

FOR IMMEDIATE RELEASE

Monday, 10th April 2017

CIAWA to deliver Caravan Industry Development Initiative Program

The Caravan Industry Association Western Australia Inc (CIAWA) has signed an agreement with Tourism WA to deliver the 'Caravan Industry Development Initiative' (CIDI) program.

The CIDI program is a collaboration with Tourism Western Australia, Caravan Industry Association of Western Australia (CIAWA), and Breakaway Tourism Pty Ltd with a focus on improving the capacity and capability of the caravan and camping sector in Western Australia.

CIAWA CEO Craig Kenyon said the program will provide a valuable set of resources specifically for regional caravan parks within Western Australia.

"This important initiative is designed to address key business, workforce and developmental priorities for regional Caravan Parks and will identify opportunities for business improvement as well as providing a pathway to national accreditation through the Caravan Industry Association of Australia (CIAA)."

Caravan Parks participating in the Caravan Industry Development Initiative will have the opportunity to select specific elements from a suite of CIDI delivery option categories resulting in a tailored program for individual business needs.

Mr Kenyon said the program consists of 6 key stages that will lead to operators making informed and responsive decisions and actions to improve their business.

"The CIDI program will deliver practical and valuable elements of skills, knowledge, awareness and collaborative opportunities to caravan and camping business owners, managers and staff."

Tourism WA's Chief Executive Officer Gwyn Dolphin said he was pleased to work with the industry to offer even better caravan and camping experiences in WA.

"In 2016, an estimated 1.6 million domestic and international visitors spent 7.7 million nights in caravan or camping accommodation, contributing more than \$1 billion to the State's economy," Mr Dolphin said.

"Caravan and camping is an important sector of the tourism industry and this initiative will help it continue to grow by meeting the high expectations today's travelers have of tourism experiences."

The program is open to any licensed Caravan Park or Camping Ground in Western Australia and Expressions of Interest in the program are now open. Selection will be based on competitive evaluation of the EOI applications. EOI can be submitted via the CIAWA website at <http://www.caravanwa.com.au/cidi/>

- Ends -

About CIAWA

Caravan Industry Association Western Australia (Inc.) is the peak industry body and represents caravan parks, dedicated residential lifestyle villages, trade suppliers, recreational vehicle dealers, recreational vehicle manufacturers and service providers to the caravan and camping sector.

Caravan Industry Association Western Australia (Inc) has over 240 members, including 120 caravan parks and 75 trades. The Association is proactive in representing Members and the industry in general, has representation on Government review bodies and is regularly consulted by Government and industry stakeholders. Core to our advocacy role is providing an industry perspective to Government and where required engaging legal advice and undertaking research and consultant reports to support the industry position.

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Development Initiative
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