

MILDURA RV, CARAVAN & CAMPING STRATEGY



Mildura Rural City Council

MAY 2022



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SECTION 1: INTRODUCTION

Research shows that Recreation Vehicle (RV), caravan and camping travel is one of the fastest-growing tourism sectors in the country.

Our unique tri-state location, abundance of caravan and camping infrastructure, amazing natural environment and diverse range of hospitality options have already made the Mildura region a popular destination in this thriving market.

The development of a dedicated RV, caravan, and camping strategy will allow us to capitalise on these strengths and ambitiously plan for even more growth in visitors to our region.

This will not only provide a valuable economic boost for our community, but create lasting memories and experiences for the many more thousands of RV, caravan, and camping visitors we welcome to our region.

I look forward to working with our community to consolidate and grow our reputation as an RV, caravan, and camping destination of choice, and the highlight of many travellers' journeys.

Cr Liam Wood
Mayor
Mildura Rural City Council



1.1. Background

Recreational Vehicle (RV), caravan and camping travel is one of the fastest-growing tourism sectors in Australia, with one in every 13 households in Australia owning an RV or campervan. Australia-wide, the number of RV, caravan, and camping travellers has grown by almost 50% to over 5.7 million travellers.

With Mildura's strategic positioning on the Sturt Highway, Calder Highway, Sunraysia Highway and as a gateway to South Australia and New South Wales, the potential exists to position Mildura as a major destination hub for RVs, caravans, and camping travellers and to encourage them to stop and stay longer in the region.

The development of a specific RV, caravan, and camping strategy is designed to enable robust, considered, and ambitious planning, encouraging increased visitation to the MRCC municipality, and enhancing the visitor experience, increased expenditure, and prolonged length of stay. Through the development of a consistent approach across the municipality, the strategy will enable a responsive and adapt approach to shifting RV, caravan, and camping traveller demands, changing industry trends, consider and protect valued local assets, and support local businesses through delivering sustainable economic benefit to the region.

1.2. Scope

This strategy relates to RV, caravan, and camping tourism in the Mildura Rural City Council (MRCC or Council) Local Government Area (LGA). As further clarified in Section 2.1, this includes a range of self-contained and non-self-contained vehicles, such as caravans, motorhomes, campervans, camper trailers, tents, and swags. This strategy does not relate to other types of tourist accommodations, including, for example:

- Hotels, motels, resorts.
- Cabins or permanent housing within caravan parks.
- Roadside rest areas within road reserves

1.3. Consultation & Key Stakeholders

The preparation of this strategy has been done in consultation with the owners and management of caravan parks in the Mildura region, local community groups and RV, caravan, and camping visitors to the region.

A two-staged community engagement process was undertaken to learn more about traveller priorities and gauge local sentiment.

Stage One: In-region, in-person consultation and workshops delivered by Stafford Strategy to a variety of Council personnel, industry operators and the wider tourism sector.

Stakeholders consulted include:

- Caravan and RV park operators in Mildura and across the river in NSW.
- Mildura Visitor Information Centre (VIC) senior personnel.
- RV Association personnel.
- Mildura Rural City Council.
- Mildura Regional Development (MRD).

Stage Two: Traveller Survey administered from the Mildura VIC, gathering feedback from visiting RV, caravan, and camping travellers on a variety of factors relating to their experience in Mildura and their travel patterns.

Traveller Snapshot:

- The majority of travellers (60%) had come from somewhere in Victoria before visiting Mildura, followed by SA (28%).
- Respondents were looking to continue their travels to another destination in Victoria (44%), followed by SA (36%), and NSW (16%).
- Length of trip varies significantly, from full-time grey nomads to those on shorter trips (4 – 7 days).
- 96% of travellers rated the quality of facilities in Mildura as “Excellent” or “Good”.
- For many, Mildura was seen as part of the wider journey experience rather than as a point-to-point destination from home.
- Vistas, river frontage, facilities for families with kids and tranquillity rates as the biggest considerations in deciding a location for an overnight stay.

1.4. Commercial & Community Objectives

The overall objectives of the strategy include the following.

- Encourage RV, caravan, and camping travellers to visit the MRCC municipality.
- Enhance the visitor experience, increase visitor expenditure, and prolong the length of stay.
- Respond and adapt to shifting demand patterns, change and industry trends, catering for all users including people with disabilities and those travelling with pets.
- Assist with meeting and managing the changing needs of a diverse range of travellers.
- Develop a consistent approach across the Mildura municipality.
- Sustainably protect and manage valued assets (natural and cultural) across the region.
- Supporting and enhancing local businesses.



SECTION 2: THE RV, CARAVAN & CAMPING MARKET

2.1. Market overview

The RV, caravan, and camping market is a significant Australian growth market, with caravans and campervans the fastest-growing vehicle type (by registration) for the past 8 years. Responsible for more holiday nights than any other type of accommodation in Australia, traveller expenditure generates over \$10b in annual economic revenue and delivers \$1.38 in local economic activity per dollar of caravan park revenue. With over 90% of caravan and camping traveller nights being spent in regional Australia, the RV, caravan, and camping market is a key stimulus for local job creation, inward investment, and new business opportunities.

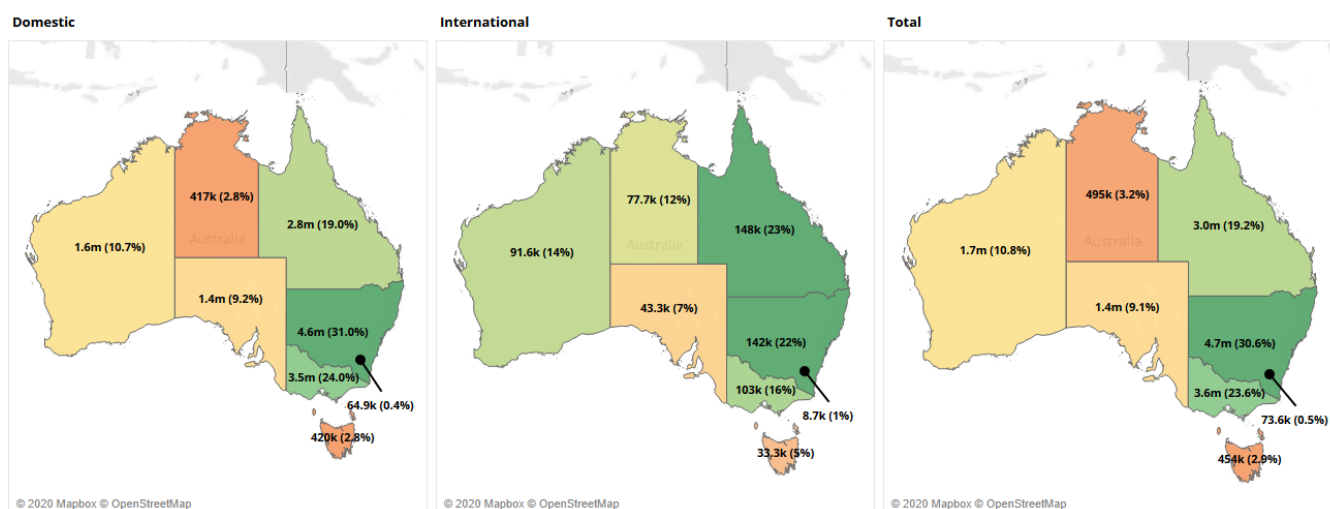
2.2. National Trends

According to the Caravan Industry Association of Australia (CIAA), it is estimated that one in every 13 households in Australia owns an RV. With consistent annual growth in total RV, caravan, and camping travel in Australia for both domestic and international travellers (15.4m travellers in 2019), the industry is evolving to respond to changing consumer trends and preferences through enhancements to accommodation, facilities, manufacturing, and visitor experience.

Nationally, NSW has the strongest RV, caravan, and camping market, with 4.6m of these travellers in 2019, comprising just under 31% of the market. This is followed by Victoria which captured just under 24% of the market (3.6m travellers) and Queensland with just over 19% market share.



Figure 1: RV, caravan, and camping travel in Australia state & territory comparison (2019)¹



¹ National and International Visitor Survey, Tourism Research Australia (June Year Data).



2.3. Victorian Trends

The growth pattern of the Victorian RV, caravan, and camping market has effectively mirrored national trends – experiencing strong annual growth up until 2020 where COVID-19 resulted in a sharp decline in travel of all forms, not just RV camping travel.

Victoria's domestic RV, caravan, and camping market is largely from intrastate RV, caravan, and camping travellers, comprising almost 85% of all domestic RV, caravan, and camping travel that takes place. This is followed by the NSW market (6%) and SA (5.1%). Although a relatively small percentage of the overall Victorian RV, caravan, and camping market, international RV, caravan, and camping travel accounted for 103,000 travellers in 2019, with the largest market being "All Europe".

Further Victorian data/trends are included in Appendix 1.

2.4. Mildura Trends

The growth pattern of the Mildura RV, caravan, and camping market effectively mirrors state and national trends – experiencing strong growth up until 2020 where COVID-19 resulted in a sharp decline in all forms of travel, not just RV, caravan, and camping travel. As of 2020, Mildura captures 3.5% of Victoria's RV, caravan, and camping market with 118,000 RV, caravan, and camping travellers recorded in 2019.

Compared to the Victorian average, Mildura LGA:

- Has a far smaller intrastate RV, caravan, and camping market (comprising 48% of the domestic RV, caravan, and camping market, compared with 85% for the state).
- Attracts a far stronger proportion of South Australian RV, caravan, and camping travellers than the Victorian average (26% compared with 5%), and attracts a far stronger proportion of NSW RV, caravan, and camping travellers than the Victorian average (21% compared with 6%).




With its strong strategic positioning at the apex of major crossing highways for travellers enroute to and from NSW and SA, along with road trips to and from WA, Mildura has the potential to continue to grow significant inter-state travellers for both transiting through and longer overnight stays. Offering a plethora of camping and caravan parks, destination parks, and close proximity to NSW, historical recognition of this market and future-demand potential is further enhanced through its strong tri-state geographical location.

More detailed Mildura data/trends are included in Appendix 1.

2.5. Traveller Snapshot

Primary markets that undertake RV, caravan, and camping experiences are indicated in Figure 2.

Figure 2: Primary markets who undertake RV, caravan, and camping experiences

| |  <p>Grey Nomads²</p> |  <p>Family Holiday Makers</p> |  <p>Freedom Seekers</p> |
|-----------------------------------|---|---|---|
| Market Segment Profile | <ul style="list-style-type: none"> ▪ Aged 55+. ▪ The biggest portion of the market. ▪ Often on an extended trip. ▪ Expected to grow further with increasing numbers of retirees in the next ten years. ▪ Range of budgets. ▪ Generally quite tech-savvy. ▪ Interested in local history, rural areas, and nature. ▪ Strong 'word of mouth' communication networks e.g., WikiCamps. ▪ Often use caravans, big rigs, and self-contained facilities. ▪ Medium-long stay, year-round travel. | <ul style="list-style-type: none"> ▪ Aged 34-55. ▪ Growing market. ▪ Concurrently seeking opportunities for downtime for adults while keeping children engaged. ▪ Travel times are constrained by school holidays (peak periods). ▪ Often use camper trailers, tents, cabins, or smaller caravans. ▪ Short stay during the peak season. | <ul style="list-style-type: none"> ▪ Younger travellers aged 18-34. ▪ Willing to pay for standout hero experiences. ▪ Looking for adventure and natural 'uniquely Australian' experiences. ▪ Typically deterred by travel in summer months. ▪ Often use caravans, campers, trailers, or tents. ▪ Short stay during the peak season. |
| What the Market Segment Looks For | <ul style="list-style-type: none"> ▪ Connection to history, family, friends, and local communities. ▪ A relaxing stay. ▪ Safety. ▪ A split segment with slightly more than 50% of this market choosing to stay consistently at full facility caravan parks for social activity and passive recreational pursuits. The balance of this market is driven by minimising accommodation costs. This group often have the greater investment in RVs and are the most vocal in their desire to be able to free camp. | <ul style="list-style-type: none"> ▪ A mix of education and relaxation with nature-based experiences. ▪ Looking for meaningful experiences for children. ▪ Safety. ▪ Activities for children and areas for them to roam. ▪ Seek new experiences and interaction with appealing attractions. ▪ Prefer caravan parks and nature-based camping. Looking for destination appeal and opportunities to visit attractions and interact with the natural environment. | <ul style="list-style-type: none"> ▪ Unique experiences they cannot have at home. ▪ Active exploration opportunities. ▪ Looking to develop confidence and life skills through travel and the sense of achievement this brings. ▪ Safety. ▪ Prefer caravan parks and free or low-cost facilities. |

² Grey nomads are generally defined as those who are retired or semi-retired, over 55 and are travelling for leisure.

2.6. Pet-Friendly Travel Trends

Australia has one of the highest pet ownership rates in the world with 61% of households having a pet. The number one difficulty cited by pet owners in caring for their pets is being unable to take their pets on holiday. As indicated by Wotif.com, almost half (49.1%) of pet owners would like to travel with them.

Holidaying with pets has been made easier in the last few years, with growing numbers of caravan and holiday parks now offering pet-friendly cabins. However, restrictions still exist around the number of pets allowed, size, breed, and time of year (outside of peak holiday times).

With high pet ownership rates and a growing market for holidays with pets, accommodation providers need to encourage stays by those with pets by considering offering the following.

- Dedicated pet-friendly cabins that incur a small cleaning fee.
- Onsite dog washing facilities.
- Dedicated 'off-leash' zones and/or information on nearby areas.
- Advertising themselves as a 'pet-friendly' destination.
- Reducing restrictions imposed on dog owners.
- Allowing dogs year-round.





SECTION 3: FUTURE TRENDS

3.1. Emerging Markets

The direction of RV, caravan, and camping in Australia appears to have two key market focuses, including the following.

- A market looking for increased comfort, safety, and facilities – providing for their everyday needs, including a growing family market.
- A market looking to explore but keep it simple and low cost.

Most RV, caravan, and camping travellers are generally seeking better facilities along with a higher standard of accommodation, including in-park cabins or their own caravan/RV. There is also a desire to experience non-degraded natural and constructed landscapes and travellers are more environmentally conscious.

For those who are more cost-conscious, their needs and wants are mostly captured by:

- A dump point (with toilets if possible) and a tap to refill freshwater tanks.
- A welcome and an appreciation of their business (i.e., a friendly, hospitable town atmosphere).
- Quality visitor information that shows local tourism attractions and facilities.
- Short-term parking close to the CBD/town shopping area.
- A location to park (including longer vehicle bays) for longer terms stays that is safe, quiet, and somewhat away from the main population.

3.2. Shifting Demographics

A growing interest in caravanning and camping is happening around the world, particularly amongst younger generations. New technologies, increased positive perceptions, as well as overall infrastructural improvements (such as national roadways), are driving increased interests, further accelerated by the development of vehicle technology, manufacturing and fuel efficiency.

As Australia's demographics shift, so too does the profile and structure of the RV, caravan, and camping market. Research undertaken by KPMG on behalf of the Caravan Industry Association of Australia indicates the following:

- The young family life segment (persons aged 30-39 years) may present one of the most significant opportunities for the industry over the coming decade.

- Couple families with children households are projected to remain the largest segment in Australia in the medium term.
- The sociability of caravanning and camping and the appeal of affordability and safety may go some way in meeting the needs of the growing market segment of lone person households.
- Opportunities exist to increase participation rates amongst the Asian-born and culturally linked Australian residents, as well as international Asian visitors.
- Online retailing presents both an opportunity and a challenge for the industry.
- Workforce planning is set to become an increasingly important focus for the industry.
- Young travellers are far more likely to use the internet as a source of information for their travel and for booking accommodation and experiences.
- Workforce planning is likely to become an increasingly important focus for the industry.
- Young travellers are far more likely to use the internet as a source of information for their travel and for booking accommodation and experiences.

3.3. Conscious Consumers

Interest in regenerative tourism is growing as consumers become increasingly conscious of their footprint. There is a desire by visitors for the travel behaviours to have an overall positive impact, leaving the destination in a better condition than how they found it.

This trend is likely to impact the RV, caravan, and camping market as travellers increasingly look for options and opportunities to offset their footprint through the use of electric vehicles, solar-powered utilities, carbon reduction kits, and engaging in experiences that negate their carbon impact.

3.4. The 'Sharing' Economy

Millennials have embraced online peer-to-peer sharing and eagerly disrupt established industries where innovation is of consumer benefit. The sharing economy continues to make significant gains in the RV, caravan, and camping market, where increased bookings (despite COVID-19) reflect the ongoing strength of the sector and also highlights the lack of existing capacity to meet market demand. Opportunities exist to enhance the market offering to specifically target this growing market.



3.5. Barriers Facing the Sector

The following planning, environmental and site management challenges are projected to continue to impact the RV, caravan, and camping sector over the next 10-year period.

| | |
|--|--|
| Planning Issues | <ul style="list-style-type: none"> Local government planning requirements of caravan/holiday park operators, for example, the conditional prerequisites surrounding the supply of toilet and ablution facilities, are much greater than those of non-commercial sites such as camping reserves. Identifying a way to manage the expectations of lower-cost travellers is essential to Mildura achieving growth in the sector. Illegal camping activities present an issue for local government in terms of both public liability and the impact on local businesses. Challenges associated with illegal camping include the potential for liability regarding the risk areas of fire; health and sanitation; personal security; vehicle incidents arising from the overcrowding of public areas; and the impact on local businesses that illegal camping has in key tourism areas. A reduction in caravan/holiday parks nationally is being experienced due to alternative best use of higher value land, particularly in city and coastal areas. |
| Environmental Concerns & Diminishing Social License | <ul style="list-style-type: none"> The overcrowding of rest areas creates the issue of publicly available facilities unavailable to visitors who possess a genuine need for them. While some campers abide by the 'leave no trace' policy, there are still some travellers who create noise, and environmental and visual pollution. In countries such as New Zealand, which has extensive freedom camping, this has created significant social license issues with some communities wanting to ban freedom camping.³ |
| Site Management | <ul style="list-style-type: none"> The management and maintenance of designated non-commercial camping areas can be costly for local governments, national park bodies and ratepayers. Costs include removing waste, adhering to compliance standards, performing regulation patrols, and supplying services (such as electricity, water, and toilet amenities). |
| Competition | <ul style="list-style-type: none"> Though the sector is characterised by strong annual growth trends, there is constant growth in competition from other destinations that are keen to grab greater market share from Mildura. So, the industry and Council are going to need to be constantly looking for ways to value add to encourage constant growth and repeat visitation from the RV sector. |

³ <https://www.stuff.co.nz/environment/112397980/community-rails-against-freedom-camping-sites-in-kaikura>



SECTION 4: EXISTING CAMPING INFRASTRUCTURE

4.1. Existing Options for RVs, Caravans & Camping

Destinations most successful in attracting a strong RV, caravan, and camping market offer a range of different accommodation options for RV, caravan, and camping travellers. To position Mildura (and the wider LGA) as a major RV, caravan, and camping hub, the development of both the commercial and non-commercial objectives for attracting and servicing caravan and camping travellers needs to be prioritised.

Due to variations in traveller purposes, length of stay, and budgets, it is necessary to cater for a range of different customers by continuing to develop and provide a range of different camping options.

Figure 3: Scope of RV, caravan, and camping options

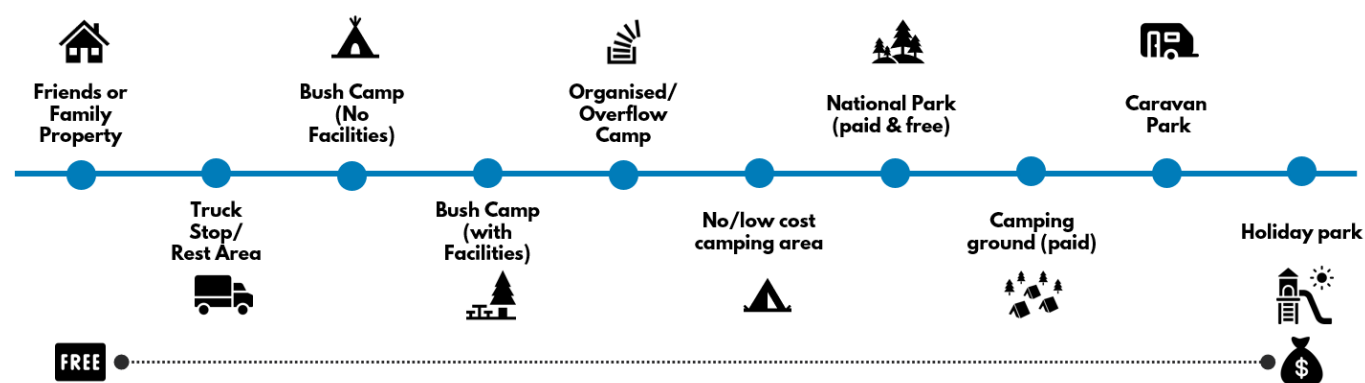


Photo credit: BIG4 Mildura Getaway Holiday Park, Mildura





Photo credit: All Seasons Holiday Park

4.2. Locations

Across the region, Mildura has an established range of RV, caravan, and camping facilities. Through the accompanying audit undertaken in developing the strategy, the following facilities/assets were identified (also see Figure 4):

- 73 RV, caravan, and camping properties and rest stops throughout the Mildura LGA/within close proximity to the LGA, primarily clustered around Mildura CBD.
- 28 of these were caravan/holiday parks – with the majority of these being traditional style transit caravan parks, followed by a smaller number of modern-style destination holiday parks.
- 27 were identified as National Park campgrounds.
- 12 were identified as rest areas, primarily situated along the Calder Highway.
- 6 additional campgrounds were identified (3 paid/commercial, 3 free sites).

Of the overall property/sites identified across Mildura LGA, 53% are classified as free sites, whilst 47% are paid. Worth noting, there is also a plethora of free, largely unregulated sites that exist on camping apps and were not captured in the audit undertaken.

Balancing free sites alongside paid/commercial campgrounds can be challenging, with limited evidence to suggest that those staying on free camping sites are low yield, and at times, could be classified as net economic losers (rather than contributors) to the local economy through the need of councils to keep and maintain free facilities for RV, caravan, and camping travellers.

In addition to the desktop audit completed, site visits were also undertaken, highlighting the following challenges.

- Signage inconsistencies that may lead to confusion regarding the location of properties and facilities.
- Accessibility constraints to the primary free council-owned/operated dump station.
- A lack of long vehicle parking within Mildura CBD.

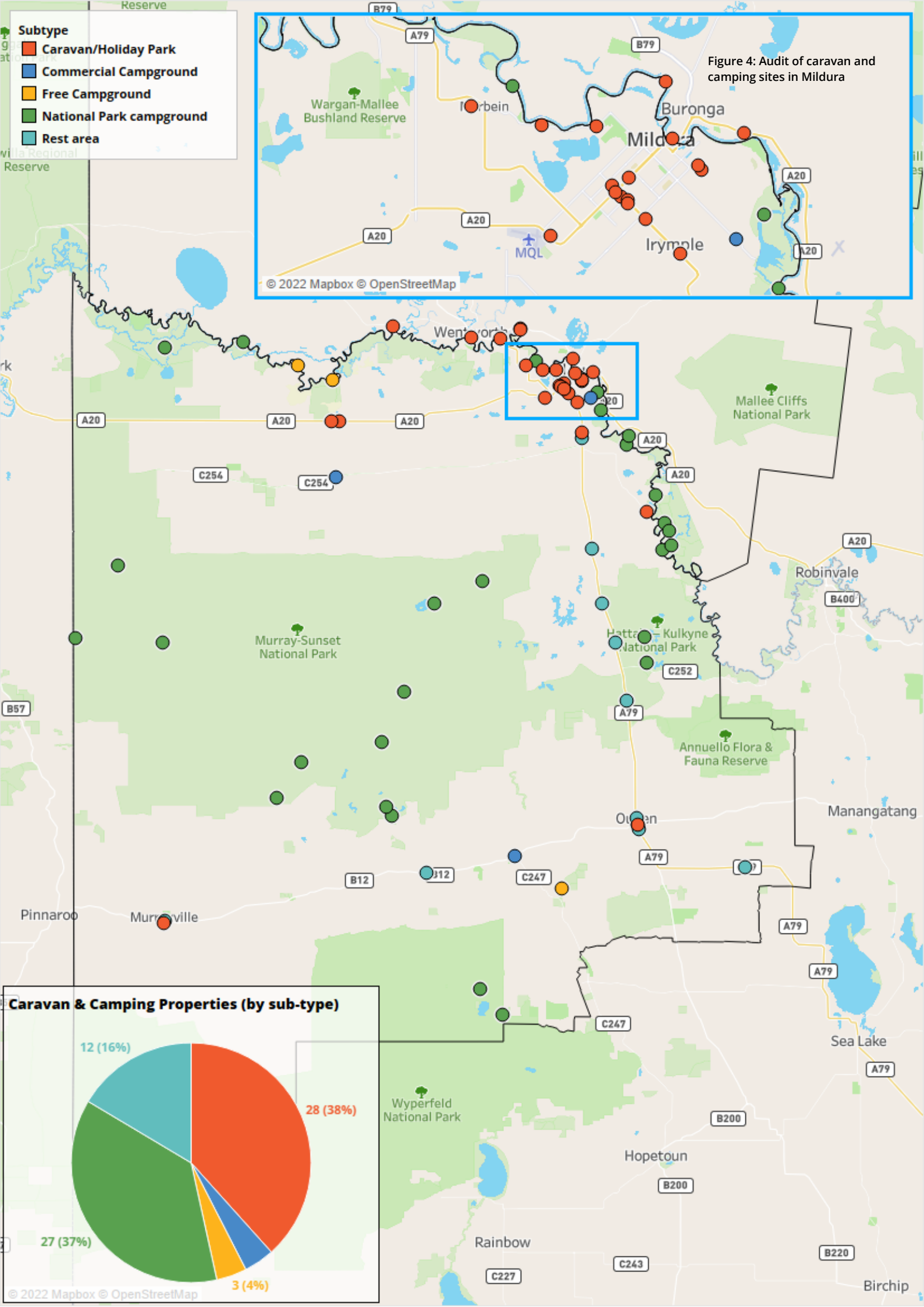
Table 1: Summary of audit findings

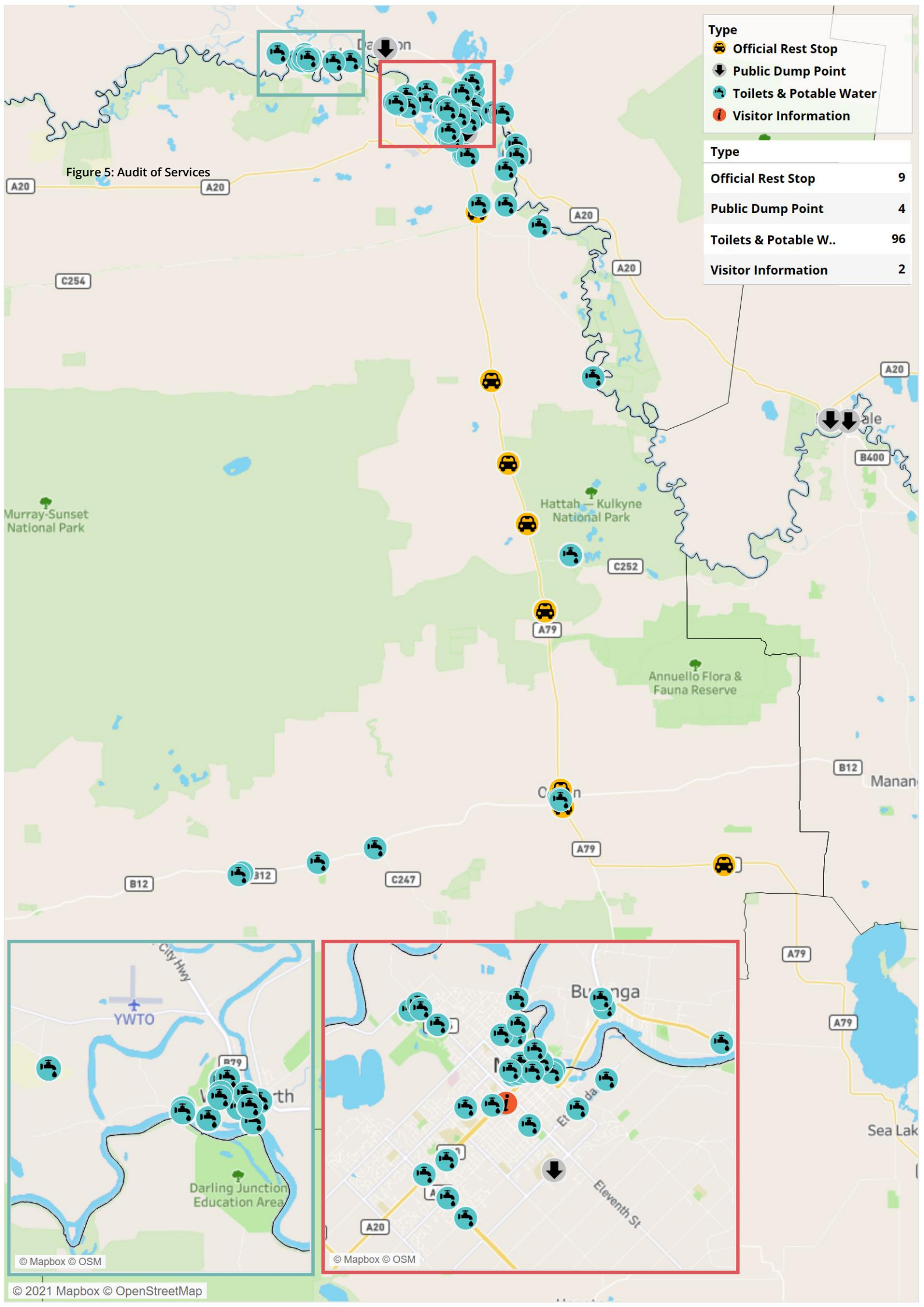
| Subtype | # of Properties | % of Properties |
|--------------------------|-----------------|-----------------|
| Caravan/Holiday Park | 28 | 38% |
| National Park campground | 27 | 37% |
| Rest area | 12 | 16% |
| Free Campground | 3 | 4% |
| Commercial Campground | 3 | 4% |
| Total | 73 | 100% |

4.3. Services

Figure 5 summarises the findings of the audit undertaken on RV and caravan services throughout the Mildura LGA and those within close proximity to Mildura, but which may be in neighbouring areas. The findings highlighted existing infrastructure consisting of:

- 9 official rest stops, allowing day stopovers but not official overnight rest points.
- 5 public dump points, with one each in Mildura, Red Cliffs, Wentworth, Swan Hill, and Balranald Shire.
- 96 toilets and/or potable water utilities (70 in Mildura LGA, 26 in Wentworth LGA).
- 2 official Visitor Information Centres, with one situated in Mildura CBD and the other in Wentworth. Both are council-managed centres.





4.4. Existing Demand Patterns

Accommodation providers in the region have varying levels of occupancy, with near full occupancy over peak periods and drop-offs during shoulder months outside of high season. In assessing opportunities for maximising the economic potential for RV, caravan, and camping travellers, analysis and understanding of daily/monthly occupancy rates is an important exercise, enabling strategy planning of future events/attractions specifically targeting RV, caravan, and camping travellers outside of peak periods.

Working with park operators, Council will look to work with private providers to develop proposals that provide an additional supply of products and address gaps in the market, particularly during shoulder/off-peak periods.

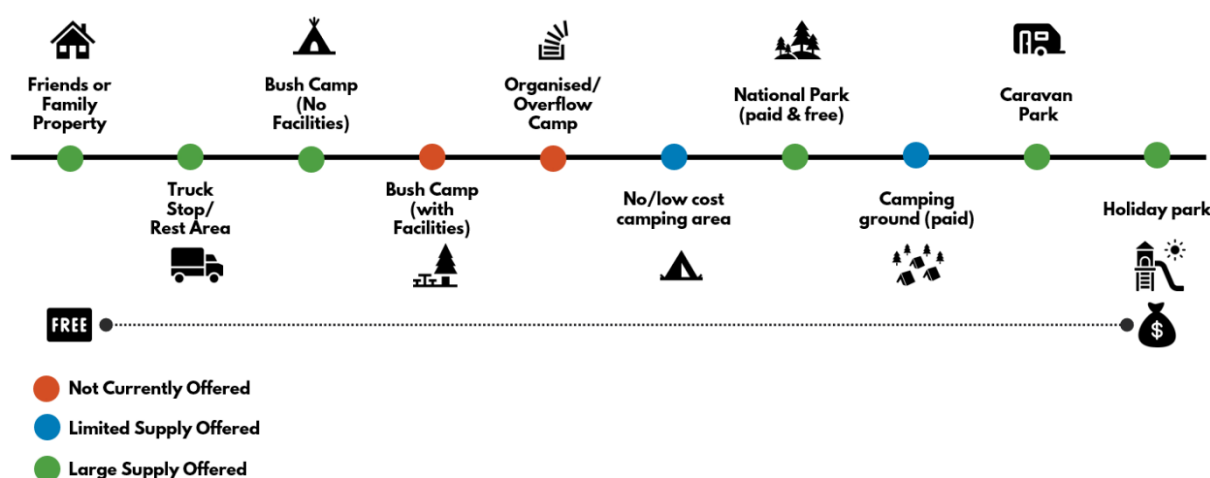
4.5. Existing Supply

Table 2 provides a summary of Mildura's existing RV, caravan, and camping options, categorising existing options into four different types. The RV, caravan, and camping facilities currently offered in Mildura are illustrated in Figure 6. It demonstrates that the LGA has a much larger supply of commercial/paid options compared to free. Whilst a good overall balance, encouraging visitors to stay in paid facilities increases the economic contribution to the region and grows the value of the sector.

Table 2: Mildura RV, caravan, and camping options matrix

| | # of Properties /Sites | Typical Facilities Offered | Type of Vehicle | Length of Stay | Example of Site/Property | Cost | Infrastructure Required |
|---------------------------------|------------------------|--|-------------------------------------|---|---|---|---|
| Free Campground | 3 | No infrastructure is required to be provided | Self-contained vehicles only, tents | Typically short stay | Reserve lands | Free | All infrastructure optional |
| Commercial Campground | 3 | Powered sites, showers, toilets, parking | All types | No limit | Walpeup Wayside Stop | Low cost (\$10 per night per site) | Potable water supply, rubbish bins, power |
| National Park Campground | 27 | Optional: toilets, showers, kitchen facilities | All types | No limit | Johnsons Bend Campground, Casuarina Campground, Wyperfeld National Park | Free or low cost/small charge during peak | All infrastructure optional |
| Caravan/Holiday Park | 21 | Powered sites, showers, toilets, parking, pools/slides, cooking facilities, recreational facilities, laundry, cabins | All types | No limit, but some have a minimum of 5-days | BIG4 Golden River Holiday Park, Red Cliffs Caravan Park, All Seasons Holiday Park Mildura | Cost generally greater than \$35 per night per vehicle for powered sites. More for cabin sites. | Full connection to municipal services or on-site provision of power, telecommunications |

Figure 6: Scope of RV, caravan, and camping options currently offered in Mildura⁴



⁴ Organised/overflow camps are needed in some areas during peak seasons and when major events are happening. This can be overflow parking for those with vans and motorhomes but also includes areas for tents.

4.6. RV, Caravan & Camping Facility Sentiment Assessment

Undertaking a top-line assessment of the quality of a region's RV, caravan, and camping offer, a Net Promoter Score (NPS) metric has been used to measure consumer loyalty, translating to visitor willingness to not only return for another stay but also to make a recommendation to their family, friends, and colleagues. NPS scores are reported with a number from -100 to +100, with a score above 0 considered good and a score above 50 considered excellent.

Of the 73 RV, caravan, and camping properties identified, NPS ratings were obtained for 64% of properties, creating a robust sample size for calculating NPS scores. The findings are as follows.

- Mildura's RV, caravan, and camping product receives an overall NPS of +28 based on 2,960 reviews. This is an average NPS rating.
- Campgrounds (free and paid) received the highest average NPS score (+47).
- National Park Campgrounds received an NPS score of +38.
- Caravan and destination parks received an NPS score of +28.
- Sites/properties that achieved a very high NPS include:
 - Police's Bend Camping area: +100.
 - Neds Corner Camping: +100.
 - Green Patch Holidays Caravan Park: +83.
 - Shearers Quarters National Park Campground: +69.
 - Tranquil Waters Cullulleraine Caravan Park: +67.
 - Rivergardens Holiday Park: +67.
 - Lake Hattah National Park Campground: +67.
 - Discovery Parks Mildura, Buronga Riverside: +65.
 - BIG 4 Mildura Getaway: +65.

Increasing overall consumer sentiment is an important strategic objective in advancing the region's RV, caravan, and camping strategy, ensuring that product offering across the LGA matches the prices and consumer expectations.

Photo credit: BIG4 Mildura Getaway Holiday Park, Mildura



Photo credit: Lake Mournpall Camping Area, (Life in a Southern Forest)



SECTION 5: INCREASING DEMAND

5.1. Maximising the Capacity of Existing Infrastructure

As part of the future planning and demand forecasting, a capacity review is a likely undertaking to inform of the maximum safe capacity of existing infrastructure, as well as the capacity/willingness for private park operators within the LGA to increase occupancy potential for RV travellers. Included within this is the development of a 'future ready' strategic plan/analysis for existing infrastructure, managing existing challenges such as:

- Signage development, removing confusion regarding the location of properties and facilities.
- Infrastructure development to increase/sustain the RV, caravan, and camping traveller attraction, including the viability of EV charging points.
- Development of approved 'semi-permanent' sites, specifically used for busy event periods.
- Accessibility improvements to existing sites for long vehicles
- Redeployment of free camping travellers into commercial parks, especially during busy events periods.
- Parking enforcement at the council-managed RV, caravan, and camping property sites, regulating the length of stay at free sites throughout the LGA.

5.2. Developing an RV Friendly Region

Designed to assist RV consumers as they journey, RV friendly town accreditation is a standardised set of guidelines and essential criteria to ensure that qualifying towns provide a certain amount of amenities and a certain level of services. Acknowledged through tourism signage and wider marketing and publication acknowledgement, travellers to Mildura will know that upon arrival, they will be welcome and that certain services will be provided for them that may not be able to access in other regions.

Developing a strategy that incorporates this accreditation presents a range of potential benefits, from attracting new visitors to the region, increasing the length of stay, and enhancing the region's overall RV, caravan, and camping offering through the development of infrastructure to meet the essential (and desirable) requirements for servicing RV, caravan, and camping travellers. Going further, it presents an opportunity to enhance the general attitude of the council and business people toward RV, caravan, and camping

travellers, offering opportunities to be innovative in meeting the needs of RV, caravan, and camping tourists, while at the same time growing their business.

A list of the essential and desirable qualifying criteria can be found in Appendix 5.

5.3. Private Sector

Commercial park operators provide over 42% of the existing RV, caravan, and camping site supply and provide a different traveller experience to council-operated/national park campgrounds. Working in tandem with private operators is an important component of a successful RV, caravan, and camping strategy, largely in part due to their industry expertise, ability to access capital, and management capacity to readily adapt to meet the desires of a changing market demographic. Information sharing, supply/demand analysis, industry training/development and service enhancement, where possible, should be approached jointly, finding a complimentary alignment in continuing to grow a private/public hybrid campground model and ensuring competitive neutrality between council-led developments and private operator trading.

5.4. Regulations, Policy & Enforcement

In recognising combined ambitions in the development of an RV, caravan, and camping strategy, and the role of local government in pursuing our regional and economic development in the interest of our community, the Council's commitment to private trading is realised through the application of competitive neutrality principles where it is in the public benefit.

This strategy is intended to achieve the right balance between public and private facility provision, specifically concerning public amenities, car parking, RV/caravan parking, waste disposal (dump points), rest stops, public parks and recreation grounds, incidental overnight parking, and the promotion of public campgrounds.

Where relating to RV/caravan parking provision and/or overnight stays, the relevant regulations, enforcement, and supply monitoring will be done in the interest of public benefit, maximising regional and economic development whilst managing impact on the local community and private providers.



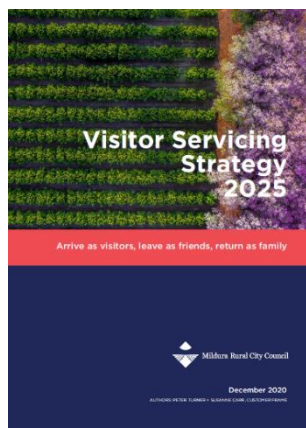
SECTION 6: ENHANCING VISITOR EXPERIENCE

6.1. A Targeted Approach

Whilst the strategy sets out where we are heading, the following strategic goals underpin our targeted approach to meeting our commercial, cultural, and experiential impacts.

- Increase repeat visitation – provide more reasons for day-tripper and overnight visitors to return to the Mildura region.
- Increase visitor spending within the region – enable a greater level of spend through increased engagement by aligning customer needs with region offerings.
- Enhance industry collaboration – reduce time and complexity, improve partnership opportunities and ability to leverage resources through a shared vision, strategy, and common working model.
- Improve customer advocacy – ensure more visitors leave with positive sentiment towards the Mildura region, telling others of their experience to drive greater volumes.

Enhancing our servicing operations beyond the confines of the transactional bricks-and-mortar approach, taking us down a wider-reaching and dynamic, experiential approach that meets customers where and when they need it and ensuring a seamless end-to-end customer experience.



To realise this vision, rolling out a transformational strategy to revitalise the existing approach is required, mirroring the council's wider Visitor Servicing Strategy, and addressing the key issues raised by stakeholders and closing the gap between what customers need across their end-to-end travel journey. Focusing on five core areas of guiding principles, our targeted approach is helping

invigorate the growth of the visitor economy and capitalising on the economic potential of the RV, caravan, and camping market.

Specifically for servicing RV, caravan, and camping travellers, the guiding principles of greater relevance include:

- Enhance industry collaboration: Engaging and partnering with industry (including owner/operators) to connect and strengthen the overall regional experience.
- Extend visitor touch points: Broadening geographical reach beyond town epicentre and be where customers are. Focus on harnessing longer stays in the region through promoting multiple locations, widening our events calendar, and creating multi-day experiences/trails for RV, caravan, and camping travellers.
- Establish a clear digital presence: Reach, inspire and assist customers earlier in their journey, making Mildura a frictionless destination of choice for RV, caravan, and camping holidays.

6.2. Environmental Management & Sustainability

Aimed at strengthening local conservation, benefiting the host community, and raising awareness of a region's protected assets and values, the adoption of a sustainable tourism strategy not only protects the local environment but also gives visitors a rich, memorable, high-quality connection with their destination. With increasing rates of environmental awareness and expectation among RV, caravan, and camping travellers, the opportunity exists for local accommodation providers to adopt sustainable business practices that seek to positively influence the behaviours of travellers and reduce the overall impact on the environment.

Working with local tourism and private park operators, Council will look to support operators committed to working towards zero or minimal environmental impact through education, encouragement, and community engagement to increase ecotourism principles and environmental management practices to ensure the long-term sustainability of an increased RV, caravan, and camping market offering.

Photo credit: All Seasons Holiday Park



SECTION 7: RECOMMENDATIONS

The recommendations identified as part of this Strategy seek to address the opportunities and challenges in growing the RV, caravan, and camping sector in Mildura, aiming to strengthen the position of Mildura (and wider LGA) as an RV, caravan, and camping hub with increased visitation, spend and length of stay of RV, caravan, and camping visitors.

7.1. Recommendations for Increasing Demand

7.1.1. Assess the viability of CBD spend vouchers

Encouraging increased spending by RV, caravan, and camping travellers, preventing economic leakage through the introduction of a voucher provided to RV, caravan, and camping travellers with a defined spend amount for spending in CBD or other designated areas.

7.1.2. Assess/develop EV infrastructure requirements for RV, caravan, and camping visitors

Important for positioning Mildura as 'ahead of the curve' as an EV friendly town for vehicles, RVs, and campers, assessing future investment in EV infrastructure is required with a robust implementation strategy aligned with anticipated demand levels. This should build on the existing EV infrastructure that exists on Orange Avenue (2 charging stations) and leverages the infrastructure that exists in multiple locations (every 100kms) between Melbourne, Mildura, and Adelaide).

7.1.3. ATDW awareness campaign

Develop a program that builds toward 100% participation by the commercial and non-commercial caravan parks and campsites on Australian Tourism Data Warehouse (ATDW) – an essential step in building consumer awareness.

7.1.4. Building awareness of the value of the RV, caravan, and camping sector

Proactively disseminate information on the value of the sector on an annual basis, including key information such as the number of businesses, value of visitor expenditure, and supply chain businesses, all as a means of growing awareness and understanding of the sector's value.

7.1.5. Cooperative campaigns

Investigate opportunities for cooperative campaigns with prominent industry players such as Jayco, Jucy, Apollo, Britz Maui, as well as locally owned Wirraway Motor Homes, to further promote Mildura as an RV, caravan, and camping friendly hub.

7.1.6. Digital connections

Identify and explore potential partnerships, collaboration opportunities and promotions to grow awareness of Mildura as a RV, caravan, and camping destination via digital platforms targeting RV, caravan, and camping travellers.

7.1.7. Explore temporary and/or semi-permanent accommodation sites

Working in with the Council's new strategy focusing on budget accommodation, explore the feasibility and constraints of developing a series of pre-approved temporary accommodation sites that are able to be activated for peak tourism months for seasonal workers, and high footfall events involving RV, caravan, and camping travellers.

7.1.8. Marketing program

Development of a specific caravan and camping marketing action plan, designed to raise awareness of the region's RV, caravan, and camping options, and drive new businesses to operate.

7.1.9. Maximising the capacity of existing infrastructure

As part of future planning/demand forecasting, a capacity review is recommended to inform of the maximum safe capacity of existing campground provision, as well as the capacity/willingness for commercial park operators within the LGA to increase occupancy potential for RV travellers. Included within this is an analysis and strategic plan to 'future ready' existing infrastructure, managing existing challenges such as:

- Signage development to remove confusion regarding the location of properties and facilities;
- Infrastructure development to increase/sustain the RV, caravan, and camping traveller attraction, including the viability of EV charging points
- Accessibility improvements to existing sites for long vehicles
- Redeployment of free camping travellers into commercial parks, especially during busy event periods

- Parking enforcement at the council-managed RV, caravan, and camping sites, regulating the length of stay at free sites throughout the LGA.

7.1.10. Monitoring the supply of overnight RV, caravan, and camping offer

Currently, both Mildura LGA and neighbouring Wentworth LGA appear to offer sufficient levels of supply and range of quality RV, caravan, and camping options. Whilst the strategy is not recommending the development of additional overnight RV, caravan, and camping facilities, the supply of existing must be continuously reviewed and monitored, with potential for further exploration of the development of potential sites such as APEX caravan park, Red Cliffs (railway station and golf course), and expansion of the new site being developed at Trentham Cliffs in NSW.

The competitive neutrality issue is significant, so further development is likely to be feasible only through private enterprise development, whilst Council should look to take responsibility for any further transit-only short term/day RV parking stops.

7.1.11. Packaging of product

Promote engagement and packaging of opportunities for the region's caravan and camping businesses, focusing on shoulder and off-season opportunities to drive new business.

7.1.12. Review marketing platforms and collateral

Explore the development of assets to grow market awareness of the region's RV, caravan, and camping options and enhance the positioning of the region as a premier RV, caravan, and camping hub.

7.1.13. RV Friendly Town status for Mildura

Achieve RV Friendly Town status for Mildura, growing awareness of Mildura as a major RV, caravan, and camping hub and one that proactively welcomes RV, caravan, and camping travellers. Mildura currently meets all Essential Criteria and all but one of the Desirable Criteria, making RV Friendly Town status readily attainable. Explore collaboration/cross-promotion opportunities with other RV Friendly Destinations, targeting long term RV, caravan, and camping travellers visiting multiple regions.

7.1.14. RV, caravan, and camping visitor information packs

Produced in tandem with VIC staff, the opportunity exists to develop RV, caravan, and camping visitor information packs, available for travellers at both the Mildura and Wentworth VICs, along with appropriate businesses and online. These could include:

- An RV resources guide that outlines:

- RV, caravan, and camping sites within the region.
- Where free/unpaid camping is allowed/not allowed.
- Enforcement guidelines for short-stay/day parking.
- General safety information and road information.
- Locations for the disposal of sewage and litter.
- Dump point locations and the cost of these (if any).

- A town map demonstrating location/contact details of essential services and facilities.
- A tourism map featuring major destinations and points of interest within the LGA.
- Recommendations to extend your stay in the region (highlighting other RV, caravan, and camping locations across the LGA as part of a traveller's trail).
- Promotion of the RV, caravan, and camping visitor survey and a link to the online version of the survey.
- Promotion/link to the What's On Mildura Events Page.

7.2. Recommendations for Enhancing the Visitor Experience

7.2.1. Develop a "Leave No Trace" policy

Should exist to support environmental stewardship within the LGA and align with both the CMCA codes of conduct and the wider ambitions of the LGA towards environmental outcomes (not just for RV, caravan, and camping considerations).

7.2.2. Develop an RV, caravan, and camping trail itinerary

Designed to encourage a longer length of stay and increased spending from the RV, caravan, and camping market, a newly developed RV, caravan, and camping trail itinerary should highlight drive trails, experiences, attractions, and F&B providers. Potential exists for a trail itinerary to be developed in collaboration with neighbouring VICs to grow dwell time in the broader region.

7.2.3. Encourage park upgrades

Although Mildura has an array of RV, caravan, and camping facilities, some are noted as older and dated, requiring likely upgrades and investment to align them with visitor expectations. While Council cannot readily force operators to upgrade, the opportunity exists to introduce a marketing program that profiles and promotes those who do reinvest, highlighting all available higher quality RV, caravan, and camping ground facilities across the LGA. Can be reviewed in line with future undertakings of NPS (Net Promoter Score) of RV, caravan, and camping travellers.

7.2.4. Enforcement and compliance policy

Review processes and protocols to guide the consistent application of enforcement actions, balancing the need for a customer-friendly approach with the appropriate enforcement action. Council's compliance officers must be educated with this policy to ensure

non-compliant travellers can be offered genuine solutions and alternative options for accommodation within the LGA.

7.2.5. Facelift/relocation of the Visitor Information Centre

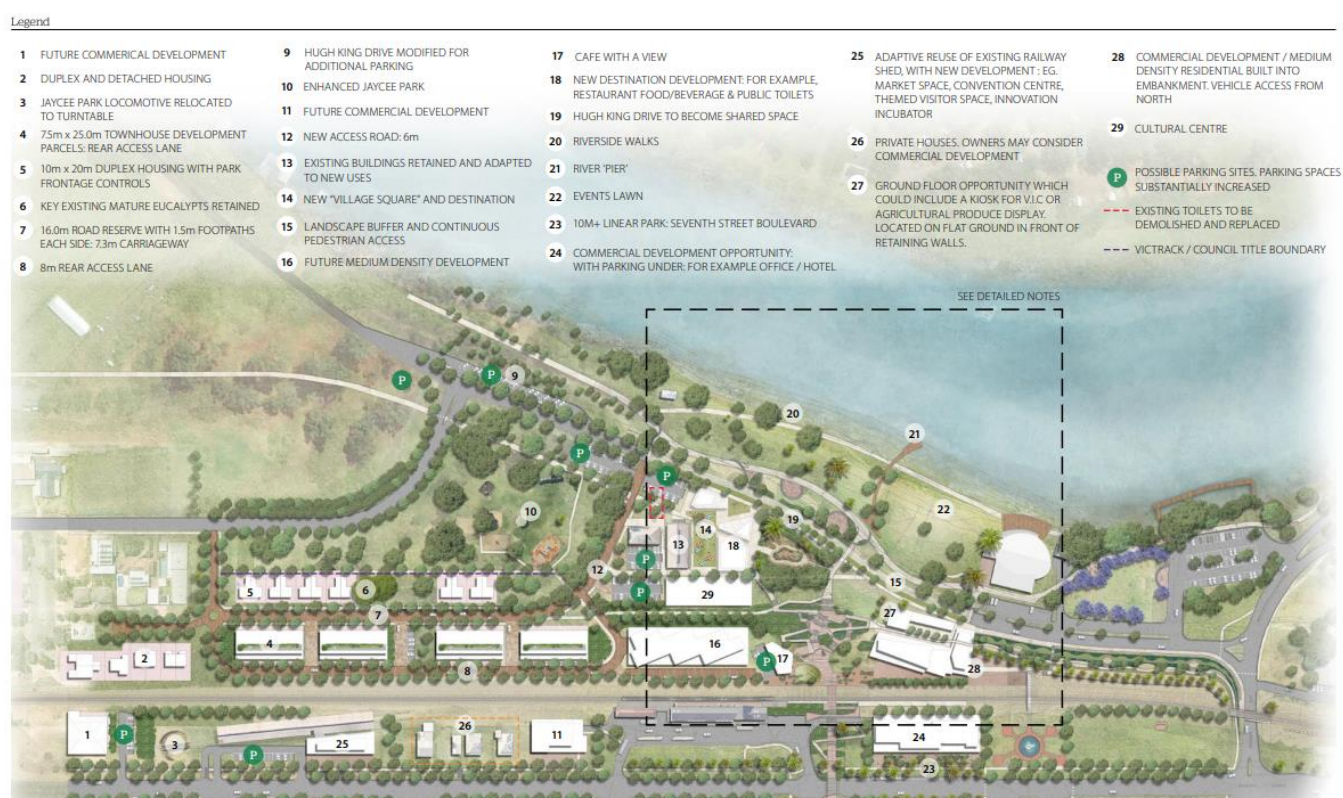
The existing Mildura Visitor Information Centre is dated in terms of layout and interactivity. Its location is not ideal for RV/caravans and has a lack of accessibility and available parking for larger vehicles (see Figure 7). Furthermore, the righthand turn required from Deakin Avenue to access the VIC on 12th street is very limited and risks traffic banking up. Road configuration and car parking areas have not been designed for longer RV style vehicles.

As a short-term strategy, investment in an overall facelift/redesign of the existing VIC is recommended, developing a new layout and interactive experiences for travellers in line with the VIC Servicing Strategy. Longer-term, the recommendation is to relocate the VIC to a new location (TBC), potentially forming part of the newly developed Mildura Riverfront Precinct (see Figure 8) with considerations around parking offered at this site for long vehicle parking bays and potential short stay/overnight parking nearby. This is a bigger piece of work, with a feasibility study required with the community and wider stakeholders.

Figure 7: Existing VIC Parking



Figure 8: Mildura Riverfront Precinct



7.2.6. Industry upskilling

Captured during the consultation phase that current levels of professionalism across existing RV, caravan, and camping accommodation facilities are highly variable, there is a need to undertake industry upskilling for the sector, leveraging support (where required) from regional tourism organisations, focusing on:

- Building awareness of sector intelligence, as well as product/experience offerings for Mildura (and surrounding regions).
- Building awareness of the impact of longer operating hours, along with benefits associated with introducing a shorter minimum length of stay.
- Promote the benefits of RV, caravan, and camping visitors, and the economic contribution they make to the visitor economy.
- Disseminate the benefits of being collaborative with data, encouraging confidential data sharing every quarter with amalgamated results available for sharing across operators.
- Grow awareness of the Australian Tourism Data Warehouse (ATDW) and its benefits.
- Promotion of CMCA programs and free marketing tools that can be accessed.
- Promote the benefits of pet-friendly and accessible accommodation options, including case studies of other parks which have benefited from offering this.

Sessions, if coordinated by Council, provide the opportunity to maintain contact with operators and address any concerns/issues they may be facing whilst also maintaining a combined approach

7.2.7. Map association/industry events to leverage commercial exposure opportunities

Potential exists to develop/host a tri-state regional RV, caravan, and camping expo, as well as attracting existing opportunities such as an RV & Camping national conference.

7.2.8. Potential relocation of the existing dump point

The existing dump site in Mildura, which is owned and managed by the Council, has potential for relocation consideration. As evidenced through feedback received, along with a site visit undertaken, there are concerns around difficulties locating the site, accessibility constraints, and the ability for larger vehicles to enter/exit the site. To consolidate RV, caravan, and camping facilities and improve accessibility, it is recommended that the existing dump point be closed, and a new dump point be developed once a viable site is identified. An additional dump point should also be reviewed/considered for Ouyen.

7.2.9. Property site register

Ensure an up-to-date understanding of the number of RV, caravan, and camping sites, facilities, and capacity available in Mildura exists, captured through an annual audit/review and site register undertaken on annual basis. This could include the following.

- The number of properties/how many sites (powered, unpowered, cabins).
- Location of properties.
- Facilities offered at each property.
- Quality rating.
- Contact details for managers/owners.
- Compliance issues that the properties have experienced.
- ATDW listing/online booking capability.

7.2.10. Review local laws

Complete a review of existing local laws in relation to specifics around the RV, caravan, and camping market throughout the LGA ensuring there is a consistency of application.

7.2.11. Review planning barriers

Conduct a strategic planning review assessing the potential barriers to growing the RV, caravan, and camping market and ensuring this aligns with the Council's new strategy focusing on budget accommodation.

7.2.12. RV, caravan, and camping visitor survey

Done on a semi-regular basis, it is recommended that Council introduce an RV, caravan, and camping visitor survey to collect feedback on customer sentiment concerning the RV, caravan, and camping experience in Mildura. This could be distributed online or via the VIC and could also collect feedback on travelling habits and spending patterns to dispel myths that may exist and capture important data.

7.2.13. Short-stay day parking for RVs and caravans

Having better parking in CBDs and surrounding areas with designated spaces for long vehicles creates a welcoming environment for RV/caravan travellers. There are currently limited spaces for long vehicles in Mildura CBD and the introduction of these is already constrained by other parking demands and pedestrian-friendly areas.

To overcome this, the recommendation is for the development of a dedicated short stay transiting stop for RV and caravans on the fringe of the Mildura CBD, giving access to both the riverfront and the CBD in the immediate vicinity of RV, caravan, and camping travellers. This is designed to:

- Reduce the economic leakage Mildura is thought to be currently experiencing for RV, caravan, and camping travellers.

- Provide greater convenience for RVs and caravans, reinforcing the positioning of Mildura as an RV, caravan, and camping hub.
- Grow economic benefit through the purchase of provisions etc. in town by short-stay RVs and caravaners.
- Increase footfall/visitation to the Mildura CBD.

Two sites have been identified for short-stay day parking, one within Mildura and the other in Red Cliffs. These are:

- The Nowingi Place car park (site 1) – utilising the available land adjacent to the existing parking facilities. It is close to the CBD, the adjacent park has existing toilet facilities, and upgrades required (surfacing, line marking, enforcements) can be undertaken on short notice.
- The Old Railway Station site (site 2) – owned by VicTrack. Could potentially cater to 20 – 30 RVs and situated within walking distance to Big Lizzie and the Red Cliffs.

Both sites are recommended for development, with Mildura CBD a priority due to current site developments taking place at the riverfront.

Figure 9: Approximate potential sites for short-stay day parking for RVs and caravans

Site 1: Nowingi Place car park



Site 2: Old Railway Station



7.2.14. Signage strategy

Recent stakeholder consultation and site visits identified that the current provision of signage geared towards the RV, caravan, and camping market is inadequate. Signage is, however, an extremely important factor to:

- Present a consistent tourism experience.
- Disperse visitors throughout a region.
- Demonstrate that a town/region welcomes RVs.
- Creates a safer road environment.

Ensuring consistency in Mildura's tourism-based signage, a comprehensive tourism signage audit should be undertaken, focusing not just on RV, caravan, and camping signage but also gateway signage, visitor information signage and interpretive/directional signage to points of interest within Mildura. This will help ensure a consistent signage theme and story are portrayed across the LGA.

Specific areas which the strategy should address for Mildura concerning RV, caravan, and camping signage should include (but not be limited to):

- Rules/regulations at appropriate locations regarding where camping is allowed/not allowed.
- A preferred location for RV Friendly Town signage.
- Directional signage for the VIC.
- Directional signage for long vehicle parking areas in major towns.
- Directional signage to camping grounds and caravan parks.
- Directional signage to potential short-stay transit park.
- Enforcement signage at the potential short-stay transit park (length of stay, overflow).
- Signage within existing RV, caravan, and camping sites (where operators permit this) that provide information for visitors during their stay.

Photo credit: NRMA Mildura Riverside Holiday Park



SECTION 8: IMPLEMENTATION PLAN

Table 3 and Table 4 provide the implementation plan to assist in delivering the various recommendations identified in this Strategy. They highlight the:

- Primary activations needed to implement this Strategy.
- Key agencies/groups who should collectively be engaged to drive each one.
- The estimated time frame for effective activation, noting that many may change over time as resources are revised and priorities potentially change.
- Indicative budget required for feasibility studies, or strategies required to be undertaken.
- Key performance indicators to ensure actions are implemented.

The implementation plan needs to be considered a working document and, as such, it needs to remain fluid to take account of the needs of different stakeholders and their ability to undertake actions along with their other responsibilities.

Photo credit: Aaron Hawkins – T&G Building



Table 3: Increasing Demand – Implementation Plan

| Recommendation | Action | Who | KPIs | 2022/23 | 2023/24 | 2024/25 | 2025/26 | 2026/27 |
|---|--|---------------------------------|---|---------|---------|---------|---------|---------|
| ATDW awareness campaign | <ul style="list-style-type: none"> Instigate a program that builds toward 100% participation from commercial and non-commercial sites on the Australian Tourism Data Warehouse. | MRD, VIC and industry operators | <ul style="list-style-type: none"> Audit of ATDW-listed and non-listed operators is completed and updated regularly. Target non-listed operators with an ATDW awareness campaign. The number of ATDW listings in Mildura LGA grows. | | | | | |
| RV, caravan, and camping Visitor Information Packs | <ul style="list-style-type: none"> Create an online info pack to support responsible camping and cover both day transit RV visitors and overnight stayers. | MRD | <ul style="list-style-type: none"> Establish information needs for consumers through liaison with VIC staff and industry operators. Find potential sponsors for the info pack. Design and roll out information pack as an app or other form of online communication tool. | | | | | |
| RV Friendly Town Status for Mildura | <ul style="list-style-type: none"> Create a new transit RV stop with a new dump station. Apply for RV Friendly Town Status. | MRCC | <ul style="list-style-type: none"> Determine specific site development requirements. Cost the site upgrades. Implementation program for site upgrades. Market the new transit day stop for RVs. | | | | | |
| Assess/develop EV infrastructure requirements for RV, caravan, and camping visitors | <ul style="list-style-type: none"> Undertake an audit of existing regional EV infrastructure to determine the best location/fit for potential new infrastructure. | MRCC, VIC | <ul style="list-style-type: none"> Audit of existing EV infrastructure, include in updated Marketing/Comms collateral for RV, caravan, and camping travellers New infrastructure needs identified, with an implementation plan developed Usage of EV infrastructure within the LGA grows (and usage levels captured) Awareness of Mildura LGA as an EV friends RV, caravan, and camping hub grows | | | | | |
| Building awareness of the value of the RV, caravan, and camping sector | <ul style="list-style-type: none"> Develop an awareness campaign for the community about the importance and value of the RV, caravan, and camping sector. | MRD, VIC and industry operators | <ul style="list-style-type: none"> The awareness campaign is developed and rolled out. Information updates on sector value are delivered on an annual basis. Community awareness regarding the value of the sector grows. | | | | | |
| Digital connections | <ul style="list-style-type: none"> Identify and explore potential partnerships/collaboration/promotions of Mildura RV/camping market via digital platforms targeting RV, caravan, and camping travellers. | VIC | <ul style="list-style-type: none"> Digital platforms identified. Marketing opportunities through digital platforms identified. Where relevant, Mildura RV, caravan, and camping offer promoted on digital platforms | | | | | |
| Marketing program | <ul style="list-style-type: none"> Develop and deliver a marketing program to raise awareness of the region's offering and drives new business. | MRD, VIC and industry operators | <ul style="list-style-type: none"> RV, caravan, and camping visitation to Mildura LGA grows. Visitor spend and dwell time in Mildura LGA grows. | | | | | |

| Recommendation | Action | Who | KPIs | 2022/23 | 2023/24 | 2024/25 | 2025/26 | 2026/27 |
|---|--|--|--|---------|---------|---------|---------|---------|
| Maximising the capacity of existing infrastructure | <ul style="list-style-type: none"> Undertake a capacity review to provide an assessment of the maximum safe capacity of existing campground provision. This should also include an assessment of the capacity/willingness of commercial park operators within the LGA to increase occupancy potential for RV travellers. | MRCC | <ul style="list-style-type: none"> Capacity review is undertaken and updated on an annual basis. | | | | | |
| Monitoring the supply of overnight RV, caravan, and camping offer | <ul style="list-style-type: none"> Create a detailed database of commercial and Parks Vic overnight spaces for RVs, caravans, and camping site capacity. | MRD, VIC and MRCC | <ul style="list-style-type: none"> The database is developed and updated every 12 months. Ongoing assessment of capacity and any gaps. | | | | | |
| Review marketing platforms and collateral | <ul style="list-style-type: none"> Identify potential assets and channels that will enable greater market awareness of the region's RV, caravan, and camping options and enhance the positioning of the region as a premier RV, caravan, and camping hub. | MRD, VIC and industry operators | <ul style="list-style-type: none"> Potential assets and channels are identified and focused on. Awareness of Mildura as a RV, caravan, and camping destination grows. | | | | | |
| Explore temporary and/or semi-permanent accommodation sites | <ul style="list-style-type: none"> Working in with the new strategy focusing on budget accommodation, explore the feasibility and constraints of developing a series of pre-approved temporary accommodation sites, able to be activated for peak tourism months, seasonal workers, and high footfall events involving RV, caravan, and camping travellers. | MRCC | <ul style="list-style-type: none"> Strategy focusing on budget accommodation informed by RV, caravan, and camping considerations. If feasible, temporary activation sites are identified. Activation process (including permits, enforcement, land management) developed. | | | | | |
| Assess the viability of CBD spend vouchers | <ul style="list-style-type: none"> Explore potential to develop CBD spend vouchers that could be used to attract footfall into CBD. | VIC | <ul style="list-style-type: none"> Assess the viability of CBD spend vouchers. | | | | | |
| Cooperative campaigns | <ul style="list-style-type: none"> Investigate the opportunity for cooperative campaigns with industry players such as Wirraway Motor Homes, Jayco, Jucy, Apollo, Britz Maui etc. | MRD | <ul style="list-style-type: none"> First cooperative campaign launched. Awareness of Mildura LGA as an RV, caravan, and camping hub grows. | | | | | |
| Packaging of product | <ul style="list-style-type: none"> Work with the industry to develop product packages targeted at RV, caravan, and camping visitors, focusing on shoulder/off-season opportunities. | MRD, VIC, MRCC, and industry operators | <ul style="list-style-type: none"> Bookable tourism packages are identified and rolled out. Bookings via packages grows. New, additional packages are developed as interest grows. Visitor spending by RV, caravan, and camping visitors increases. | | | | | |

Table 4: Enhancing Visitor Experience – Implementation Plan

| Recommendation | Action | Who | KPIs | 2022/23 | 2023/24 | 2024/25 | 2025/26 | 2026/27 |
|---|---|----------------|--|---------|---------|---------|---------|---------|
| Enforcement and Compliance Policy | <ul style="list-style-type: none"> Develop and review processes/protocols for consistent enforcement actions. | MRCC | <ul style="list-style-type: none"> Enforcement and compliance policy developed and implemented. RV, caravan, and camping compliance within the LGA increases. | | | | | |
| Develop a “Leave No Trace” Policy | <ul style="list-style-type: none"> Adapt existing policy and promote the principles of Leave No Trace as updates on the visitor guide and website. Investigate with the Environment Team, the potential to integrate this into a wider LGA Leave No Trace policy. Work with the VIC to develop and promote the policy. | MRCC | <ul style="list-style-type: none"> Development of a draft policy statement. Discussion with key stakeholder groups including MRD. Refinement to the RV Policy Ratification and adoption of the policy by MRCC. | | | | | |
| Review local laws | <ul style="list-style-type: none"> Review current local laws in relation to specifics around RV/camping market. | MRCC | <ul style="list-style-type: none"> Local laws 5.13, 5.14 and 5.15 are reviewed. If changes are made, an updated version to be published on the MRCC website. | | | | | |
| Short-stay day parking for RVs and caravans | <ul style="list-style-type: none"> Establish a day parking-transit only parking for RVs and caravans at the Nowingi parking site by leveraging existing infrastructure. Undertake a feasibility/site upgrades assessment for Red Cliffs as well as a dump point location in Ouyen. | MRCC and MRD | <ul style="list-style-type: none"> Undertake a feasibility study and business case that assesses the merits of the options proposed. Assess costs and benefits. If positive, secure funding and modify the site to create the facility. | | | | | |
| Signage strategy | <ul style="list-style-type: none"> Deliver a comprehensive signage audit and develop/implement signage strategy, ensuring the signage and story portrayed are consistent across the LGA. | MRCC and MRD | <ul style="list-style-type: none"> Undertake a signage strategy to determine changes required to existing signage. Consult with industry operators and retailers. Fund and implement the rollout of new signage commencing in 2023 onwards. | | | | | |
| Develop an RV, caravan, and camping trail itinerary | <ul style="list-style-type: none"> Further develop the current itinerary developed that is in ‘raw format’ to maximise revenue potential from RV, caravan, and camping visitors. | VIC, MRD, MRCC | <ul style="list-style-type: none"> Itinerary developed and rolled out Yield and dwell time from RV, caravan, and camping visitors grows | | | | | |

| Recommendation | Action | Who | KPIs | 2022/23 | 2023/24 | 2024/25 | 2025/26 | 2026/27 |
|---|--|----------------------------------|---|---------|---------|---------|---------|---------|
| Encourage park upgrades | <ul style="list-style-type: none"> Undertake discussions with existing operators to assess existing plans to refresh/expand and future opportunities and their desire for these. Support industry refurbishing caravan and camping parks. Incentivise action by industry. | MRCC, MRD and industry operators | <ul style="list-style-type: none"> Determine upgrade requirements possible. Identify incentive elements. Workshop with industry operators. Create a marketing campaign for complying with caravan and camping parks. | | | | | |
| Industry upskilling | <ul style="list-style-type: none"> Undertake industry upskilling for the sector, focusing on awareness of sector intelligence, operating guidance, benefits of RV, caravan, and camping visitors, and data sharing. | MRD | <ul style="list-style-type: none"> Determination of specific training and upskilling needs. Link to an existing free state govt training programme. Ensure industry support which may require incentivising. Roll out the program as an annual initiative commencing in 2023. | | | | | |
| Map association/industry events to leverage commercial exposure opportunities | <ul style="list-style-type: none"> Investigate potential to codevelop an RV & Camping National conference/tri-state regional conference. | MRCC and MRD | <ul style="list-style-type: none"> Feasibility regarding conference/event is undertaken. If feasible, the conference/event takes place in 2023/24. | | | | | |
| Property site register | <ul style="list-style-type: none"> Develop an RV property site register on both sides of the Murray to capture all operators. This should be reviewed annually and should identify the number of properties and sites, locations, facilities, quality rating, manager/owner details, compliance issues, ATDW listing, and online bookings. | MRCC | <ul style="list-style-type: none"> Ensure all details of RV and caravan and camping park facilities are registered and details provided. Undertake updates of the register annually. | | | | | |
| Potential relocation of the existing dump point | <ul style="list-style-type: none"> Complete a study to fully understand relocation potential (including costs, community and environmental impact, technology). Consult with stakeholders around dump points (relocation of existing and potential new sites at Ouyen, Red Cliffs), recognising Council's competitive neutrality obligations | MRCC | <ul style="list-style-type: none"> Undertake feasibility study of relocating existing dump point. Consult with stakeholders and assess the viability of potential new sites. Assess the latest dump station technology. Promote dump point location. | | | | | |

| Recommendation | Action | Who | KPIs | 2022/23 | 2023/24 | 2024/25 | 2025/26 | 2026/27 |
|---|---|--------------|---|---------|---------|---------|---------|---------|
| Review planning barriers | <ul style="list-style-type: none"> Conduct a strategic planning review of barriers to the RV/camping market, in line with the Council's new strategy focusing on budget accommodation. | MRCC | <ul style="list-style-type: none"> Strategy focusing on budget accommodation informed by RV, caravan, and camping considerations. Assess existing/future planning barriers. Develop a 'way forward' for aligning increased demand in the RV, caravan, and camping market with up-to-date planning processes. | | | | | |
| RV, caravan, and camping visitor survey | <ul style="list-style-type: none"> Undertake a regular RV, caravan, and camping visitor survey to capture consumer sentiment regarding the RV, caravan, and camping experience in Mildura LGA. This could be developed as part of the overall Visitor Feedback strategy. | VIC and MRD | <ul style="list-style-type: none"> Assess survey options as a joint exercise with caravan and camping parks on both sides of the river. Create a tightly focussed survey to gather insights. Assess consumer likes and dislikes and workshop solutions. | | | | | |
| Facelift/relocation of the Visitor Information Centre | <ul style="list-style-type: none"> Assess the feasibility of relocating the VIC potentially to the Seventh Street Bus Terminal and Mildura Train Station. This should also cover the opportunity to complete a facelift of the VIC. | MRCC and MRD | <ul style="list-style-type: none"> Undertake a feasibility study to relocate the VIC. Assess wider benefits for the RV sector and quantify these. Undertake stakeholder consultation on feasibility study findings. If positive results, identify funding options and the ability to locate into the Railway Station or create an annexure to it. | | | | | |

Photo credit: Visit Mildura



SECTION 9: APPENDICES

Appendix 1 The Size of the Market

+ Victorian Trends

The growth pattern of the Victorian RV, caravan, and camping market has effectively mirrored national trends – experiencing strong growth up until 2020 where COVID-19 has resulted in a sharp decline in all forms of travel, not just RV, caravan, and camping travel. Figure 10 provides a summary of RV, caravan, and camping travel to Victoria by both domestic and international travellers, followed by Figure 11 which provides a breakdown by domestic and international travellers.

Figure 10: Total RV, caravan, and camping travel in Victoria (domestic and international)⁵

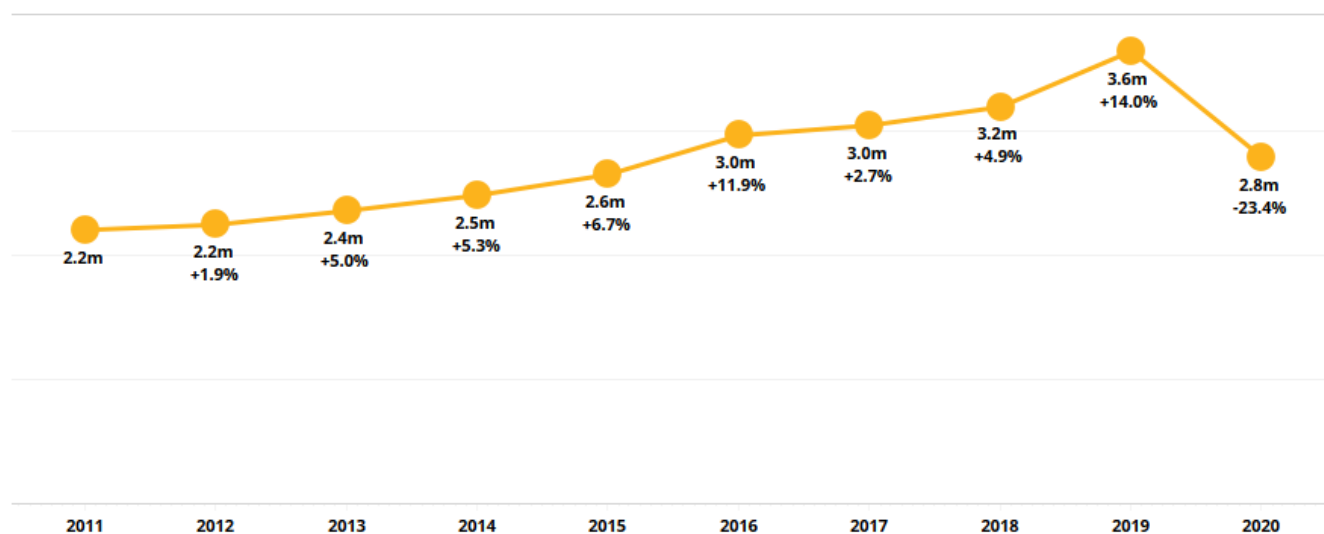
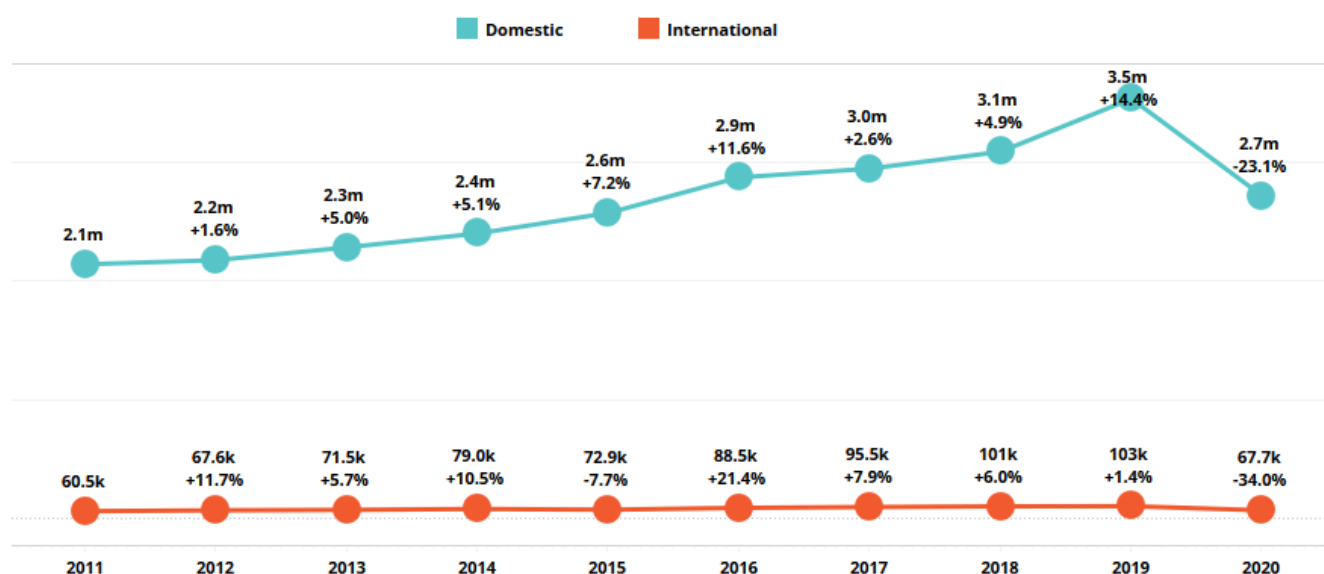


Figure 11: RV, caravan, and camping travel in Victoria by domestic and international travellers⁶



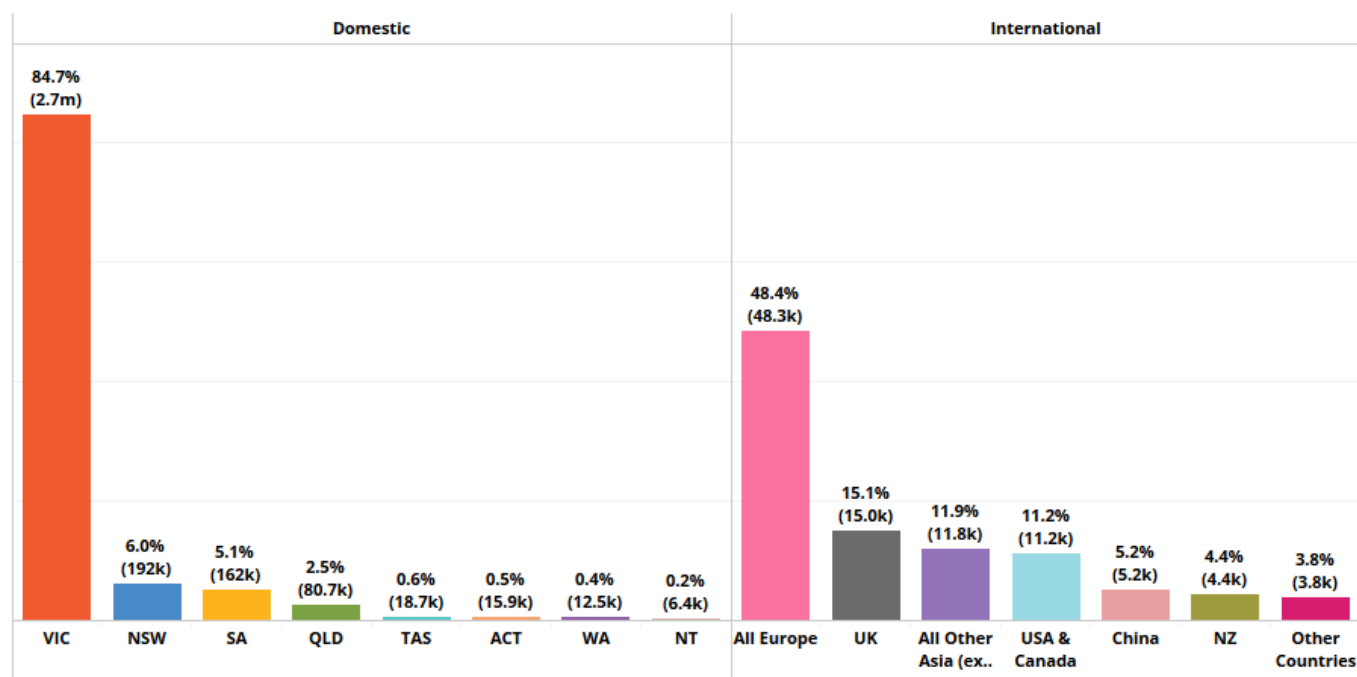
⁵ National and International Visitor Survey, Tourism Research Australia (June Ye Data).

⁶ National and International Visitor Survey, Tourism Research Australia (June Ye Data).

Victoria's domestic RV, caravan, and camping market is very much an intrastate market, with intrastate RV, caravan, and camping travel comprising almost 85% (2.7m travellers) of all domestic RV, caravan, and camping travel that took place over the period 2017-2019. This is followed by the NSW market (6% or 192k travellers) and SA (5.1% or 162k travellers).

Although international RV, caravan, and camping travel makes up a relatively small size of the overall Victorian RV, caravan, and camping market, the largest market is the combined "All Europe" market which comprised almost half of all international Victorian RV, caravan, and camping travel over the period 2017-2019.

Figure 12: RV, caravan, and camping travel in Victoria by origin (2017-2019 average)⁷



+ Mildura Trends

Figure 13 and Figure 14 illustrate the size of the RV, caravan, and camping market in Mildura LGA, including a breakdown for the domestic and international market. The following is noted.

- The growth pattern of the Mildura RV, caravan, and camping market has effectively mirrored state and national trends – experiencing strong growth up until 2020 where COVID-19 has resulted in a sharp decline in all forms of travel, not just RV, caravan, and camping travel.
- The growth indicated in 2020 for the international market is likely to be a result of a small sample size skewing the results.
- Of the 118k RV, caravan, and camping travellers in 2019, 79% (93k) stayed in commercial park/camping facilities. The remaining 21% freedom camped.
- As of 2020, Mildura captured 3.5% of Victoria's RV, caravan, and camping market.

⁷ National and International Visitor Survey, Tourism Research Australia (June Ye Data).

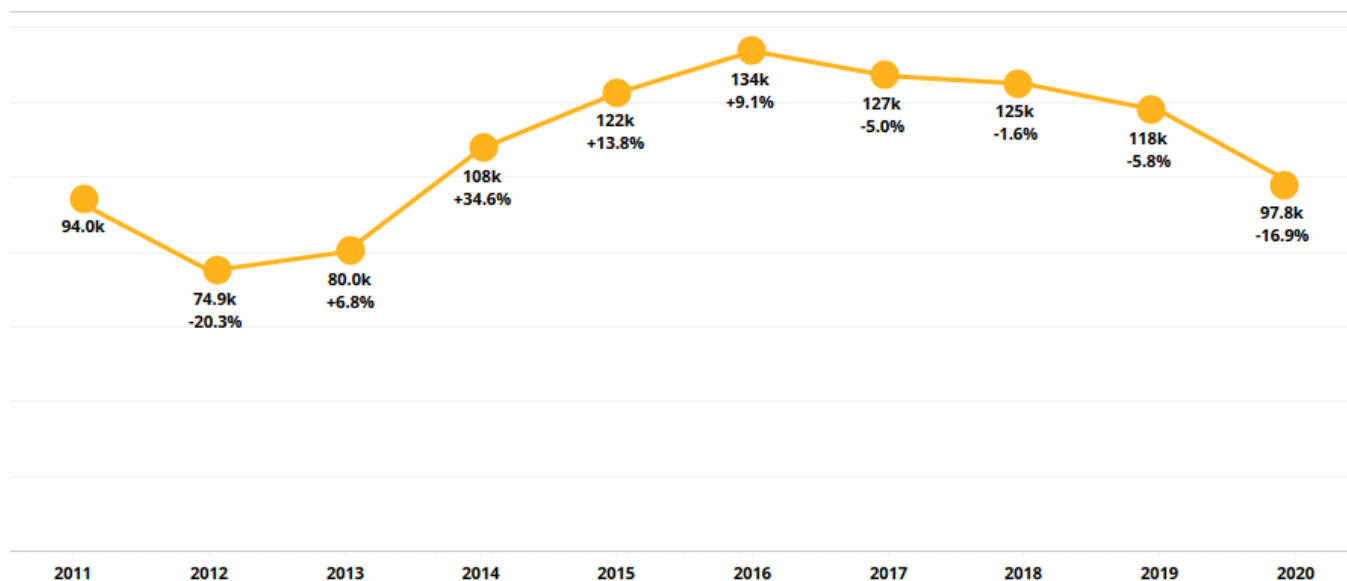
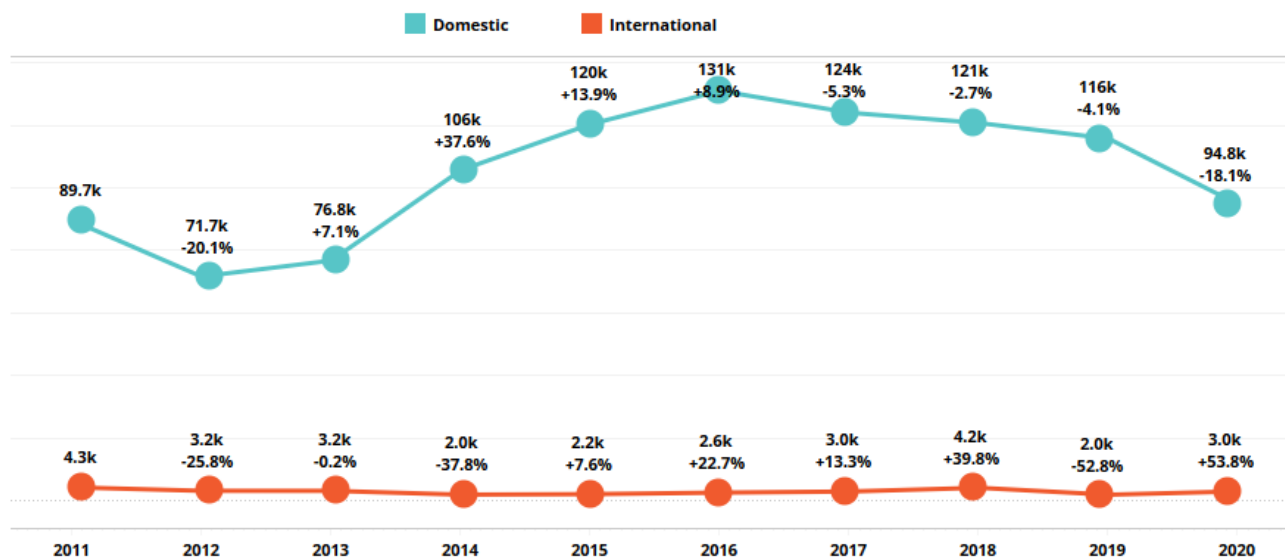
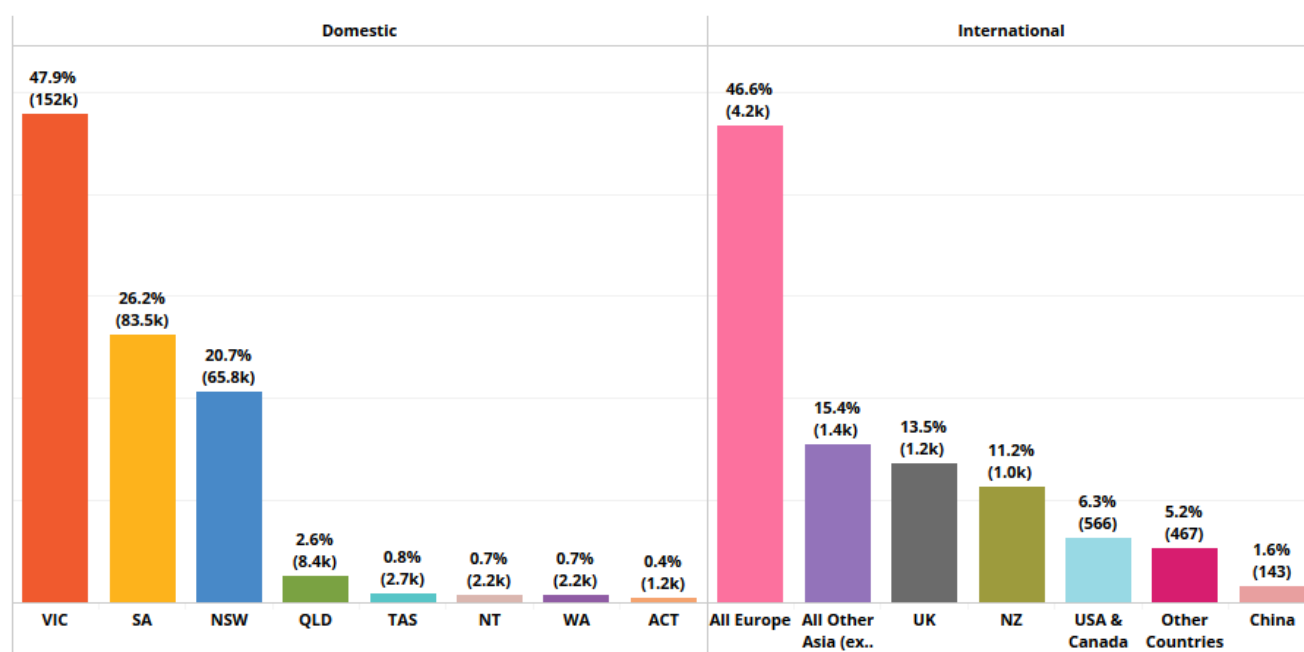
Figure 13: Total RV, caravan, and camping travel in Mildura (domestic and international)⁸Figure 14: RV, caravan, and camping travel in Mildura by domestic and international travellers⁹⁸ National and International Visitor Survey, Tourism Research Australia (June Ye Data).⁹ National and International Visitor Survey, Tourism Research Australia (June Ye Data).

Figure 15 demonstrates the origin of RV, caravan, and camping visitors to Mildura, based on a three-year average from 2017 to 2019. It demonstrates that compared to the Victorian average, Mildura LGA:

- has a far smaller intrastate RV, caravan, and camping market (comprising 48% of the domestic RV, caravan, and camping market, compared with 85% for the State);
- attracts a far stronger proportion of South Australian RV, caravan, and camping travellers than the Victorian average (26% compared with 5%); and
- attracts a far stronger proportion of NSW RV, caravan, and camping travellers than the Victorian average (21% compared with 6%).

Being strategically positioned at the apex of major crossing highways for travellers enroute to and from NSW and SA along with road trips to and from WA, Mildura has the potential to continue to grow significant inter-state travellers for both transiting through and longer overnight stays. The plethora of camping and caravan parks and destination holiday parks in Mildura and directly across the Murray River in NSW reflects the historic recognition of this market demand as well as its geographic location.

Figure 15: RV, caravan, and camping travel in Mildura by origin (2017-2019 average)¹⁰



¹⁰ National and International Visitor Survey, Tourism Research Australia (June Ye Data).

Appendix 2 NPS Calculation

The NPS is calculated using a scale (see Figure 16).

- A score between 0-6 being considered unhappy customers who are unlikely to return, and may even discourage others from staying with the provider.
- A score between 7-8 being passives, meaning they are satisfied with the provider but not happy enough to be considered promoters.
- A score between 9-10 are considered promoters who are typically loyal and enthusiastic customers and who are likely to return and strongly promote the provider.

Figure 16: NPS Score Scale



TripAdvisor¹¹ and Google use a scale of 1-5 for consumer ratings on accommodation products. Converting this to the NPS scale means that a rating of 1-3 are considered “detractors” for the product, a score of 4 are the product’s “passives” and a score of 5 are the products “promoters”.¹²

¹¹ Booking.com has not been used to derive a NPS because it does not provide a scale of scores, but rather, only provides an overall score. Therefore, an NPS is unable to be calculated from Booking.com listings.

¹² <https://birdseye.com/blog/net-promoter-score-explained/>

Appendix 3 Regulatory Framework

+ Relevant State and Local Government Legislation

Camping in Victoria

The following legislation and other documents affecting any RV, caravan, and camping use for the Mildura region have been reviewed. The legislation and other documents are highlighted below. The highlights do not constitute legal advice and Council is advised to obtain such advice before creating and enforcing policies relevant to RV, caravan, and camping use.

The National Park Act and Regulations

The National Park Regulations 2013 (VIC) governs the management and control of parks to protect and promote safe and enjoyable visits. Relevantly, occupying a vehicle or other moveable form of accommodation in a park is considered to constitute camping. Under the National Park Act 1975 (VIC) a park is broadly defined but includes a national park, State park or wilderness park, including:

- the Hattah-Kulkyne National Park.
- the Murray-Sunset National Park.
- the Wyperfield National Park.
- the Big Desert Wilderness Park.
- the Murray Kulkyne Park.

The Act also governs permits for use.

- Parks Victoria can set aside an area in a park where noisy devices and equipment may be operated R. 75
- It can also set aside an area of a park where liquor may not be possessed R. 78
- It specifies that the erection, construction, or installation of structure (even temporary) is prohibited unless the person is camping per Div. 1 of Part 9 or has a permit R. 79
- It can set aside an area for dispersed camping R.82
- It proscribes anyone camping in a park except in a designated area or at an occupation site (a building, camping place of other facility for which Parks Victoria may grant a permit) R.83
- It does not permit camping within 20m of a river, stream, spring etc or within 20m landward of a high-water mark
- It prohibits anyone from camping in an area for more than 42 consecutive nights
- It prescribes that campsites are to be kept free of litter R.84
- It prohibits fires from being lit unless in an area set aside for the purpose by Parks Victoria R.86
- It requires all faeces not be left behind or be buried 100m from any river, stream, spring etc., unless there are toilet facilities provided R.87
- It prohibits the use of soap or detergent unless the person is 50m away from a river, stream, spring etc. or at least 50m landward of a high-water mark R.88

- It prohibits anyone from having access to water in water catchment areas R.90-92
- It may make determinations about which roads may be accessed by vehicles R.93
- It may also determine (including by attaching restrictions) if vehicles can be parked or left standing in any part of park R.96

In formulating any policy regarding RV, caravan, and camping, the requirements of the Act and Regulations will need to be met.

The Local Government Act

The Local Government Act 2020 (VIC) does not specifically define nor legislate around RV, caravan, and camping. But Councils have a role to provide good governance in their municipal district (S.8) and are conferred with power to do all things necessary with the performance of that role (S.10), including making local laws (S.71) that are to be consistent with planning schemes in municipal districts (S.72) and in accordance with community engagement policies (S.73). Any Council must also ensure that its community vision is maintained (S. 88) and that there is an integrated approach to planning as set out in its Council Plan (S.S 89, 90). Before any local law is made, a Council must seek legal advice (74).

In formulating any policy or local laws regarding RV, caravan, and camping, Council will need to review council plans, strategies, community policies and planning schemes. And any draft policy or local law will need to be reviewed and certified by a qualified lawyer who is not a Councillor of the Council.

Recreational Vehicle Use Guidelines

The Victorian government does not appear to have any legislation nor guidelines governing RV, caravan, and camping specifically. There are, however, the following RV schemes, frameworks, and strategies etc.

- The East Gippsland Shire Council: The RV Development Plan Framework 2010
- The South Gippsland Shire Council: Tourism Recreational Vehicle Strategy 2014
- The Baw Shire Council: Draft RV Strategy 2020-2023
- The Campervan & Motorhome Club of Australia Limited Schemes:
 - RV Friendly Town: Essential Criteria
 - RV Friendly Destination: Essential Criteria
 - Leave No Trace: Code of Conduct

When formulating any policy or local laws regarding RV, caravan, and camping, Council may wish to conduct a comparative review of schemes, codes, guidelines, and strategies etc. formulated by other shire and municipal councils and associations.

The VicRoads Victorian Rest Area Strategy for the provision of rest areas in rural Victoria

Rest areas are provided in Victoria so that road users are able to take a break/sleep, in order to combat and manage fatigue. Rest areas also provide reasonable access to amenities such as toilets, food, and driver information. They include:

- in town facilities provided by local Government etc.
- freeway services and other commercial facilities; and
- major and minor rest areas provided by VicRoads.

In 2010, when VicRoads published its Rest Area Strategy, it envisaged that it would assist local Government and communities to develop town specific action plans to encourage drivers (of heavy and light vehicles) to use in-town facilities (Strategic Action 2).

Figure 17: Principles for developing/upgrading rest areas

- The layout and design should promote effective and safe rest and sleep opportunities depending on the category of rest area
- The type and level of facilities at rest area sites, including the number of parking spaces provided for heavy and light vehicles will be designed to meet expected demand (based on current and future traffic volume and mix)
- Where practical, security lighting will be provided for night-time rest area users
- Rest areas should be attractive and inviting to road users and encourage them to stop: structures such as shelters and toilets should be visually appealing
- Adequate shade should be provided at rest areas
- Toilet facilities, where provided, should be environmentally friendly



Competitive Neutrality

As required under the [National Competition Policy](#), Victoria introduced its [Competitive Neutrality Policy](#) in 2012. The aim of the Policy is to ensure that significant business activities carried out by Victorian government compete fairly in the market.

The competitive neutrality propositions are complex. Illustrative of this is the case where the West Coast Council in Tasmania was found to have contravened competitive neutrality principles by providing free overnight parking facilities, including to RVs. A complaint had been made by a caravan park owner. "Council disagreed strongly with the ludicrous suggestion that just because we were emptying rubbish bins and maintaining toilet facilities at sites, we were therefore providing free camping."

Before developing policy or local laws regarding RV, caravan, and camping, legal advice about compliance with competitive neutrality guidelines should be sought.

Victoria Planning Provisions: the Mildura Planning Scheme

Under the [Victorian Planning Scheme 2018 \(VIC\)](#), planning schemes are developed to express, relevantly, regional, local and community expectations for areas and land uses. The [Mildura Planning Scheme 2018 \(VIC\)](#) has a range of provisions that might be addressed when considering RV, caravan, and camping.

- Compatibility with Council's vision that the Mildura region be the most liveable, people friendly community in Australia (21.3)
- Protecting the health of ecological systems and the biodiversity they support (12): public parks, reserves, and forest play an important role in protecting significant landscape, flora, fauna, cultural and scientific values in the region (21.2, 21.3, 21.5)
- Strengthening the resilience and safety of communities by adopting a best practice environmental management and risk management approach (13)
- Developing land so that it is compatible with adjoining and nearby land uses (13.7)
- Ensuring that land use and development appropriately respond to surrounding landscape and character, protecting places and sites with significant heritage, architectural aesthetic etc. and contribute positively to local character and sense of place (15): commercial and retail centres throughout the municipality have many historic buildings and features that are valued by the community and contribute to the character of the centres (21.2, 21.3)
- Ensuring development and land use is energy and resource efficient (15.2)
- Strengthening and diversifying the economy, including the tourism economy (17.01)
- Managing out-of-centre development (17.02)
- Encouraging tourism development to maximise economic, social, and cultural benefits of developing the state as a

competitive domestic and international tourist destination (17.4)

- Taking into account aboriginal places of historical and cultural significance: there are over 3,800 in the region (21.1, 21.2)
- Managing the provision of tourist accommodation: tourism is a key economic driver of the municipality and is expected to be a steadily growing contributor to the retail market (21.2, 21.3)
- Increasing visitor numbers and lengths of stay (21.8)
- Developing SUZ2 to provide a range of tourist experiences which help reinforce the role of Mildura as a popular tourist destination.
- Designing SUZ2 to ensure the continued operation and viability of tourist activities in the municipality; encouraging development to complement the Mildura Arts Centre and Rio Vista Park as major cultural, tourist and entertainment facilities and taking advantage of and enhancing the Murray River (37)
- Designing SUZ3 to provide for tourist, recreational and community uses of the Mildura Marina Zone (37)
- Ensuring SUZ6 provides for the use and development of Red Cliffs Caravan Park in an orderly and proper manner that does not detract from the amenity to the surrounding area or neighbourhood (37.1)
- Maintaining Deakin Avenue and adjoining development as one of the most impressive boulevards in regional Victoria: this may preclude stationing RV, camping, and caravanning land use near or adjoining the boulevard (21.2, 21.3)
- Ensuring any planning for the use of land forming part of the Victorian Parks system (40% of the total municipality) and the hundreds of smaller conservation and other publicly owned reserves scattered across the Mallee, recognises the nature of the parks, their fauna and flora, their Aboriginal places on the Victorian Aboriginal Register etc. (21.5) and other tourism drawcards, including the World Heritage listed Willandra Lakes System incorporating Mungo National Park in NSW; Murray and Neighbouring Darling Rivers; rich Aboriginal and non-Aboriginal cultural heritage etc. (21.8)
- Recognising there should be opportunities for recreational activities, including solitude and self-reliant recreation and motorised recreation within the Victorian Parks system (21.5)
- Ensuring there are strategies to protect the environmental, landscape, cultural heritage, and archaeological value of public land, including conservation of natural habitats, levels of fire risk, the comments of adjacent landowners and visual amenity (21.5)
- Discouraging urban or other intensive forms of use or development adjacent to public land that could have a negative impact on that land (21.5)
- Considering the location of any RV, camping or caravanning sites might be given to the Public Park and Recreation Zone on the north side of Fifteenth Street. It could also take into

account any Surrounds Strategy prepared for the interface of public and private lands (21.5)

- Addressing requirements to provide improved landscaping outcomes (21.7)
- Obtaining permit requirements in PUZ7, PUZ4, SUZ2 SUZ3, SUZ8 and UGZ (36.1, 36.2, 36.3, 37.1, 37.3, 37.7)
- Taking into account the requirements for a Landscape Plan (37.4.2), an Urban Design Plan (37.4.5) and the Environmental Management Plan (37.4.6)
- Taking into account the use of the Red Cliffs Caravan Park (37 Schedule 6)
- Taking into account the: Environmental Significance Overlay (42); Heritage Overlay (43); Design and Development Overlay (43.2); bushfire planning requirements (53.2); design in response to existing neighbourhood character requirements (54.2); integrated urban landscape objectives (56.5); access and mobility management requirements (56.6); utilities planning requirements (56.09); landscaping objectives (58.3); and communal open space objectives (58.3)
- While not specifically relevant to the use of RVs, caravanning or camping, the car parking policy guidelines could be informative to planning any land use by RVs etc. (52.6)
- While not specifically relevant to the use of RVs, caravanning or camping, the telecommunications facility provisions should be considered to ensure that telecommunications infrastructure and services are provided in an efficient and cost-effective manner to meet community needs (52.19)

Mildura Rural City Council Community Local Law No.2 April, 2017

The objectives of the Community Local Law No.2 include, among other things:

- The objective to provide an environment in which the residents of the municipal district enjoy a quality of life that meets the general expectations of the community
- The objective that the public can properly use and enjoy Public Reserves by regulating activities and behaviour in Public Reserves
- The objective for the control of consumption of alcohol in designated areas within the municipal district

In meeting those objectives, the Local Law provides directives for environmental protection (Part 3). It prescribes the types of behaviours permitted in Public Reserves and on Council Land (Part 5). It also prescribes where motor vehicles may park vis-à-vis Public Reserves (5.9). It proscribes the consumption of liquor on a Road or in a Public Road or in a motor vehicle parked in a Public Reserve (6.1). And it proscribes certain behaviours in public (Part 7)

The Local Law prohibits camping and caravanning on Council Land or in a Public Place or any Road in a tent, caravan, vehicle or tother temporary or makeshift structure unless they are within a Caravan Park registered under the Residential Tenancies (Caravan Parks and

Movable Dwellings Registration and Standards) Regulations 1999 or within other conditions set out in the Law (5.13, 5.14). Unless otherwise approved, camping is restricted on private land to no more than 6 weeks in any year and sleeping in a caravan on private land is restricted to a maximum of 7 consecutive nights.

Residential Tenancies (Caravan Parks and Movable Dwellings Registration and Standards) Regulations 1999

The objectives of the Regulations are, relevantly, to provide for standards for facilities and services in caravan parks; and the health and safety of residents and short-term occupiers of caravan parks.

Issues addressed in the Regulations include: the duties of registered caravan parks (Part 2); fire and emergency management (Part 3); the provision of amenities (Part 3) and the maintenance of site (Part 3).

The Public Health and Wellbeing Act 2008 (VIC)

The purpose of the Public Health and Wellbeing Act is to promote and protect public health and wellbeing in Victoria. Local Councils are asked to protect, improve, and promote public health and wellbeing within their municipal district by, among other things (Part 3 Division 3):

- creating an environment which supports the health of members of the local community and strengthens the capacity of the community and individuals to achieve better health;
- initiating, supporting and managing public health planning processes at the local government level;
- ensuring that the municipal district is maintained in a clean and sanitary condition.

In planning for RV, caravan, and camping in the municipality, Council might review obligations under the Public Health and Wellbeing Act and Council's own Community Health and Wellbeing Plan 2017-2021.

+ Other Relevant Plans/Strategies

The Recreation Strategy 2008-2018 Action Plan

The purpose of the Recreation Strategy was to set the strategic direction for recreation provision in Mildura for the 10-year period. While the Strategy is focussed on the recreation needs of visitors, it

is envisaged that visitors and temporary residents (who visit using RVs, camping grounds and caravans) will also be contemplated.

In planning for RV, caravan, and camping in the municipality, Council might review the strategic direction for the provision of recreation opportunities under the Recreation Strategy.

It is noted that an updated recreation strategy was developed and endorsed in 2021. No discussions with community took place around RV's and was not raised as part of the consultation

The Mildura Event Strategy 2025

Under the Strategy, it is hoped that Mildura will be a major event destination with a vibrant year-round calendar of events. The Strategy highlights the size of the caravan and camping market. Commercial caravan park and camping sites make up 24% of the accommodation types in the region: a 3,358-person capacity.

The Mildura Regional Development Business Plan 2020-2021

One of the aims of the Business Plan is to grow the visitor economy. Specifically, under Goal 3, Council identified the need to prioritise key product improvements and new product required, where opportunities can be leveraged off existing projects such as the Riverfront Redevelopment as well as future opportunities such as a Motor Sports precinct and Mildura South Sporting Precinct.

Murray Regional Tourism Murray Region Destination Management Plan 2018

The Destination Management Plan sets forth strategies for the development of tourism to the various Murray Regions, including the Western Murray Region. Specifically, it calls for:

- the delivery of nature-based assets including investment in parks infrastructure like camping sites to support nature-based tourism;
- ongoing development of an RV camping facility at Pooncarie, including the installation of filtered water and power;
- development of a parking and camping site as part of the planned Mildura Motor Sports Precinct.

There is recognition that the region's camping and caravan parks are an important draw for the visitor market and that investment in and improvements to the region's parks are necessary.

Appendix 4 Bibliography for Strategic & Regulatory/Legislative Context

- The National Competition Policy (<http://ncp.ncc.gov.au/pages/home>)
- The Local Government ACT 2020 (VIC) (https://www.localgovernment.vic.gov.au/__data/assets/pdf_file/0022/91138/Local-Government-Bill-Exposure-Draft.pdf)
- Mildura Rural City Council Community Local Law No.2 April, 2017 (<https://www.mildura.vic.gov.au/Council/Local-Laws>)
- The Residential Tenancies (Caravan Parks and Movable Dwellings Registration and Standards) Regulations 2020 (VIC) (http://classic.austlii.edu.au/au/legis/vic/consol_reg/rtpamdrasr2020854/)
- Mildura Rural City Council Recreation Strategy 2008-2018 Volume 1 Action Plan (<https://www.mildura.vic.gov.au/Council/About-Council/Council-Plans-Strategies>)
- Victoria's 2020 Tourism Strategy 2013 (<https://www.ecotourism.org.au/assets/Resources-Hub-Destination-Management-Plans/Victoria-2020-Tourism-Strategy-2013.pdf>)
- Mildura Rural City Council Event Strategy 2025
- Mildura Rural City Council Mildura Regional Development Business Plan 2020-2021 <https://www.milduraregion.com.au/wp-content/uploads/2021/03/Mildura-Regional-Development-Business-Plan-2020-2021.pdf><https://www.milduraregion.com.au/wp-content/uploads/2021/03/Mildura-Regional-Development-Business-Plan-2020-2021.pdf>
- Murray Regional Tourism Murray Region Destination Management Plan 2018 <https://www.murrayregionaltourism.com.au/wp-content/uploads/sites/2/Murray-Region-DMP-Final.pdf>
- The Residential Tenancies Act 1997 (VIC) (<https://content.legislation.vic.gov.au/sites/default/files/2021-03/97-109aa098%20authorised.pdf>)
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- The National Parks Act 1975 (VIC) (<https://content.legislation.vic.gov.au/sites/default/files/2020-12/75-8702aa174%20authorised.pdf>)
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- The VicRoads Victorian Rest Area Strategy: A Strategy for the provision of rest areas in rural Victoria, 2010
- The Victorian Department of Treasury and Finance Competitive neutrality policy, September 2012
- <https://www.westcoast.tas.gov.au/news/mediareleases/media-release-pages/west-coast-rv-camping>
- The Mildura Planning Scheme 2018 (VIC) (last updated 15.04.21) https://planning-schemes.api.delwp.vic.gov.au/__data/assets/pdf_file/0010/463969/Mildura_PS_Ordinance.pdf?_ga=2.55799023.530945263.1618890368-530227768.1618800408
- The Victorian Planning Scheme 2018 (VIC) https://planning-schemes.api.delwp.vic.gov.au/__data/assets/pdf_file/0007/481723/VPPs_All_Clauses.pdf?_ga=2.61112680.530945263.1618890368-530227768.1618800408
- The Public Health and Wellbeing Act 2008 (VIC) <https://content.legislation.vic.gov.au/sites/default/files/2020-05/08-46aa043%20authorised.pdf>

Appendix 5 RV Friendly Town Qualification Criteria

RV Friendly Towns (RVFT) is an initiative of the Campervan and Motorhome Club of Australia (CMCA). It is aimed at assisting those visitors with RVs and caravans as they journey throughout Australia. This includes motorhomes, campervans, caravans and 4WDs.

An RVFT 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 visitors enter a town displaying the RVFT sign, it is understood that 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 overnight and for a longer period.

There are three RVFTs near or in Mildura LGA, including Ouyen (within Mildura LGA), Robinvale (Swan Hill LGA) and Euston (Balranald LGA). There are also several RV Friendly Destinations including Red Cliffs Golf Club (Swan Hill LGA) and Wentworth Sporting Complex (Wentworth LGA).

+ How does a town qualify?

Before any town can be appointed to the scheme, there is a set of criteria that must be met, which include the following Essential and Desirable items.

Essential

Table 5 indicates the Essential items that are required to achieve RVFT status. The table demonstrates that currently, Mildura meets all of these criteria.

Table 5: RVFT Essential Items

| Essential Item | Available in Mildura? |
|--|-----------------------|
| Provision of appropriate parking within town centre with access to a general shopping area with groceries & fresh produce. | ✓ |
| Provision of short term (24/48/72+ hour) parking within reasonable distance to CBD. | ✓ |
| Provision of long-term parking, to be at a reasonable rate commensurate with the requirements of self-contained vehicles. | ✓ |
| Access to medical facilities or an applicable evacuation plan. | ✓ |
| Access to a pharmacy or a procedure to obtain pharmaceutical products. | ✓ |
| Access to potable water. | ✓ |
| Access to a Dump Point, if not in town, within a distance of up to 50 kilometres from town. | ✓ |
| RV Friendly Town signs to be erected within the town precinct | ✓ |

Desirable

The following items are not considered Essential but are Desirable. All but one of these items are currently met within Mildura. The criteria "Visitor Information Centre (VIC) with appropriate parking facilities within a reasonable distance" Is not currently met, however, this report recommends the relocation of the VIC which may provide more appropriate parking facilities, therefore, meeting this criteria item.

Table 6: RVFT Desirable Items

| Desirable Item | Available in Mildura? |
|--|-----------------------|
| A service centre able to provide basic vehicle repairs. | ✓ |
| Visitor Information Centre (VIC) with appropriate parking facilities within a reasonable distance. | + |
| VIC to provide a town map showing essential facilities such as hospital, medical services, fuel, shopping area, dump point, fresh water etc. | ✓ |

+ RV Friendly Location

If a town does not meet all the criteria of an RV Friendly Town (RVFT), it may qualify as an RV Friendly Location (RVFL).

Essential

- Provision of appropriate parking within the town centre with access to a general shopping area with groceries & fresh produce.
- Provision of short term (24/48/72+ hour) parking within a reasonable distance of the CBD.
- Provision of long-term parking, to be at a reasonable rate commensurate with the requirements of self-contained vehicles.
- Access to a medical evacuation plan such as a Flying Doctor Service or an ambulance in a nearby town.
- A procedure to obtain pharmaceutical products (may be by delivery).
- Access to potable water.
- Access to a Dump Point, if not in town, within a distance up to 50 kilometres from town.
- Council to provide one person as a contact.
- RV Friendly Location™ signs to be erected within the town precinct.

Desirable

- A service centre able to provide basic vehicle repairs.
- Visitor Information Centre (VIC) with appropriate parking facilities within a reasonable distance.

+ RV Friendly Destinations

An RV Friendly Destination (RVFD) is a "one-off" place of interest, such as a homestead or country pub, that is friendly towards all mobile travellers. They are generally business where you can visit in any size rig and in many cases, stay overnight.



Acknowledgements

A wide range of inputs and analysis have shaped the development of this Strategic Plan, bringing together our collective ambitions for planned development of the RV, Caravan, and Camping market across the Mildura LGA.

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- Bushells on Tenth Ye Olde Lolly Shopp
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- Caravan Parks Association
- Discover Mildura
- Mildura Arts Centre
- Mildura Central
- Mildura City Heart
- Mildura Holden Museum
- Mildura Paddle Steamers
- Mildura Regional Development
- Murray Offroad Adventures
- NSW National Parks
- Ouyen Inc
- Parks Victoria
- Red Cliffs Lions
- Rotary Mildura Deakin
- Trentham Estate
- Wentworth Shire Council
- Woodsies Gem Shop