



CARAVAN INDUSTRY  
ASSOCIATION  
WESTERN AUSTRALIA

## FOR IMMEDIATE RELEASE

Friday, 28<sup>th</sup> July 2017

### **Caravan Industry Development Initiative Program progressing with great success**

The Caravan Industry Development Initiative (CIDI) Stage 1 has seen a whirl-wind of progress to date and the program is in the final stages of its scheduled completion for the end of July.

CIDI Program Manager Michelle Sidebottom of Breakaway Tourism and CIAWA CEO Craig Kenyon have been working with a diverse range of small, medium and large caravan parks from Broome in the north, Esperance in the south, and even remote parks in the mid-west outback areas of Meekatharra and Mt Augusta. It has been quite the adventure so far with much important work being accomplished. This free program for industry has been proudly funded by Tourism WA.

Common issues identified for industry to date during the program include:

- a lack of connectivity with the broader tourism sector and collaborative opportunities
- access to caravan and tourism industry research and reports for future business planning and development
- developing and implementing operational policies, procedures and plans; workforce development and training
- strategic marketing and digital marketing technologies
- dealing with the impact of free camping sites near business operations.

Business diagnostic analysis, business development plans, comprehensive tools and resources, and site visit workshops delivered with participating caravan park management teams are identifying a wealth of opportunities and proposing solutions for each individual business throughout the course of the CIDI program.

Craig Kenyon said, "It has been highly beneficial for me as the new CEO of CIAWA to connect with parks all over the State through the CIDI program and to better understand their business operations and needs. I am delighted with the outcomes achieved so far and am looking forward to meeting more industry operators through to the completion of CIDI Stage 1 and the commencement of CIDI Stage 2 later in the year".

Preparation is now underway with a second group of parks registered to commence CIDI Stage 2 in August and September. By the end of the year, 57 proactive caravan and camping grounds operators across Western Australia will have completed the Caravan Industry Development Initiative with a goal to enhance the business operations, performance, workforce recruitment and sustainability of the caravan and camping sector in Western Australia.

- Ends -

---

#### **Contact Information**

CIAWA:  
Craig Kenyon  
[craig@caravanwa.com.au](mailto:craig@caravanwa.com.au)  
Mobile: 0400 483 199

CIDI Program:  
Michelle Sidebottom  
[michelle@breakawaytourism.com.au](mailto:michelle@breakawaytourism.com.au)  
Mobile: 0419 904 691



CARAVAN INDUSTRY  
ASSOCIATION  
WESTERN AUSTRALIA

### **CIDI Program Stage 1 Participants**

Karalundi Caravan and Camping Park  
The Junction Tourist Park & Tavern  
Myalup Beach Caravan Park  
Broome's Gateway  
Walpole Rest Point Caravan Park  
Brunswick Junction Caravan Park  
Coalmine Beach Holiday Park  
Karri Aura Caravan Park & Motel Suites  
Horrocks Beach Caravan Park  
Geraldton Belair Gardens Caravan Park  
Jurien Bay Tourist Park  
Margaret River Tourist Park  
Esperance Bay Holiday Park  
Mullewa Caravan Park  
Toodyay Holiday Park & Chalets  
Wooramel Roadhouse  
Gnaraloo Station  
Quairading Caravan Park  
Mt Augustus Tourist Park  
Turner Caravan Park  
Tathams Caravan Park  
Capricorn Holiday Park  
Wooramel River Retreat  
Shire of Dowerin – Dowerin Short Stay Accommodation

---

### **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.