



Caravan Industry Association of Australia

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New Federal Chairman platforms on unification to drive industry growth

At the Caravan Industry Association of Australia National Board meeting conducted yesterday, Mr Grant Wilckens, CEO of Discovery Parks was elected new Federal Chairman.

With a large financial investment in the industry spread nationally across almost all state and territories, Grant recognises the need for the industry to come together for future success to occur.

“There are many threats to the way we have conducted business in the past with the sharing economy presenting both challenges and opportunities for the industry. Add to this technological and demographic change and the business models we once knew are continually being tested,” Grant said.

“It is more important than ever that we have strong representative associations leading the industry through this period of change.”

The caravanning and camping industry continues to grow strongly despite competitive threats. 7.1 million Australians stayed in a caravan holiday park, camping ground or national park in the past two years. Latest registration figures show continued strength in the market with total numbers of products now registered topping 650,000.

The industry contributes around \$19 billion to the Australian economy annually.

Grant is a long supporter of the sector commenting, “I love this industry. It provides great diversity for consumers and is a real powerhouse for the Australian economy supporting regional employment, local manufacturing and retailing, as well as regional dispersal vital for many local communities around Australia. Irrespective of whether you are a large corporate business, a small retailer in the suburbs, or an independent caravan park in the country, every industry business benefits from a strong industry committed to growth.

It is a real honour to be able to serve on the National Board and I look forward to leading the industry to bigger and better things.”

Grant believes there are a number of further ways in which the industry can embrace change:

- Continued unification of the manufacturing and accommodation sectors for a future of shared growth;
- Further bringing together the states and National peak body for the betterment of the industry;

- Ensuring the industry has a national voice for the future at the highest level of government; and
- Improving customer service and operational standards through training and accreditation programs.

Grant recognized outgoing Chairman Mark Lindsay as a champion for change and a strong leader.

"Mark has been an industry stalwart and the right man for the job in leading both the accommodation and manufacturing sectors and the peak national body through a period of much change. He has been generous with his time and tireless in his support and is a big believer in bringing the industry together, irrespective of sector. I look forward to honouring his legacy in looking at activities which grow the market, improve standards, and provide for future sustainability so all industry businesses wishing to better themselves can benefit."

Mark remains on the Board as a non-Executive Director.

The Board meeting also saw Dennis Austin elected as Deputy Chair and Martin Cotterell as Treasurer.

About Grant Wilckens

Mr Grant Wilckens is the Chief Executive Officer and co-founder of Discovery Parks, Australia's largest owner and operator of lifestyle, holiday and workforce accommodation parks. From a corporate finance background with Rothschild and 360 Capital Group, Grant has become a leading figure in the Australian accommodation park industry.

Grant graduated with a Bachelor of Commerce from the University of Adelaide. He is an Associate Member of the Institute of Chartered Accountants, an Associate Member of the Financial Securities Institute in the United Kingdom.

About Caravan Industry Association of Australia

Caravan Industry Association of Australia is the peak national body for the caravanning and camping industry in Australia, representing over 3,500 businesses across the entire supply chain and 53,000 employees. In addition to this, they communicate regularly with consumers who have an interest in the caravanning and camping lifestyle, maintaining an active database of over 360,000 consumers and a social media community with more than 145,000 participants.

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Please use the full name when referring to Caravan Industry Association of Australia, not the acronym CIAA, as several unconnected organisations use this acronym. For further information including requests for comment or imagery, please contact Louise Avery: Phone 03 9815 2015 or email louisea@caravanindustry.com.au

Caravan Industry Association of Australia is the peak national body for the caravanning and camping industry in Australia. Our organisation's vision is, "To lead and champion a robust, compliant and

sustainable caravanning and camping industry”, with all operation pillars – marketing; research; lobbying and advocacy; compliance, accreditation and training – working towards this vision.

As the peak national body for the Australian caravanning and camping industry, Caravan Industry Association of Australia represents over 3,500 businesses across the entire supply chain. Many of these industry businesses financially support the organisation by making a voluntary contribution towards a cooperative fund that aims to support the sustainability of the greater industry.

In addition, we communicate regularly with consumers who have an interest in the caravanning and camping lifestyle. We maintain an active database of over 360,000 consumers and support this via social media channels with more than 121,000 participants.