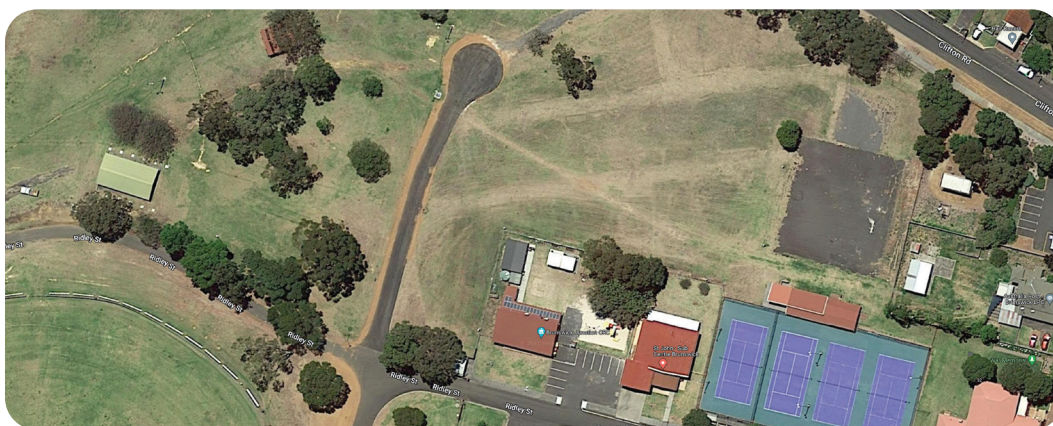


Location	Eastwell Street - The Elbow
Proposed number of RV Bays	5
Distance from shopping and cafe precinct	2.5kms
Road access	Sealed onto gravel site (soon to be upgraded)
Line marking for bays	Required
Access to dump points	Yes - RVs can use Christina Street Reserve Dump Point
Access to potable water	Yes
Land tenure	Shire of Harvey Freehold
Compliance	Approvals required
Signage	Additional signage required



Recommended RV Sites

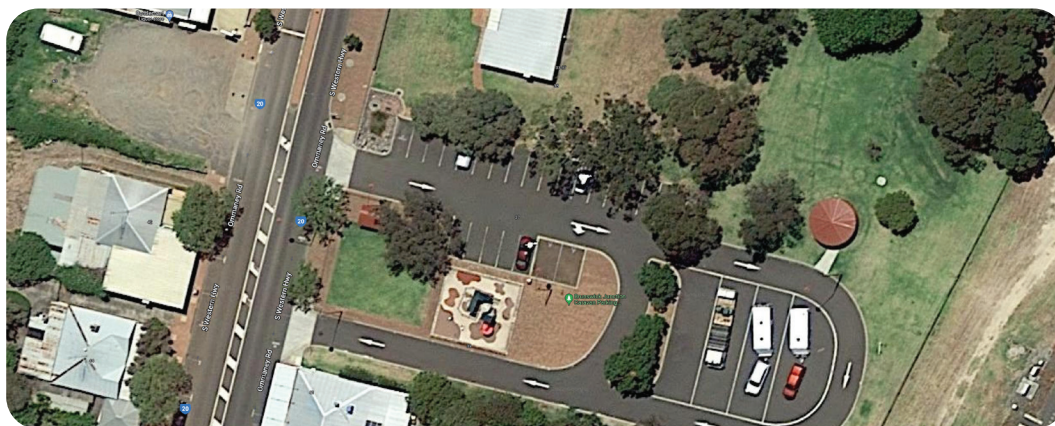
Brunswick Junction - Option 1



Location	Brunswick Junction Showgrounds
Proposed number of RV Bays	3
Distance from shopping and cafe precinct	500m
Road access	Sealed
Line marking for bays	Required
Access to dump points	Yes
Access to potable water	Yes
Land tenure	Shire of Harvey
Compliance	The Shire of Harvey owns and leases out the Brunswick Junction Caravan Park. It is understood that any proposed RV free short-stay parking can only apply at times when overflow parking is required due to the caravan park being at capacity.
Signage	Additional signage required

Recommended RV Sites

Brunswick Junction - Option 2



Location	Brunswick Junction Caravan Parking (next to St Peter's)
Proposed number of RV Bays	3
Distance from shopping and cafe precinct	50m
Road access	Sealed
Line marking for bays	Yes
Access to dump points	Yes - Brunswick Showgrounds
Access to potable water	Yes
Land tenure	Shire of Harvey and Anglican Church
Compliance	Approvals required
Signage	Additional signage required



Recommended RV Sites

Yarloop - Option 1



Location	Station Street
Proposed number of RV Bays	4
Distance from shopping and cafe precinct	50m
Road access	Sealed
Line marking for bays	Required
Access to dump points	To be installed
Access to potable water	Yes
Land tenure	Public Transport Authority
Compliance	Approvals required
Signage	Additional signage required

Research and References

1. Making Geraldton "RV-Friendly" Draft Report June 2014 – City of Greater Geraldton.
2. Making Geraldton Recreational Vehicle (RV) Friendly Strategy (March 2015) – City of Greater Geraldton.
3. Evaluating the Caravan Park and Self-Contained Traveller Sector in Western Australia (October 2013) – Tourism Research Australia.
4. Caravan Industry Association (WA) Summary of Findings – Industry Benchmark Research (2014) – Haerberlin Consulting.
5. Understanding the Caravan industry in WA Research Report (2007) – Tourism Western Australia and Tourism Australia.
6. Caravan and Camping State of the Industry 2021 – Caravan Industry Association of Australia.
7. Economic Benefit Report – Spending Patterns of Commercial and Non-Commercial Campers (May 2013) - Commissioned by Caravan, RV and Accommodation Industry of Australia and prepared by BDO.
8. CMCA Position paper, Low Cost, Self-contained RV Accommodation.
9. CMCA Space Requirements (April 2020).

Appendices



Appendix 1:

CMCA RV Space Requirements

Below are lengths and heights for different classes of recreational vehicles. It should be noted that a vehicle parking space of at least 6 metres wide is required to allow for any awning.

A Class Motorhomes and Big Rigs

Big rigs are converted full size coaches or trucks and may include a trailer or towed car. They can have a combined length of up to 19.5 metres and be up to 4.3 metres high. These vehicles require a turning circle of at least 35 metres.

B and C Class Motorhomes

These are built on cab chassis. C Class units usually have a bed over the driver's cab. They can be up to 12.5 metres in length and 4.3 metres high.

Campervans

Campervans are converted cargo vans such as a Toyota HiAce. They can be high roof or pop-top and are the smaller of the options with a length of up to 7.0 metres and height of under 3.0 metres.

Fifth Wheelers

A fifth wheeler is an RV that attaches to a vehicle using a hitch or turntable placed over the back of a tow vehicle. The total length including the tow vehicle cannot exceed 19.0 metres. The height varies but could be up to 4.3 metres.

Caravans and Tow Vehicles

The 'total length' for travelling (tow vehicle connected to the caravan) must not exceed 19.0 metres. Total length is the longitudinal distance from the front to the rear foremost points on the tow vehicle and caravan including accessories e.g. bikes, bumpers, tow hooks etc.

Car Caddie / Trailer

Larger vehicles may tow a smaller vehicle to allow travel within a region once parked up. These are usually accommodated within the same camping site.



Appendix 2:

Sample Survey

Draft Survey for RV Travellers

- 1. My age range is:**
Less than 35 36-50 50-65 66 and above
- 2. Are you a member of a user-group, club or association?**
Yes No If yes, which one?
- 3. Where do you call home? (place and postcode please)**
- 4. Whilst visiting the Harvey Region where did you visit?**
Yarloop Cookernup Harvey Wokalup
Benger Brunswick Junction Roelands Australind
Binningup Myalup
- 5. Did you shop locally when visiting any of these towns?**
Yes No
- 6. If yes, what did you purchase? (groceries, dining, tourism activities, etc.)**
- 7. How much did you spend whilst visiting the Harvey Region?**
\$10 - \$20 \$20 - \$40 \$40 - \$70 \$70 - \$100 \$100 +
- 8. How far in advance do you plan your RV trips?**
4 weeks or less in advance 5 to 12 weeks in advance
3 to 6 months in advance More than 6 months in advance
- 9. When did you visit? (days)**
- 10. How do you research your trips, including places to stay and things to do?**
Smartphone Print (Magazine, guidebook, etc.)
Internet Social Media
- 11. Do you have any other feedback or thoughts?**
(i.e. what other RV Friendly services would you like to see?)

Appendix 3:

Sample Policy

1. Policy Purpose

To support maximising the economic, social and cultural growth of the Harvey Region's visitor economy.

2. Policy Scope

This policy applies to the Shire of Harvey's support for the Tourism sector through the provision of appropriate facilities and amenities for visitors to stay in the Region for longer. It supports employment and injects revenue into the local economy.

This is a discretionary Council Policy.

3. Policy

The Shire welcomes and supports visitors journeying to and through the Harvey Region by:

- Facilitating provision of Visitor Information via printed material, the Internet and social media platforms;
- Provision of directional and wayfinding signage; and,
- Ensuring that statutory town planning enables the appropriate use and development of land consistent with visitor transport and support requirements.

The Shire will support visitors journeying by road as follows:

All Types of Vehicles

- Liaison and coordination with the WA State Government Department of Transport/Main Roads in the planning and delivery of State highways and associated infrastructure and facilities (including location and development of passing lanes, rest areas, and location of fuel and service stations);
- Planning, development and maintenance of Local Government roads;
- Planning, development and maintenance of Car Parking facilities;
- Facilitating commercial accommodation and hospitality development in the Shire, to ensure accommodation and food options are available for visitors;
- Facilitating the provision of commercial Caravan and Camping Parks offering self-contained or other cabin options, communal shared toilet, shower and laundry facilities, with powered/serviced and unpowered/non-serviced caravan, trailer, car-top or tent site options; and,
- Regular patrolling of all other public space areas to manage illegal camping and encourage legal camping at commercial sites.

Appendix 3:

Sample Policy

Vehicles towing a Caravan or Camper Trailer

- Facilitating the provision of commercial Caravan and Camping Parks.

Self-Contained Recreation Vehicles (RVs)

- Facilitating the provision of commercial Caravan and Camping Parks;
- Provision of a limited number of designated RV-Only free short stay options with nearby liquid waste dump points and in the town centres within the Region, and,
- Seeking national certification as an “RV-Friendly” destination.

Non-Self-Contained Motorised Camper Vehicles

- Facilitating the provision of commercial Caravan and Camping Parks.

Motorcycles

- Development of a ‘Motorcycle Friendly Region’ framework with other Councils in the Southwest, in collaboration with the Tourism sector;
- Provision of motorcycle parking bays in town centres within the Region; and,
- Biker-friendly signage.

Coaches

- Advocating with State agencies to ensure continuation of regular coach services connecting the Harvey Region with other regional centres and metropolitan Perth; and,
- Provision of coach parking in towns centres within the Region.

Electric Vehicles

- Facilitate the provision of electric charging stations through the RAC Electric Highway® program.

4. Strategic Objective

The policy aligns to the following strategic objective:

A diversified economy creates a sustainable cycle of economic activity and leads to economic resilience in the face of external pressures.

Appendix 3:

Sample Policy

5. Definitions

Recreation Vehicles (RV):

Self-contained Motorised camping vehicles that provide internal sleeping accommodation, have internal kitchen and dining facilities including refrigerators and/or freezers, carry their own internal water supply, and have internal shower and toilet facilities with a holding tank that requires access from time to time to a liquid waste dump point. (Excludes all towed Caravans or towed camper trailers, whether self-contained or otherwise).

Camper Vehicles:

Motorised camping vehicles of all types other than self-contained Recreation Vehicles as defined in this policy above. (Includes vehicles with roof rack-mounted camping facilities. For camping site compliance purposes also includes trucks, buses, vans, utility vehicles, station wagons, or sedans, in which people elect to sleep overnight. Excludes all towed caravans or towed camper trailers).

Caravans and Camper Trailers:

Non-motorised vehicles that must be towed behind a motorised vehicle, which provide accommodation facilities that may range from:

- Basic camper trailers with little more than rudimentary cover for sleeping, and space for stowing conventional camping gear; and,
- Fully self-contained facilities, with internal sleeping accommodation, internal kitchen and dining facilities including refrigerators and/or freezers, own internal water supply, and internal shower and toilet facilities with a holding tank that requires access from time to time to a liquid waste dump point. (These are non-motorised and are expressly excluded from the definition of RV above).

Electric Vehicles:

An automobile that is powered entirely or partially by electricity from a battery that requires recharging.

Note: In relation to what is, or is not, a 'recreation vehicle', the key distinguishing points for the purposes of this policy are that:

- The vehicle must be a Motorised; and
- The vehicle must be fully self-contained, as described in the RV definition above.

6. Legislation

- Local Government Property Law 2017; and,
- Caravan Parks and Camping Grounds Regulations 1997.

Appendix 3:

Sample Policy

7. Related Documents

- Shire of Harvey Strategic Community Plan;
- Shire of Harvey Economic Development Strategy 2020-2025;
- Harvey Region Tourism Strategic Report 2021;
- Harvey Region Tourism Road Map 2031 Executive Summary; and,
- Harvey Region Tourism Road Map 2031 Implementation Plan.



SHIRE OF
HARVEY

A Breath of Fresh Air

**HARVEY
REGION**