
CENTRAL HIGHLANDS QUEENSLAND RECREATIONAL VEHICLE, CARAVAN & CAMPING STRATEGY 2023-32

CENTRAL HIGHLANDS DEVELOPMENT CORPORATION
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EXECUTIVE SUMMARY

This *Recreational Vehicle (RV), Caravan & Camping Strategy* (the Strategy) provides direction for sustainable co-ordination, management and growth of the RV, caravan and camping sector in Central Highlands (CH).

VISION

Central Highlands has a thriving RV, caravan and camping visitor economy based on outstanding experiences that attract overnight visitor spend, increase yield for the tourism industry across the year, and enhance the desirability of the region for work and play.

MISSION

To achieve the vision CHRC in partnership with CHDC will work to ensure that:

- Strategies and actions are centred on the RV, caravan and camping visitor economy and seek to **balance** the needs of the visitor, industry and community.
- There is sufficient commercial caravan park and non-commercial camping site **capacity** in CH to satisfy current and future demand considering seasonal peaks.
- Facilities and services administered by CHRC including non-commercial camping sites, public dump points, water points and RV parking are appropriately **managed** either by CHRC or in partnership with not for profit or commercial operators.
- Existing **tourism products** (including events) are enhanced and new tourism products (and events) are developed that are relevant to the RV, caravan and camping visitor with the aim of increasing visitation and average length of stay (ALoS).
- **Awareness** of what CH has to offer the RV, caravan and camping visitor is expanded and sustained including promotion of relevant sites, facilities and services, tourism product and events.

KEY FOCUS AREAS & STRATEGIES

The strategy's vision will be delivered through four focus areas each with an objective and strategies:

1. **Capacity** - Commercial and non-commercial camping sites in CH satisfy current and future demand.
 - 1.1 Ensure there is sufficient permanent site capacity to meet current and future demand.
 - 1.2 Maintain and improve CHRC administered permanent non-commercial camping areas.
 - 1.2 Ensure there is sufficient temporary (overflow) site capacity to meet seasonal peaks.
2. **Management** - CHRC administered camping facilities & services are appropriately managed.
 - 2.1 Levels of service for CHRC administered non-commercial camping areas are documented and maintained.
 - 2.2 Provision of and levels of service for sector related facilities are documented and maintained.
 - 2.3 Divest the management of CHRC administered non-commercial camping areas.
 - 2.4 Enforce CHRC camping related policies.
3. **Tourism Product Development** - Tourism products and experiences are relevant to and grow the RV, caravan and camping sector.
 - 3.1 Mitigate barriers to new product development.
 - 3.2 Deliver enhanced existing tourism product/experiences.

3.3 Develop new tourism product/experiences.

3.4 Leverage existing major visitor attracting events to increase average length of stay.

3.5 Develop new events.

3 **Awareness** - Current and future markets are aware of CH's tourism offering.

4.1 Increase awareness of the region's RV, camping and camping attributes.

4.2 Promote the region's RV, caravan and camping attributes to target markets.

4.3 Obtain RV Friendly Town/Destination status for all towns/destinations.

Each focus area is considered in relation to its importance, goals, measures and targets and strategies to achieve its objective.

ACTION PLAN

Implementation of the Strategy will require consultation and partnership with local businesses, communities, relevant Queensland Government departments and the broader RV, caravan and camping industry. An **Action Plan** has been developed to deliver on each strategy across four timeframes:

- **Immediate (2023)** - Actions are largely oriented towards establishing the consultative, measurement, policy and planning frameworks necessary for achieving the vision.
- **Short-term (2024-25)** - Implementation of the planning that has occurred in the Immediate term. It includes moving to an outsourced management model for CHRC administered permanent and temporary non-commercial camping areas. The pursuit of enhanced and new tourism product/events during this time should be accelerated and may also be part of a broader tourism strategy.
- **Medium term (2026-31)** - Continuing implementation of those plans that could not be undertaken in the short-term. It is also a period of maintaining annual activities including monitoring demand and planning additional supply where necessary and adapting to market developments. The pursuit of enhanced and new tourism product/events continues as do data collection, awareness and promotional activities.
- **Long term (2032+)** - Longer term the Strategy will continue to deliver the vision.

Overall the success of the strategy will be measured through increased overnight visitation (quarterly), increased visitor spend (quarterly) and enhanced visitor satisfaction (annual).

MANAGEMENT POLICIES

A Non-commercial Camping Management Policy and an Overflow Camping Policy have been proposed as a means of establishing CHRC's formal position on non-commercial camping in the CH region.

ABBREVIATIONS & ACRONYMS

| Abbreviation/ Acronym | Term |
|-----------------------|---|
| ACH | Aboriginal Cultural Heritage |
| ADR | Average Daily Rate |
| ALoS | Average Length of stay |
| CBD | Central Business District |
| CE | Capricorn Enterprise |
| CH | Central Highlands |
| CHDC | Central Highlands Development Corporation |
| CHRC | Central Highlands Regional Council |
| CIA | Caravan Industry Association of Australia |
| CMCA | Campervan and Motorhome Club of Australia |
| CRG | Community Reference Group |
| DTMR | Department of Transport and Main Roads |
| DR | Department of Resources |
| Eoi | Expression of Interest |
| GNP | Gaangalu Nation People (Indigenous) |
| LMP | Land Management Policy |
| NVS | National Visitor Survey |
| RTO | Regional Tourism Organisation |
| RV | Recreational Vehicle |
| RVCG | RV, Caravan & Camping Consultative Group |
| QPP | Queensland Planning Provisions |
| QTIC | Queensland Tourism Industry Council |
| SEO | Search Engine Optimisation |
| TEQ | Tourism Events Queensland |
| TRA | Tourism Research Australia |
| VIC | Visitor Information Centre |
| WK | Western Kangoulu (Indigenous) |

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1. INTRODUCTION

This *Recreational Vehicle (RV), Caravan & Camping Strategy* (the Strategy) provides direction for sustainable co-ordination, management and growth of the RV, caravan and camping sector in Central Highlands (CH). The Strategy has been prepared in relation to the:

- Significant contribution that the sector makes to the CH visitor economy.
- Recent growth of the RV, caravan and camping sector in Australia, Queensland and CH which has accelerated during the Covid-19 pandemic years.
- Current and emerging Queensland Government guidance on managing the sector.
- Previous supporting research contained in *Central Queensland Highlands, RV, Caravan & Camping Strategy Development Stage 1 Report Options and Opportunities – A Situation Analysis* (P4SD, 2022).

1.1 WHY A RV, CARAVAN & CAMPING STRATEGY?

CH has a thriving visitor economy that is a strong contributor to the regional economy. In the three years prior to the covid pandemic (2016-17 to 2018-19) the number of visitors averaged 718,000 per year. In the three years of the covid pandemic (2019-20 to 2021-22) the three-year average dropped to 657,000, a decline of 8.5%. However, based on similar time periods, those staying in commercial caravan parks or non-commercial camping areas increased by nearly 10% from an average annual 99,200 pre pandemic to 108,800 during the covid pandemic. Whilst there was this increase in visitors, visitor nights decreased from an annual average 494,800 to 384,600 (down 22.3%) resulting in a decrease in the average length of stay (ALoS) from 5.0 days to 3.5 days. Section 2.2.1 contains more details.

Whilst RV, caravan and camping visitors comprised approximately 30% of regional domestic overnight visitors in 2021-22 the CH is also traversed by long haul travellers as they journey north-south along the Great Inland Way or east-west along the Capricorn Way. It is therefore a sector where there are opportunities to diversify destinations, attractions and activities to persuade those travelling through to stop overnight, as well as increase ALoS.

There has also been growth in the number of fully self-contained RVs in the Australian market. These RVs can hold effluent and potable water for 3-5 days and their drivers tend to seek out more remote overnighting options and do not require facilities such as dump or water points. However outside of their self-contained period they do need facilities, information and to resupply.

The sector is not without its challenges in CH, especially since the closure of four showgrounds to campers in June 2020¹ due to a Planning and Environment Court ruling that Rockhampton Regional Council's use of a city park to accommodate overnight visitors was unlawful under the *Planning Act 2016 (Qld)*, because it was not ancillary to the primary use of the park. Current and future challenges include:

- **Availability of non-commercial camping sites:** With the showground closures mentioned above there has been a reduction in non-commercial sites which has caused supply constraints especially during seasonal overflow periods. It has also removed opportunity for those visitors seeking mostly low-cost/free camping sites potentially increasing a bypassing of CH or an increase in illegal camping.
- **Non-commercial camping area management:** The management and maintenance of designated non-commercial camping areas is costly for CHRC even though it may benefit the community in other ways. Costs include adhering to compliance standards, performing enforcement patrols and supplying services (such as electricity, water, toilet amenities and waste removal). Community benefits include additional expenditure from these visitors across the region.

¹ <https://www.chrc.qld.gov.au/about-council/news/central-highlands-showgrounds-close-gates-campers/>

- **Planning issues:** As highlighted above planning laws are complex and are often unsuited to the provision of permanent and temporary non-commercial camping site options. Furthermore, local government planning requirements of commercial caravan park operators are much greater than those of non-commercial camping areas. Finding a way to manage the expectations of low-cost travellers is vital to meeting demand.
- **Illegal camping:** Illegal camping activities present an issue for CHRC in terms of both public liability and the impact on local businesses. There is the potential for liability surrounding the risk areas of fire, health and sanitation, personal security and vehicle incidents arising from the overcrowding of public areas. Also, illegal camping in key tourism centres deprives local businesses of parking spaces for paying customers.
- **Environmental and public disturbance:** Consumers are becoming more environmentally conscious, trending towards more nature-based experiences. They wish to be able to experience non-degraded natural and constructed landscapes. The overcrowding of rest areas from overnight campers and those overstaying potentially creates the issue of publicly available facilities being rendered unavailable to visitors who possess a genuine need for them. While some campers abide by the 'leave no trace' guidelines², there are inconsiderate travellers who create noise, environmental and visual pollution. This affects the overall visitor experience of other tourists and upsets local residents, who may have to deal with the dumping of blackwater.
- **Managing future growth:** The popularity and growth of RVs is likely to continue at or above its current rate as evidenced by trends experienced during the pandemic along with the baby boomers taking longer drive holidays and seeking a wide range of accommodation options. Consumers of the RV, caravan and camping lifestyle are also demanding better facilities and a higher standard of accommodation, facilities and services, whether it be in park cabins or in their own caravans or motorhomes.

It is the objective of this Strategy to provide direction to CHDC/CHRC and the sector to address the above challenges.

1.2 STRATEGIC CONTEXT

The Strategy aligns with the following local, regional and state strategies, plans and guidelines:

Table 1.1 Strategic alignment with local and state plans and policies

| Document | Alignment |
|---|---|
| Local | |
| Central Highlands Visitor Economy Strategy 2020-2022 (CHDC, 2019) | Sets out how the industry can collaborate to attract more overnight visitors, increase income across the year and enhance the desirability of the region for work and play. Includes six priority projects (See Appendix A) 1 Central Highlands brand story 2 Visitor engagement 3 Education tourism 4 Experience development and marketing program 5 Industry capability 6 RV Management Policy |
| CHDC Corporate Strategy 2022-2024 | Aims to help facilitate the resilience, competitiveness and success of local businesses and the capacity of the region to attract investment, diversify the local economy and provide the foundations for jobs of the future. |
| CHRC Corporate Plan 2017-2022; Community Plan 2022 and Operational Plan 2017-2018 | Support a diverse and prosperous economy, vibrant community, and tourism and development opportunities. |
| CHRC The Game Plan: a plan for organized sport and active recreation in the Central Highlands | 10-year plan for organised sport in the Central Highlands region. Sporting events draw visitors to the region and add to the vibrancy for local residents. |
| Regional | |

² For example: https://cdn.cmca.net.au/cloud/bd14658d-babb-43ec-bcc9-b12129b53de2_LNTCodeofConduct.pdf

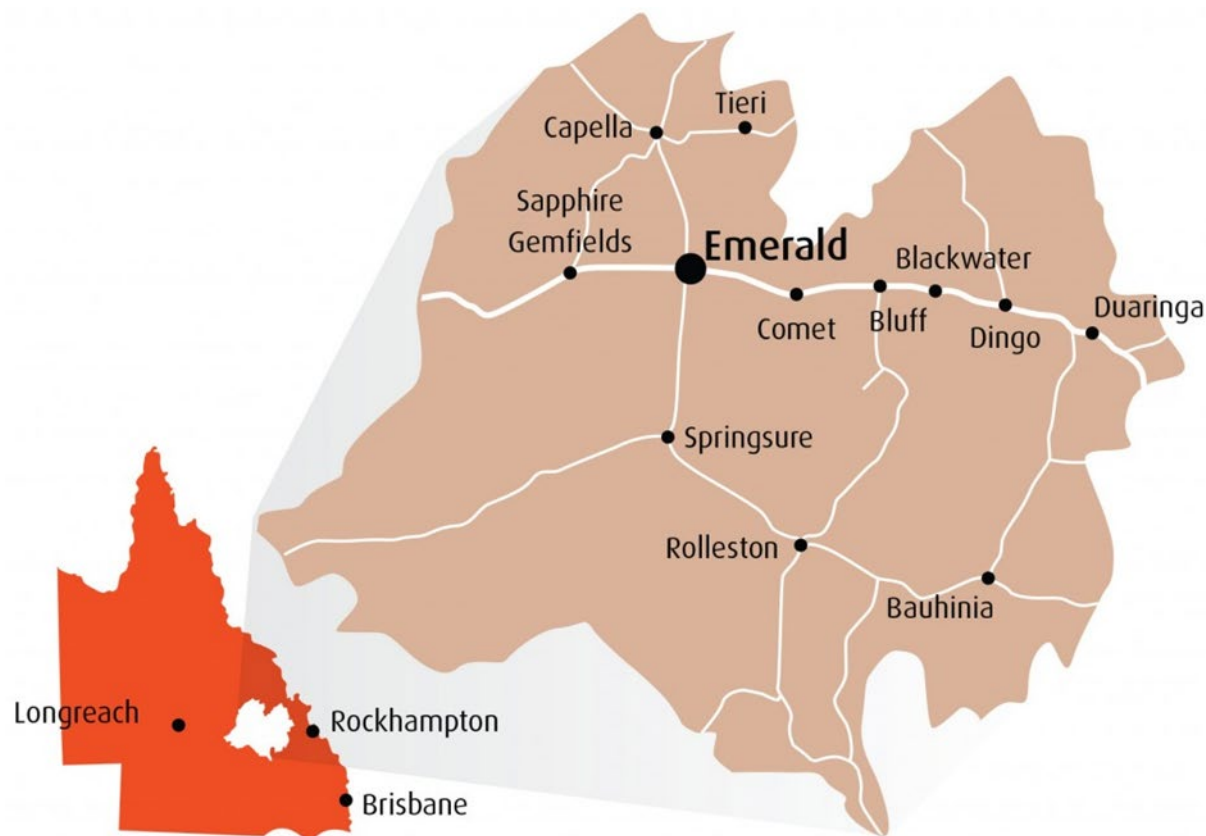
| Document | Alignment |
|---|--|
| Capricorn 2021-2030 Destination Tourism Strategy (CE, 2021) | The vision includes gaining national recognition of the Central Queensland Highlands tourism brand and for the hero precincts and experiences. Contains 11 destination priorities for CH. See Appendix A. |
| Outback Queensland Destination Management Plan 2021-2024 | CH is at the centre of several travelling routes to the Outback. The DMP has been designed to respond to the immediate challenges and opportunities presented by COVID-19 and to set in place the fundamental destination building blocks needed to generate the momentum for sustainable growth. |
| State | |
| Towards 2032: Reshaping Queensland's visitor economy to welcome the world | A plan to deliver uniquely Queensland experiences in step with the needs of visitors, communities and the environment. |
| Tourism and Events Queensland Strategic Plan 2022-26 | Sets out TEQ's strategic positioning and the way that TEQ creates unique value for the State's tourism and events industry. |
| TEQ Events Strategy 2025 | Provides a platform to realise TEQ's vision of inspiring consumers to visit Queensland to experience the best events in Australia. |
| Nature-based Tourism Strategy 2021 - 2024 | Revitalising the Queensland nature-based tourism offering is focused on inviting and providing opportunities for travellers to go beyond simply admiring and passively experiencing Queensland's natural wonders and engage in truly transformational experiences that connect with them on a deeper level to drive greater levels of guest satisfaction, higher operator yields and increased length of stay. |
| Queensland camping options toolkit A guide for local government in developing camping options, March 2014 (QG, 2014) | A key initiative of the <i>Queensland Drive Tourism Strategy 2013-2015</i> was to provide a camping options toolkit for local government to help manage the changing needs of travelers. It was generated to provide local governments with best practice guidelines that they could adopt in whole or more extensively the various models presented. See Appendix A. |

Source: AEC

2. SITUATION ANALYSIS

The CH region comprises an area of 60,000 sqm and 30,000 residents across sixteen settlements (four in the Gemfields) plus a significant destination with facilities at Carnarvon George. Emerald is the governing centre. Major tourism routes through the region include the north-south Great Inland Way (a link between Charters Towers and northern New South Wales) and the east west Capricorn Way.

Figure 2.1 Central Highlands



Note: Carnarvon George and Arcadia Valley not shown.
Source: CHRC

2.1 SUPPLY

2.1.1 Sector Specific

Commercial Caravan Parks & Campgrounds

CH has 26 commercial caravan parks and campgrounds with at least one in every settlement other than Arcadia Valley. These establishments provide approximately 1,200 sites, three quarters are powered sites at an average cost of \$30 per night and a quarter are unpowered sites at an average cost of \$25 per night. A list of these is contained in Appendix B.

Non-commercial Camping Areas

There are four main non-commercial camping areas administered by CHRC that permit overnight stays of varying duration. These include Mackenzie Park (Duaringa), Bedford Weir, Virgin Rock Lions Park (Springsure) and Sapphire Reserve. These provide approximately 110 sites which are mostly free or request a donation. (See Appendix B).

Other non-commercial camping areas not administered by CHRC include: Lillyvale Waterhole, Staircase Range and various sites along the Mackenzie River. QPWS also administer vehicle accessible campsites (though only for

trailer tents) at Carnarvon National Park, Carnarvon Gorge (Easter, June-July, September-October school holidays), Blackdown Tableland National Park and Nuga Nuga National Park. Permits are required for these sites.

Rest Areas

According to the wikicamps app there are numerous roadside rest areas and gravel pits adjacent to roads that are also used for (illegal) overnight camping. There is a rest area next to the Emerald Botanic Gardens adjacent to the Nogoa River which is popular.

Public Dumpsites

There are eight public dumpsites located in Blackwater (showgrounds), Capella (Bridgeman Park), Duaringa (Mackenzie Park), Emerald (showgrounds), Rolleston, Rubyvale, Sapphire, and Springsure.

Public Water Points

Most dump points (except Rubyvale) have a potable water supply. Bedford Weir and Virgin Rock Lions Park (Springsure) do not have potable water.

RV Town Parking

There is no local law for parking. There is a designated overnight area for RV vehicles is provided in the Emerald Botanic Gardens parking area. It is generally considered that the road network and on-street car parking layout in the Emerald CBD generally provides ample opportunity for RVs to park close to retail and commercial areas.

There is no designated or signed town parking for RVs in other CH towns although towns do have obvious areas where long vehicles can park close to amenities.

Visitor Information

Visitor Information Centres (VIC) are located in Emerald, Springsure, Blackwater and Duaringa. The regional tourist website is www.centralhighlands.com.au. A visitor guide (CHDC, 2022a) and a route brochure (CHDC, 2022b) are available. There is no CH digital visitor information app.

RV Friendly Towns & Destinations

Duaringa is an RVFD whilst Sapphire (Gemfields) and Springsure are designated RVFTs. RV Friendly Towns (RVFT) and Destinations (RVFD) are designated by application to the Campervan & Motorhome Club of Australia (CMCA). The criteria for RVFT/D are contained in Appendix C.

Other Related Facilities & Services

Being a major centre Emerald has a full retail offering for supplies. Emerald Airport has several daily flights operating from Brisbane by QantasLink, Virgin and Air Alliance.

2.1.2 Tourism Product

The highlighted attractions of CH include Carnarvon Gorge & Carnarvon National Park, Sapphire Gemfields, Blackdown Tableland National Park and Emerald. In addition, the towns encountered along the Great Inland Way and Capricorn Way provide diversified experiences. Bedford Weir near Blackwater and Lake Maraboon also provide alternative water based destinations.

Table 2.1 Tourism product summary in Central Highlands

| Destination | Activity | |
|--|---|--|
| <p>Carnarvon George & Carnarvon National Park Over millions of years, water has eroded a deep and dramatic gorge system within the layers of soft, white sandstone – creating majestic cliffs that change colour with the movement of the sun. Carnarvon Creek flows all year, giving life to a luxuriant growth of ferns, palms, shrubs and trees.</p> | <ul style="list-style-type: none"> • Accommodation • Camping • VIC • Walking • Rock art | <ul style="list-style-type: none"> • Wildlife • Rewan Memorial • Swimming • Facilities |
| <p>Sapphire Gemfields Sapphire Gemfields is one of the largest sapphire bearing areas of the world. Taking in the townships of Rubyvale, Sapphire, Anakie and Willows, the Sapphire Gemfields are a 45-minute drive west of Emerald and cover almost 900 square kilometres. People from all over the world descend on the Sapphire Gemfields each year to experience fossicking firsthand, trying their luck to uncover the ultimate gem.</p> | <ul style="list-style-type: none"> • Accommodation • Camping • Gemshops and Galleries • Fossicking • Tag Along Fossicking Tours • Fossicking Parks | <ul style="list-style-type: none"> • The Sapphire Gemfields Interpretive Trail • Geo-Caching • Four-wheel-drive • Miners Common • Gemfields Architecture |
| <p style="text-align: center;">Rubyvale</p> <ul style="list-style-type: none"> • Accommodation • Fossicking • Walk-in Mine Tour • Miners Common Museum, Arts & Cultural Centre • Policeman's Knob | <p style="text-align: center;">Sapphire</p> <ul style="list-style-type: none"> • Accommodation • Fossicking • Sapphire Gemfields Wetland Reserve | <p style="text-align: center;">Anakie</p> <ul style="list-style-type: none"> • Accommodation • Fossicking |
| <p>Blackdown Tableland National Park Rising abruptly above the surrounding plains, Blackdown Tableland National Park is a cool oasis. Covering approximately 47,950 hectares, this sandstone plateau boasts colourful wildlife, spectacular views and a range of nature-based activities. Blackdown is the traditional home of the Ghungalu people, who have visited this place for thousands of years and have left behind rock art; vivid reminders of their special culture.</p> | <ul style="list-style-type: none"> • Camping • Walking • Four-Wheel-Driving • Wildlife • Facilities | |
| <p>Emerald Named not after the gem, but for the lush green pastures that surrounded the town, Emerald was established in 1879 as a base to build the western railway. As the Gateway to the Outback, Emerald is a great base to refresh, restock and relax.</p> | <ul style="list-style-type: none"> • Emerald Airport • Accommodation • VIC • Van Gogh Sunflower Painting • Mosaic Pathway • Pioneer Cottage Complex • CBD Artworks | <ul style="list-style-type: none"> • Emerald Botanic Gardens • Railway Station • Emerald Art Gallery • Emerald Aquatic Centre • Outback Exploratorium • Fishing • Rifle Range Reserve |

The Great Inland Way

The Great Inland Way is a fully-sealed route that weaves its way from Sydney to outback NSW and Queensland, the Central Queensland Highlands and then as far north as Cooktown. It is a driving route between Sydney, NSW and Cooktown, Queensland that offers an exciting alternative to the well-trodden coastal path.

| Arcadia Valley | Bahinia | Rolleston | Springsure |
|--|--|---|--|
| <ul style="list-style-type: none"> Lake Nuga Nuga Expedition National Park | <ul style="list-style-type: none"> Accommodation Fishing Expedition National Park | <ul style="list-style-type: none"> Accommodation Beazley Park Purbrook Hut Art Gallery Heritage Walk Fishing Point of Interest | <ul style="list-style-type: none"> Accommodation VIC Federation Woolshed Heritage Walk Minerva Hills National Park Virgin Rock Staircase Range Lookout Wills Memorial Site Rainworth Fort Complex Yumba Burin (Keeping Place) Hospital Museum |
| Lake Maraboon | Capella | Tieri | |
| <ul style="list-style-type: none"> Accommodation Fishing Boating Swimming Lookout Facilities | <ul style="list-style-type: none"> Accommodation VIC Capella Pioneer Village Australian Light Horse Monument Lilyvale Waterhole Peak Range Lookout Capella Covered Arena Capella Cultural Centre Capella Aquatic Centre | <ul style="list-style-type: none"> Accommodation Bundoora Dam Tieri Aquatic Centre | |

Capricorn Way

The Capricorn Way takes you on an adventure From the Reef to the Outback along the Capricorn Highway.

| Duaringa | Dingo | Bluff |
|---|--|--|
| <ul style="list-style-type: none"> Accommodation Visitor Information Centre Duaringa Historical Trail Mackenzie Park Mackenzie River Crossing Woorabinda Arts and Culture Centre | <ul style="list-style-type: none"> Accommodation Dingo Statue Bingegang Weir World Dingo Trap Throwing Competition | <ul style="list-style-type: none"> Accommodation Bluff Railway Station |
| Blackwater | Comet | Bogantungan |
| <ul style="list-style-type: none"> Accommodation VIC Blackwater International Coal Centre (BICC) Australian Coal Mining Museum Japanese Gardens Blackwater Lions Park Bedford Weir Coal Face Memorial | <ul style="list-style-type: none"> Accommodation Dig Tree Comet Railway Station Fishing Historic Comet Cemetery Comet Free Library | <ul style="list-style-type: none"> Bogantungan Historical Railway Station |

Note: Further details are provided in Appendix B.

Source: <https://www.centralhighlands.com.au>

2.1.3 Events

Events provide a motivation for visitation. Currently CH has the following events which occur over the cooler months of the year.

Table 2.2 Central Highlands events calendar

| Month | Event |
|-------|--|
| March | <ul style="list-style-type: none"> Springsure Race Day |
| April | <ul style="list-style-type: none"> Central Highlands Easter Sunflower Festival Easter Rodeo Easter Race Day |
| May | <ul style="list-style-type: none"> Springsure Mountain Challenge Emerald Regional Show Comet Regional Show Capella Country Music Festival Capella Regional Show Gemfield Rocks Springsure Regional Show |

| Month | Event |
|-----------|--|
| June | <ul style="list-style-type: none"> Emerald Regional Show Ag-Grow Field Days 2022 |
| July | <ul style="list-style-type: none"> Duaranga Bullarama |
| August | <ul style="list-style-type: none"> Dingo Races Bluff/Blackwater Races Duaranga Bull Ride Gemfield Festival World Dingo Trap Throwing Competition Beer * BBQ Festival |
| September | <ul style="list-style-type: none"> Springsure Races Capella Pioneer Village Heritage Day |
| October | <ul style="list-style-type: none"> Emerald 100 Race Day |

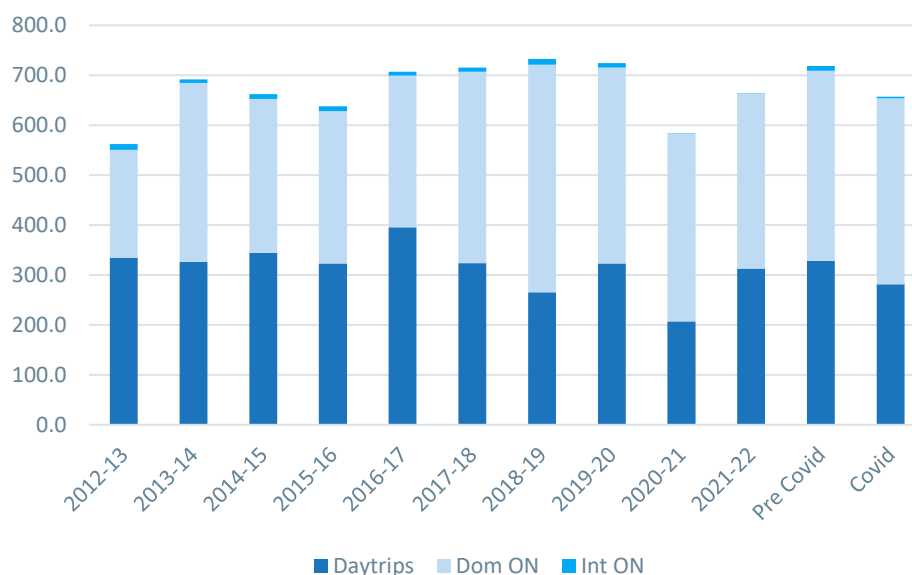
Source: CHRC (2022), CHDC (2002a)

2.2 DEMAND

2.2.1 Visitation

In the three years prior to covid (2016-17 to 2018-19) there was an average of 718,400 visitors to CH. In the three years covering covid (2019-20 to 2021-22) the annual average dropped by 8.5% to 675,400. Of these visitors 53.0% (pre-covid) and 56.7% (covid) were domestic overnight visitors.

Figure 2.2 Visitors to Central Highlands (000s)



Note: Pre-covid is an average of the three years 2016-17 to 2018-19. Covid is an average of the years 2019-20 to 2021-22
Source: TRA (2022a)

The situation was different for those staying in commercial caravan parks or non-commercial camping areas. The trend in these visitors has been growing at an average rate of 5.9% per annum over the last decade and in the covid years increased by nearly 10% (see Figure 2.3).

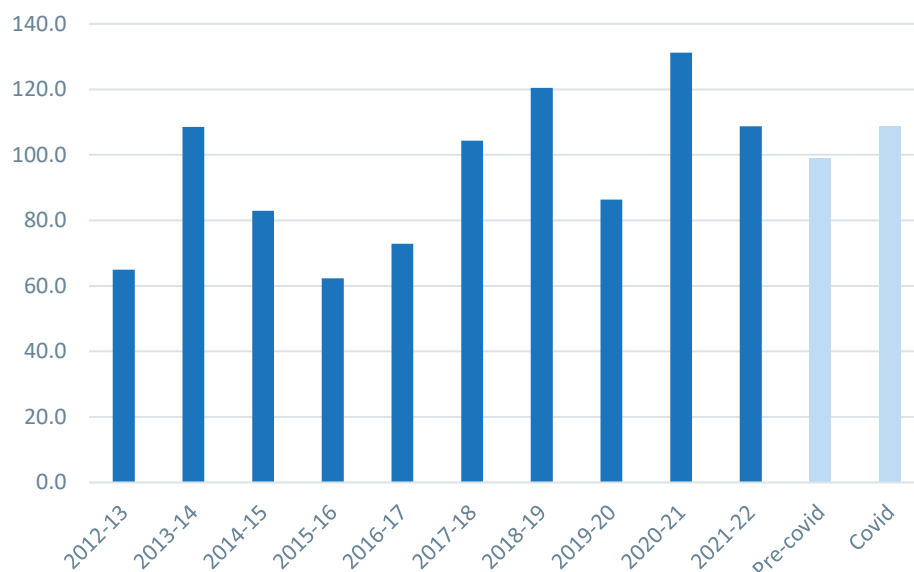
Of the average annual 381,000 domestic overnight visitors pre-covid 26.0% stayed in a commercial caravan park or non-commercial camping area. The share between commercial and non-commercial was approximately 50/50.

During the covid years, whilst the average annual number of domestic overnight trips declined slightly by 2.1% to 372,900, those staying in commercial caravan parks and non-commercial camping areas increased by 9.7% but disproportionately with commercial decreasing by 12.9% and non-commercial increasing by 32.5% and the shares moving to 40/60. This could be attributed to more Australians on the road for longer and also looking to reduce their accommodation expenditure.

However, whilst the ALoS for those in commercial caravan parks between pre-covid and covid years stayed relatively constant between 4.5 to 4.7 days the ALoS of those staying in non-commercial camping areas halved

from 5.5 to 2.8 days. This decline may be explained by the closure of CH’s caravan parks in June 2020 to campers thereby creating congestion and a high proportion of campers staying less time and moving to other destinations.

Figure 2.3 Visitors to Central Highlands staying in caravan parks (000s)

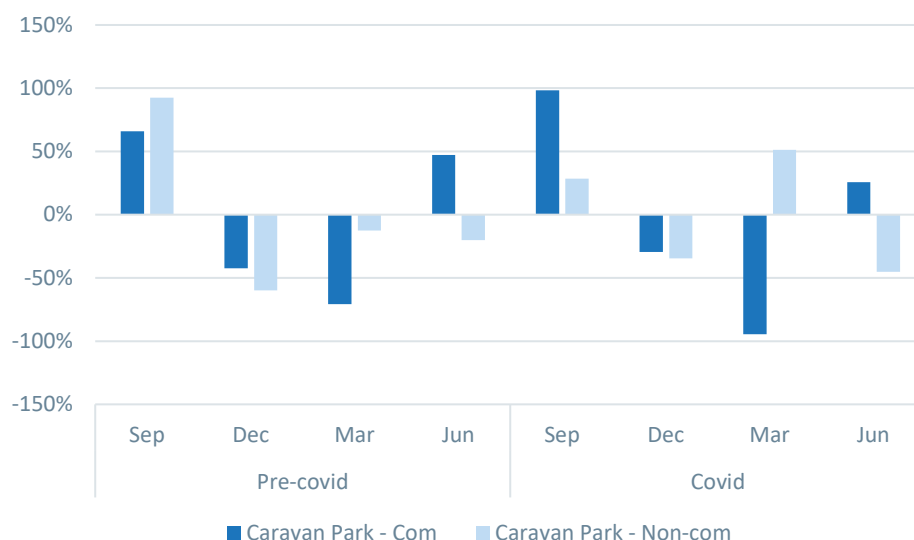


Note: Caravan Parks refers to commercial caravan parks and non-commercial camping areas. Pre-covid is an average of the three years 2016-17 to 2018-19. Covid is an average of the years 2019-20 to 2021-22
Source: TRA (2022a)

From a seasonal perspective in the three pre-covid years on average September quarter (66% higher than average) and June quarter (47% higher than average) are peak periods whilst December quarter (42% lower than average) and March quarter (71% lower than average) are off season for commercial caravan parks. During the three covid years September quarter (98% higher than average) was the highest peak period followed by June quarter (26% higher than average). Data from caravan parks indicate that from December 2021 to November 2022, April through September were peak months.

For non-commercial camping areas seasonality is slightly different. A lower peak was experienced in September quarter in the covid years compared to pre-covid whilst March quarter was a peak period in the covid years.

Figure 2.4 Caravan Park seasonal peaks and troughs (% deviation from annual average)



Note: Pre-covid is an average of the three years 2016-17 to 2018-19. Covid is an average of the years 2019-20 to 2021-22.

- (a) Caravan Park – commercial includes the categories of Caravan park - travelling with and staying in a caravan, Caravan park - caravan but not travelling with caravan, Caravan park – camping, Caravan park – cabin, Caravan park - travelling with a motor home or campervan.
 - (b) Caravan Park – Non-commercial includes: Caravan - side of the road/private property, Camping - side of the road/private property, Camping - national park/crown land, Motor home or campervan - side of the road/private property
- Source: TRA (2022a)

Table 2.3 Domestic overnight visitor statistics

| Stopover Accommodation | Trips (000s) | | | Nights (000s) | | | Average length of Stay (days) | | |
|----------------------------------|---------------|---------------|--------------|----------------|----------------|--------------|-------------------------------|------------|--------------|
| | Pre Covid | Covid | % change | Pre Covid | Covid | % change | Pre Covid | Covid | % change |
| Number | | | | | | | | | |
| Caravan Park – Commercial(a) | 49.9 | 43.5 | -12.9% | 223.0 | 203.3 | -8.9% | 4.5 | 4.7 | 4.7% |
| Caravan Park - Non-commercial(b) | 49.3 | 65.3 | 32.5% | 271.8 | 181.3 | -33.3% | 5.5 | 2.8 | -49.7% |
| Commercial (ex Caravan Parks) | 121.2 | 95.8 | -21.0% | 333.3 | 280.7 | -15.8% | 2.8 | 2.9 | 6.6% |
| Private (ex Caravan Parks) | 97.6 | 89.6 | -8.2% | 468.9 | 460.2 | -1.9% | 4.8 | 5.1 | 6.9% |
| Other | 63.1 | 78.7 | 24.8% | 366.3 | 473.8 | 29.4% | 5.8 | 6.0 | 3.6% |
| Total | 381.0 | 372.9 | -2.1% | 1,663.4 | 1,599.3 | -3.9% | 4.4 | 4.3 | -1.8% |
| Share | | | | | | | | | |
| Caravan Park – Commercial(a) | 13.1% | 11.7% | | 13.4% | 12.7% | | | | |
| Caravan Park - Non-commercial(b) | 12.9% | 17.5% | | 16.3% | 11.3% | | | | |
| Commercial (ex Caravan Parks) | 31.8% | 25.7% | | 20.0% | 17.6% | | | | |
| Private (ex Caravan Parks) | 25.6% | 24.0% | | 28.2% | 28.8% | | | | |
| Other | 16.6% | 21.1% | | 22.0% | 29.6% | | | | |
| Total | 100.0% | 100.0% | | 100.0% | 100.0% | | | | |

Note: Pre-covid is an average of the three years 2016-17 to 2018-19. Covid is an average of the years 2019-20 to 2021-22.

- (a) Caravan Park – commercial includes the categories of Caravan park - travelling with and staying in a caravan, Caravan park - caravan but not travelling with caravan, Caravan park – camping, Caravan park – cabin, Caravan park - travelling with a motor home or campervan.
- (b) Caravan Park – Non-commercial includes: Caravan - side of the road/private property, Camping - side of the road/private property, Camping - national park/crown land, Motor home or campervan - side of the road/private property

Source: TRA (2022a)

2.2.2 Visitor Market Characteristics

The *Central Highlands Visitor Economy Strategy 2020-2022* identifies older couples/grey nomads, families and those visiting friends and relatives (VRF)/locals as the main market segments for CH. Of these the first two are more likely to engage in caravanning and camping. Appendix D details the travel habits and experiences that these markets are seeking.

Table 2.4 Visitor markets in CH and the experiences they are seeking

| Experience sought | Older Couples/ Grey Nomads | Families | VFR & Locals |
|---|-------------------------------|----------|--------------|
| Access to information through smart devices | | X | |
| Contemporary interpretation | | X | |
| Educational experiences | | X | |
| Expanded range of tours & tag along tours | X | X | X |
| Family friendly events | | X | |
| Food and artisan markets | X | X | X |
| Freedom camping sites in natural settings | X | | |
| Indigenous history / culture | X | X | X |
| Kayak and boat hire | | X | |
| Night-time activities(a) | X | X | X |
| Seasonal food events | X | X | X |
| Self-drive itineraries | X | X | X |
| Self-guided contemporary heritage trails | X | X | |
| Soft adventure-based activities | X | X | |

Note: (a) Older couples/Grey nomads & families (markets, performances, food events), VFR & locals sunset/campfire activities, markets, music and other performances.

Source: CHDC (2020)

For those experiences sought by two or more of the visitor markets CH offers the following matching tourism products. Further details on these products can be found in Appendix B.

Table 2.5 Experiences sought by visitor markets and matching tourism product

| Experience sought | Matching tourism product |
|---|---|
| Expanded range of tours & tag along tours | <ul style="list-style-type: none"> • Carnarvon Gorge Eco Tours • Tag Along Fossicking Tours • Walk-in Mine Tour |
| Food and artisan markets | <ul style="list-style-type: none"> • None identified |
| Indigenous history / culture | <ul style="list-style-type: none"> • Carnarvon Gorge Rock Art • Lake Nuga Nuga • Yumba Burin (Keeping Place) • Woorabinda Arts and Culture Centre |
| Night-time activities | <ul style="list-style-type: none"> • None identified |
| Seasonal food events | <ul style="list-style-type: none"> • None identified |
| Self-drive itineraries | <ul style="list-style-type: none"> • Great Inland Way • Capricorn Way • Arcadia Explorer • Blackdown Beauty • Central Highlands Mining Trail • Maraboon H20 • Minerva Discovery Loop • Path of Pioneers • Willows Way (AWD) • Ka Ka Mundi Adventure (AWD) • Bedford Backwaters (AWD) |
| Self-guided contemporary heritage trails | <ul style="list-style-type: none"> • The Sapphire Gemfields Interpretive Trail • Geo-Caching |

| Experience sought | Matching tourism product |
|---------------------------------|---|
| | <ul style="list-style-type: none"> • Sapphire Gemfields Wetland Reserve • Mosaic Pathway • Rolleston Heritage Walk • Springsure Heritage Walk • Duinga Historical Trail • Comet Historical Trail |
| Soft adventure-based activities | <ul style="list-style-type: none"> • Carnarvon Gorge & National Park • Blackdown National Park • Expedition National Park • Minerva Hills National Park • 4WD in NPs, Gemfields, Mackenzie River Crossing • Fossicking • Swimming • Fishing |

2.2.3 Perceptions & Conflicts

The *CH Visitor Economy Strategy 2020-2022* (CHDC, 2019) reports:

“Camping and caravan travellers are the mainstay of tourism to the Central Highlands. A lack of designated overnight sites for fully self-contained vehicles is causing frustration and negative commentary amongst these travellers. While the Central Highlands region is traversed by long haul travellers as they journey around the country, the majority of visitors to the region are day trippers. The region is not providing enough reasons to encourage these travellers to stop and stay. A policy for the management of sites for self-contained and other caravan and camping vehicles is critical to provide clarity for visitors and the local industry on the facilities and services to be provided as the region is risking brand reputation and appeal amongst caravan and camping visitors.

The region has a range of commercial caravan parks to meet the needs of those requiring onsite facilities. During peak season however, these facilities are at capacity and overflow parking areas are critical.

Central Highlands is known for its wide open spaces and stunning sandstone gorges and bluffs. Travellers are coming to experience these landscapes, connect with nature and explore. Anecdotally, these travellers will seek out camp sites alongside natural features such as waterways or viewpoints or when they need to restock and enjoy some urban comforts, near town centres. Providing a sense of welcome with the facilities the market is seeking are necessary to maximise the contribution these travellers can make to the local visitor economy.”

This Strategy is a response to the above.

2.3 GAP ANALYSIS

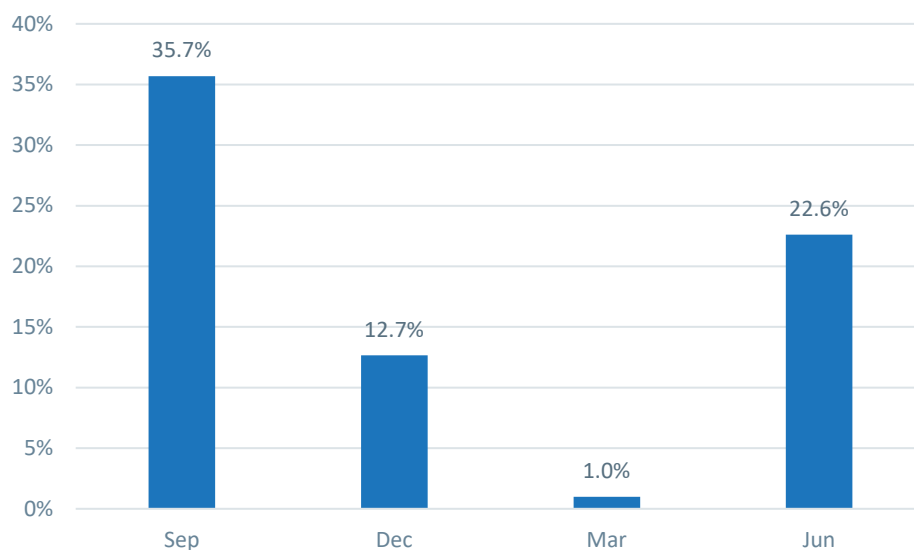
2.3.1 Sector Specific

Commercial Caravan Parks

The approximate 1,200 commercial sites translates into 438,000 available site nights per annum. In 2021-22 TRA (2022a) indicates that there were 157,579 nights spent in commercial caravan parks in CH. Assuming 2 persons per RV, caravan or tent this translates to an occupancy rate of 18.0%³. However, demand across the year is not uniform with the peak periods being in September and June quarters.

³ This is likely an underestimate due to sample bias in the TRA National Visitor Survey estimates. A more accurate estimate would be obtained through regular data collection from commercial caravan parks in the region. Improved data collection is a suggested action for the Strategy.

Figure 2.5 Seasonal occupancy of CH commercial caravan parks, 2021-22



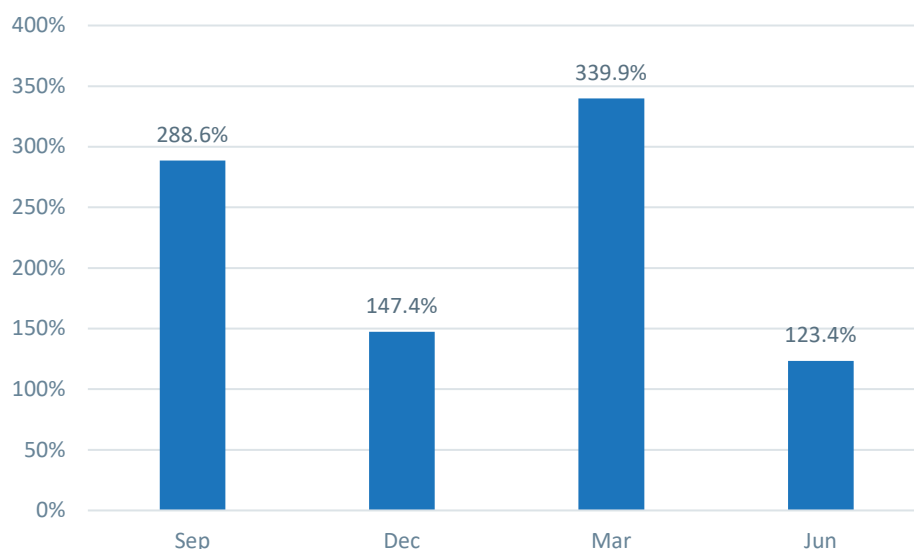
Source: TRA (2022a)

Non-commercial Camping Areas

The approximate 110 non-commercial camping area sites (excludes national parks) translates into 40,150 available site nights. In 2021-22 TRA (2022a) indicates that there were 164,112 nights spent in non-commercial camping areas. Assuming 2 persons per RV, caravan or tent this translates to an occupancy rate of 204.4%. Clearly this is substantially higher than the available capacity and indicates a significant volume of campers in national parks or illegal camping.

Again, demand across the year is not uniform with the peak periods being in September and March quarters which differs from commercial caravan parks. A reason for this maybe those visiting friends and relatives in January camping on private properties.

Figure 2.6 Seasonal occupancy of CH non-commercial camping areas, 2021-22



Source: TRA (2022a)

Public dump points

The region has eight public dump points located in the major centres. The Emerald dumpsite is located at the showgrounds and is not available to the public during the Emerald Show in August. Being the major centre a second dump point could be justified. Bedford Weir could also be considered for a dump point.

Water points

There appears to be sufficient potable water points in the region with the exception of Bedford Weir and Virgin Rock Lions Park (Springsure). The cost of providing potable water at these locations is probably prohibitive since no water treatment plants are located nearby. An alternative would be to provide potable water tanks but this would be cost prohibitive.

RV Town Parking

There is no designated or signed town parking for RVs, in CH towns although towns do have obvious areas where long vehicles can park for short periods. Designated and signed RV parking within town centres with access to a general shopping area for groceries and fresh produce is an essential criteria for RV Friendly Town qualification, as is provision of short term, low cost overnight parking (24/48 hours) for self-contained recreational vehicles, as close as possible to the CBD.

Visitor Information

There is no Central Highlands visitor app which is an information services increasing offered by other destinations or RV, caravan and camping specific information guides.

2.3.2 Tourism Product

Having more tourism product matched to a destination's key markets has multiple benefits including attracting more visitors and encouraging them to stay longer as well as encouraging those driving through to stay.

Gaps in CH's tourism products matched to key visitor markets from the earlier analysis appear to be:

- *Tours & tag along tours* – these should be related to the key experiences the destination has to offer including Carnarvon and Blackdown Tablelands National Parks, gemfields, agriculture and mining. Indigenous and more recent heritage are areas to explore.
- *Food and artisan markets* – these should be related to the produce that the region produces and arts and crafts that have a special relationship with the region.
- *Night-time activities* – these include markets, performances, food events and sunset/campfire activities. They can be related to existing events or new ones related to key attractions could be established.
- *Seasonal food events* – related to food and artisan markets and could be organised around harvest periods.

The *Central Highlands Visitor Economy Strategy 2020-2022* identified opportunities to develop and leverage the region's national parks and gemfields as well as develop indigenous product and experiences. Events were also identified as important not only for attracting visitors but also for marketing the region with the focus on maximising value from existing events rather than develop new ones.

Specifically, the *Central Highlands Visitor Economy Strategy 2020-2022* (CHDC, 2020) identified opportunities to:

- Trial agritourism initiatives including seasonal events and farm tours.
- Develop a region-wide heritage trail.
- Foster adventure product development and infrastructure such as mountain biking and trail running (adjacent to Peak Range National Park) and support events, 4WD, mountain biking and trail running experiences at Blackdown Tablelands National Park.
- Prepare and implement a place making masterplan for the Gemfields encouraging visitors to stop and spend time in the area and enhance local and regional pride.

Some of these initiatives are supported at the regional planning level in the *Capricorn 2021-2030 Destination Management Strategy* (CE, 2021) including establishment and growth of products such as agritourism, Dig The Tropic, indigenous tourism, mountain biking and trail running and the establishment of tourism precincts in key locations. Details of these initiatives are contained in Appendix A.

The events calendar indicates that there are some months with few events including in July which covers some of the school holiday period.

2.4 EXISTING POLICY FRAMEWORK

Land used for camping is subject to planning, land tenure and competitive neutrality requirements. The following sections summarise the findings of P4SD (2022) on these matters.

2.4.1 Planning & Development

State policy frameworks already espouse the need to provide flexibility in planning and development requirements to adapt to the changing drive tourism market needs.

Council's present *Planning Scheme (2016)* refers to the outdated 'Guidelines on Good Design for Caravan Parks and Relocatable Home Parks 1998'. With inclusion of the standard Tourist Park, Nature Based and Short-Term Accommodation Use Codes, the current legislative planning framework caters for a one-size-fits-all approach to development assessment. Council Planners are aware of these shortcomings. Many issues are to be addressed in coming Planning Scheme Amendments. P4SD (2022) identified a number of other anomalies of the current Planning Scheme when reviewed against the policy platforms of the Queensland Government.⁴

2.4.2 Tenure & Land Administration

The interaction between the *Planning Act 2016* and the *Land Act 1994* in terms of public land (or Crown Land) has been the source of confusion in the past. While an administrative nightmare, it is not a barrier in terms of dealing with tenure arrangements for the provision of camping options.

Any Crown Land that has a primary purpose that includes Recreation, by State Government policy is open for uses that include camping (including RVs, caravans and basic camping). Even where the primary purpose is not recreation, an inconsistent use such as camping can be applied for and supported where it does not impinge on the primary purpose. Further where it is determined as impinging on the primary purpose Council is able to apply for a change to the purpose.

In all cases the intended use has to be consistent with the *Planning Act 2016*, and for the last scenario a Management Plan may need to be generated. Where this clause is triggered under the *Land Act 1994*, a 'network approach' can now be instigated for multiple sites. That is, one Trust Land Management Plan can be generated by the trustee (Council) for multiple sites in that Council area. In this instance the primary purpose and circumstances are best to be consistent. This captures all of the showground options in the Central Queensland Highlands should they be used in the future as permanent Basic Camping Grounds.⁵

2.4.3 Competitive Neutrality

All Australian Governments have adopted competitive neutrality principles in respect to government business activities. These have been banded together as the National Competition Policy. Simply the principles dictate that public sector business activities that are or could be seen as being in competition with the private sector are not to have advantages or disadvantages by virtue of them being in government ownership.

Under the *Local Government Act, 2009*, local governments need to establish processes for addressing complaints linked to competitive neutrality regarding their business entities.

⁴ For further details on see P4SD (2022) Chapter 8 Planning & Development Requirements.

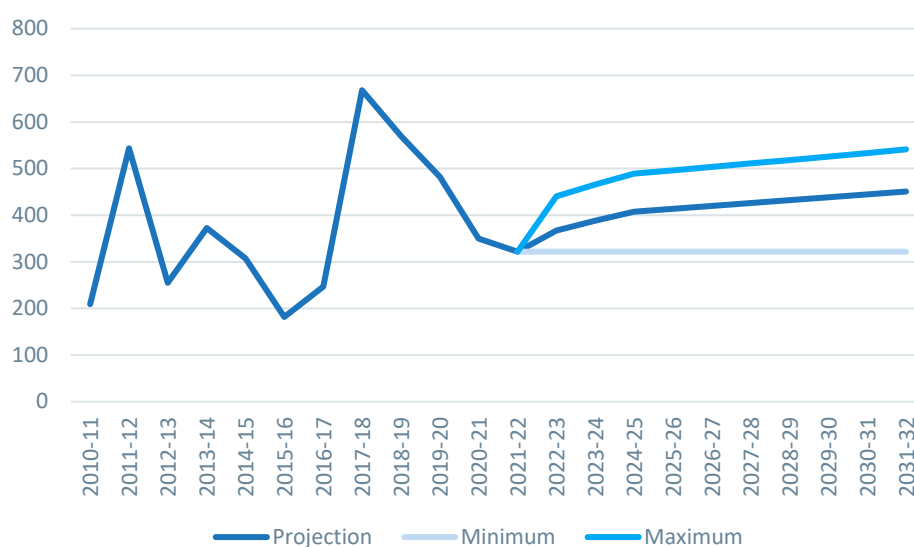
⁵ For further details on see P4SD (2022) Chapter 9 Tenure & Land Administration.

Simply the principles outline that there should be 'level playing fields' as regards opportunity between government and non-government businesses. As an example, if Council was to establish a commercial caravan and camping area for self-contained RVs on public land, the pricing of sites per night should not be cheaper than that of commercially available sites in the town.

2.5 FUTURE DEMAND & INCREASING VISITATION IMPLICATIONS

A projection of future unconstrained camping (commercial and non-commercial) visitor demand over the next ten years has been prepared using visitor nights forecasts for Queensland prepared by Tourism Research Australia (2022b). The projection indicates that there will be average annual growth rate of visitor nights over the next five years of 6.6%. In practical terms this means an increase from 321,700 visitor nights in 2021-22 to 419,700 in 2026-27 and 451,100 in 2031-32. As a minimum demand could remain constant at 2021-22 levels and maximum demand could be 20% above the projection.

Figure 2.7 Historical and projected visitor nights camping (commercial and non-commercial) (000s)

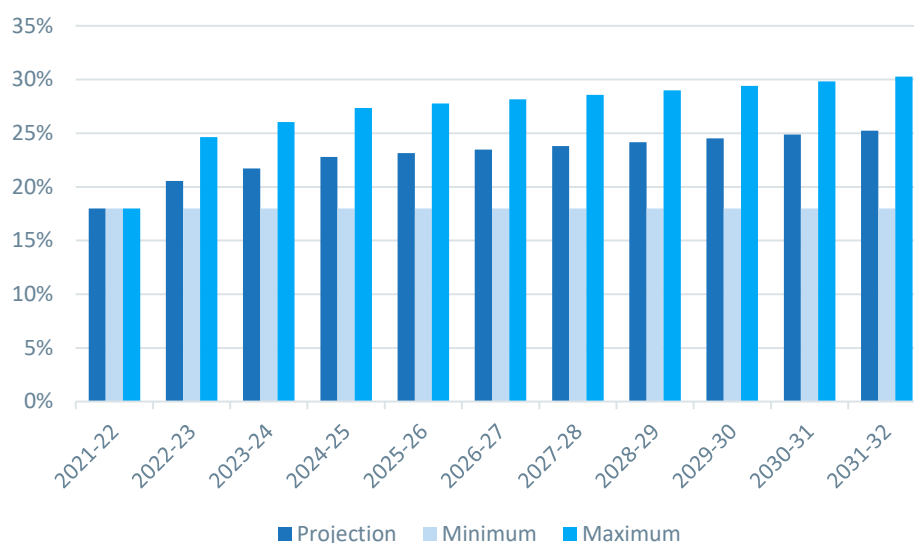


Source: TRA (2022a, b), AEC

Commercial Caravan Parks

Assuming the camping demand is split equally between commercial caravan parks and non-commercial camping areas (as was the case in 2021-22) and the assumption of 2 persons per site then occupancy in commercial caravan parks (assuming no new parks or sites) could increase to above 30% by 3032.

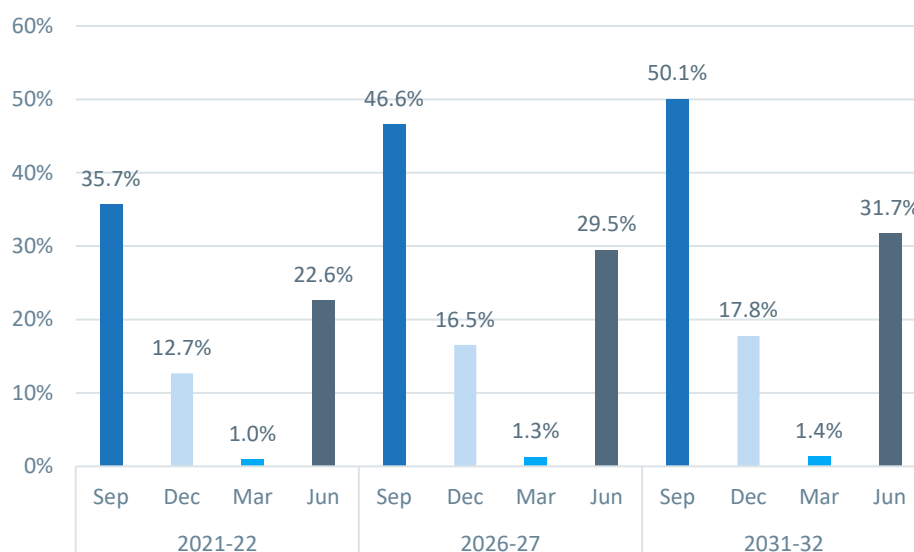
Figure 2.8 Projected occupancy rate for commercial caravan parks



Source: TRA (2022a, b), AEC

Looking at the seasonality, assuming a similar pattern to 2021-22 and for just the projection case the September quarter peaks increases to 51.4%.

Figure 2.9 Projected seasonal occupancy rate for commercial caravan parks



Source: TRA (2022a, b), AEC

Implications of this projected demand for supply are that there appears limited opportunity for an increase in the number of caravan parks or sites across CH. Indeed the projected future level of demand calls into question the long-term economic viability, ability to reinvest and therefore dropping quality of some commercial caravan parks into the future.

However, this may be different in more popular areas such as Carnarvon George, Gemfields and Lake Maraboon that offer hero tourism experiences and where existing and new tourism product can be enhanced and developed over time.

Non-commercial Camping Areas

Assuming camping demand is split equally between commercial caravan parks and non-commercial camping areas (as was the case in 2021-22) and the assumption of 2 persons per site then occupancy in non-commercial camping

(assuming no new parks or sites) could increase towards 350%. Note that this does not include national parks camping areas so this level of occupancy is likely an over estimate.

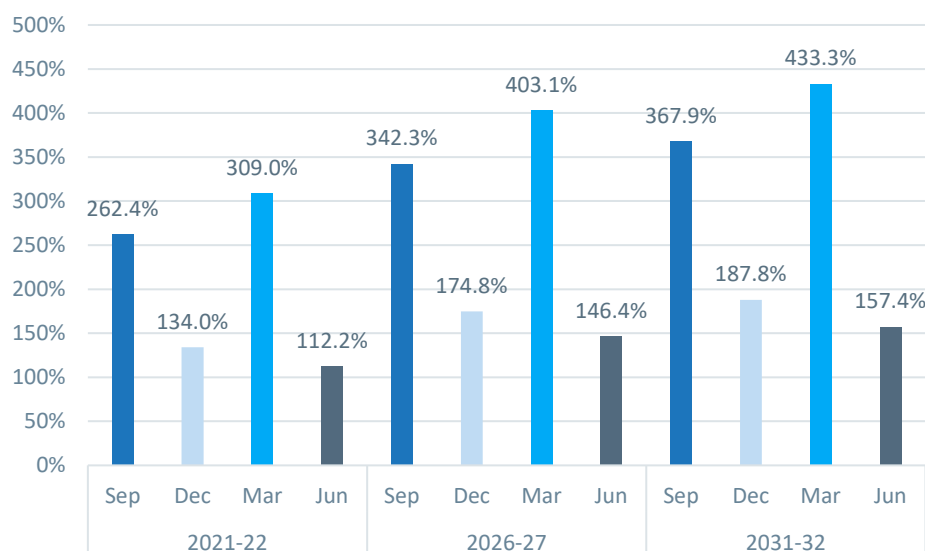
Figure 2.10 Projected occupancy rate for commercial caravan parks



Source: TRA (2022a, b), AEC

Looking at the seasonality, assuming a similar pattern to 2021-22 and for just the projection case the September quarter and March quarters continue to increase.

Figure 2.11 Projected seasonal occupancy rate for commercial caravan parks



Source: TRA (2022a, b), AEC

Implications of this demand for supply are that there appears an opportunity to:

- Validate the use of temporary (overflow) camping areas for peak periods:
 - Showgrounds (Blackwater, Capella, Emerald, Springsure) and Roy Day Park (Sapphire).
- Expand availability of sites in existing non-commercial camping areas:
 - Including areas across the road from Mackenzie Park (Rest Area/Sports Complex) in Duinga.
 - Developing and expanding Bedford Weir.

- Improving Virgin Rock Lions Park (Springsure)
- Create new non-commercial camping areas – potentially making some temporary (overflow) camping areas listed above permanent.

3. VISION & MISSION

3.1 VISION

In parallel with CH's visitor economy vision the vision of the Strategy is:

Central Highlands has a thriving RV, caravan and camping visitor economy based on outstanding experiences that attract overnight visitor spend, increase yield for the tourism industry across the year, and enhance the desirability of the region for work and play.

3.2 MISSION

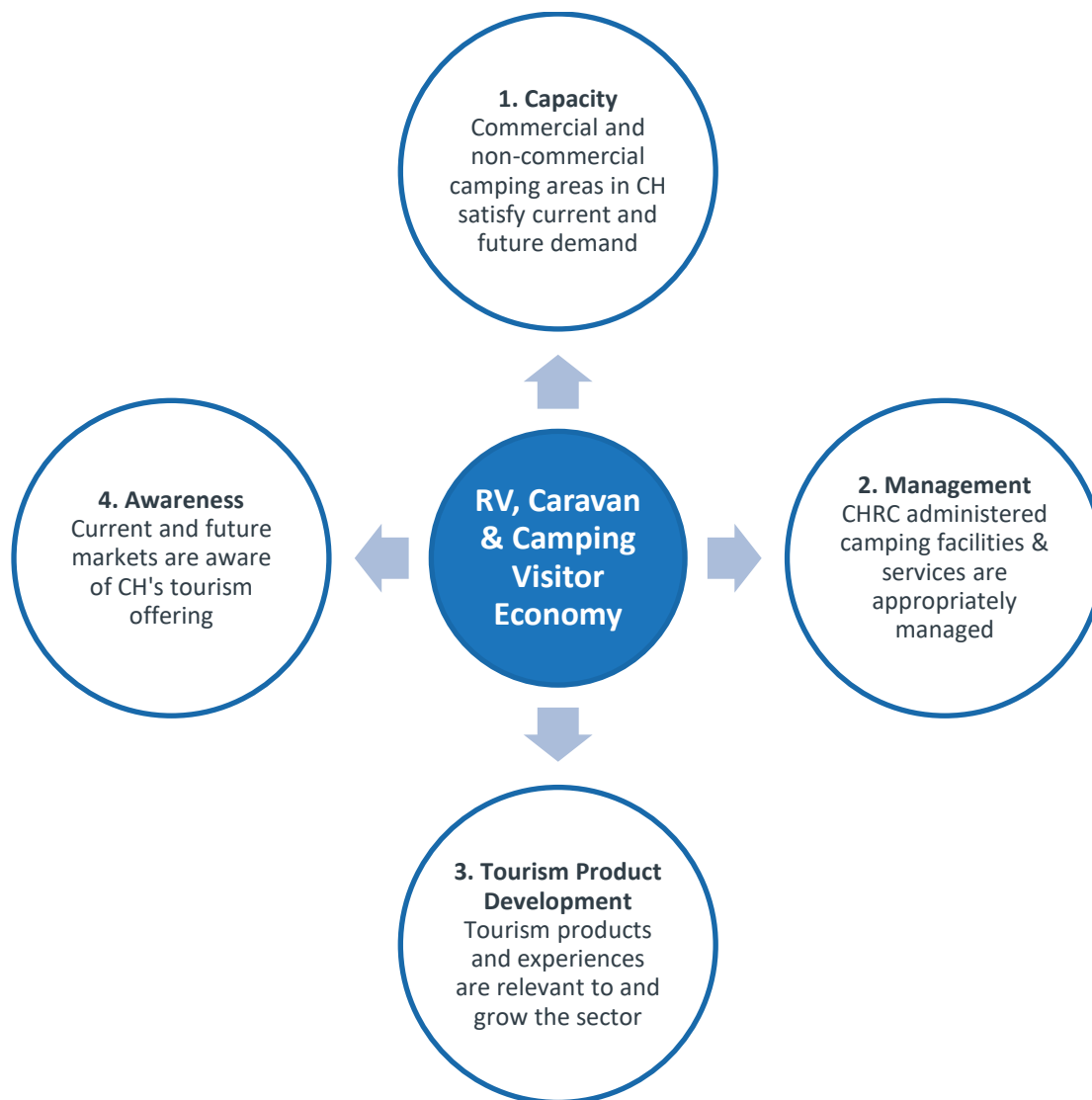
To achieve the vision CHRC in partnership with CHDC will work to ensure that:

- Strategies and actions are centred on the RV, caravan and camping visitor economy and seek to **balance** the needs of the visitor, industry and community.
- There is sufficient commercial caravan park and non-commercial camping site **capacity** in CH to satisfy current and future demand considering seasonal peaks.
- Facilities and services administered by CHRC including non-commercial camping sites, public dump points, water points and RV parking are appropriately **managed** either by CHRC or in partnership with not for profit or commercial operators.
- Existing **tourism products** (including events) are enhanced and new tourism products (and events) are developed that are relevant to the RV, caravan and camping visitor with the aim of increasing visitation and average length of stay (ALoS).
- **Awareness** of what CH has to offer the RV, caravan and camping visitor is expanded and sustained including promotion of relevant sites, facilities and services, tourism product and events.

4. STRATEGY FOCUS AREAS

This Strategy aims to give direction to CHRC and CHDC endeavours to grow the RV, caravan and camping visitor economy for the benefit of visitors, industry and community.

The strategy's vision will be delivered through four focus areas of capacity, management, tourism product development and awareness.



Each focus area is considered in relation to:

- **Importance:** The significance of and background to the focus area.
- **Goal:** The goals that the focus area is aiming to achieve.
- **Measure/Targets:** The measures and targets for each goal.
- **Strategies:** The strategies to pursue to achieve the goal.

The **Action Plan** for pursuing the strategies is contained in section 5.2

AREA 1: CAPACITY

Commercial and non-commercial camping areas in CH satisfy current and future demand

Importance

It has been identified that with the closure of CH's showgrounds as permanent non-commercial camping areas there has been a reduction of low-cost/free camping options in the region. There needs to be sufficient commercial and non-commercial sites in CH to satisfy current and future demand whilst at the same time ensuring a balance between commercial and community interests (e.g. cost, price, value, returns). This can be achieved across the region through co-operation and collaboration between stakeholders, in the form of a consultative group, to identify and agree in advance when and where additional permanent and temporary (overflow) site capacity is required.

Where possible the management of temporary (overflow) capacity should be outsourced. Identification of any permanent site increases needs to be evidence based therefore a program of data collection and sharing around capacity and seasonal occupancy rates is required. When additional permanent supply is identified CHRC should seek to promote and facilitate approvals from the private sector.

CHRC will maintain and consider improving administered camping areas at Bedford Weir, Mackenzie Park (Duaranga), Virgin Rock Lions Park (Springsure) and Sapphire Reserve and seek to outsourcing their management.

Temporary (overflow) areas will be made available at showgrounds (Blackwater, Capella, Emerald, Springsure) and Roy Day Park (Sapphire).

Goals, Targets & Strategies

| Goal | Measure/Target | Strategy |
|--|---|---|
| 1.1 Ensure there is sufficient permanent site capacity to meet current and future demand | Occupancy rates Visitor satisfaction | 1.1.1 Establish a RV, caravan & camping consultative group (RVCG) |
| | | 1.1.2 Measure the performance of commercial and non-commercial camping sites |
| | | 1.1.3 Identify, promote and facilitate new commercial caravan park supply |
| | | 1.1.4 Identify need for and deliver new non-commercial camping areas |
| 1.2 Maintain and improve CHRC administered non-commercial camping areas | Visitor satisfaction | 1.2.1 Develop and implement masterplans for CHRC administered non-commercial camping areas |
| 1.3 Ensure there is sufficient temporary (overflow) site capacity to meet seasonal peaks | Visitor satisfaction | 1.3.1 Consult with RVCG when and where temporary (overflow) camping areas will be activated |
| | | 1.3.2 Measure the performance of temporary (overflow) camping sites |

AREA 2: MANAGEMENT

CHRC administered camping facilities & services are appropriately managed

Importance

Appropriate management of CHRC administered camping facilities and services in line with the *CHRC Non-Commercial Camping Management Policy* (Appendix E) and *CHRC Overflow Camping Policy* (Appendix F) is important for CHRC, the overall sector and visitors seeking low-cost camping sites and use of sector related facilities.

Current CHRC administered non-commercial camping facilities include Bedford Weir, Mackenzie Park (Duaranga), Virgin Rock Lions Park (Springsure) and Sapphire Reserve. Current temporary (overflow) are at showgrounds (Blackwater, Capella, Emerald, Springsure) and Roy Day Park (Sapphire). Levels of service for these camping areas need to reviewed, documented, managed and measured. Any new camping areas should be subject to the same management regime.

Sector related facilities and services include public dump points, water points and RV parking areas in towns. Levels of service for these facilities need to reviewed, documented, managed and measured. It has been identified that a second dump point outside of the showgrounds may be required in Emerald.

Ultimately CHRC should seek to divest the management of CHRC permanent and temporary non-commercial camping areas to community (not-for-profit) or commercial organisations.

Lastly management of CHRC administered facilities and services includes enforcement of the various policies which mainly address illegal camping and overstays. These policies are designed to ensure all visitors have equal access and opportunity to facilities and services. Enforcement has two aims, firstly to educate and secondly to discourage repeat offences via penalties.

Goals, Targets & Strategies

| Goal | Measure/Target | Strategy |
|--|--|---|
| 2.1 Levels of service for CHRC administered non-commercial camping areas are documented and maintained | 90-100% of service levels met | 2.1.1 Review provision and service levels for CHRC administered permanent and temporary (overflow) non-commercial camping areas |
| 2.2 Provision of and levels of service for sector related facilities are documented and maintained | 90-100% of service levels met | 2.2.1 Review provision and service levels for public dump points and water points |
| | | 2.2.2 Review provision and service levels of RV parking in towns |
| 2.3 Divest the management of CHRC administered non-commercial camping areas | 100% administered camping areas outsourced | 2.3.1 Outsource management of CHRC administered permanent non-commercial camping areas |
| | | 2.3.2 Outsource management of CHRC administered temporary (overflow) non-commercial camping areas |
| 2.4 Enforce CHRC camping related policies | Zero enforcement notices | 2.4.1 Enforce Non-Commercial Camping Management Policy |
| | | 2.4.2 Enforce Overflow Camping Policy |

AREA 3: TOURISM PRODUCT DEVELOPMENT

Tourism products and experiences are relevant to and grow the RV, caravan and camping sector

Importance

It has been identified that the ALoS of visitors caravanning or camping in CH have been reduced. This is mainly influenced by those camping overnight elsewhere than commercial caravan parks. ALoS is important as longer stays are associated with an increase in expenditure.

Provision of enhanced and new tourism experiences that the RV, caravan and camping market are seeking are avenues through which to increase ALoS and to also influence those travelling through to stay. Enhancing sector related tourism product such as capacity, facilities and services is covered under the Capacity and Management focus areas.

Whilst tourism product development initiatives for CH are well documented in the *Central Highlands Visitor Economy Strategy 2020-22* (CHDC, 2020) and the *Capricorn 2021-2030 Destination Management Strategy* (CE, 2021) an analysis of the RV caravan and camping market segments has revealed that there are the following gaps in tourism product related to these markets: tours & tag along tours, food and artisan markets, night-time activities and seasonal food events.

Existing events attract the RV, camping and caravan market and enhancement and extension of existing events is a more efficient way of growing visitation as new events take some time to become established. Nevertheless, events targeting or located at CH's key attractions such as Capricorn Gorge, Blackdown Tableland NP, Bedford Weir or Lake Maradoon may have significant appeal to the market.

In any product development realm it is important to understand barriers, both generic and specific, and formulate potential mitigations to them so as opportunities are developed objections and barriers can mostly be dealt with.

Goals, Targets & Strategies

| Goal | Measure/Target | Strategy |
|--|---|---|
| 3.1 Mitigate barriers to new product development | Barriers and mitigation strategies identified | 3.1.1 Identify and mitigate barriers to tourism product development |
| 3.2 Deliver enhanced existing tourism product/experiences | 3 enhanced tourism experiences | 3.2.1 Identify and enhance existing tourism experiences |
| 3.3 Develop new tourism product/experiences | 3 new tourism experiences | 3.3.1 Identify new tourism experiences and facilitate their development |
| 3.4 Leverage existing major visitor attracting events to increase ALoS | Double the duration of all existing events | 3.4.1 For all existing events identify pre or post activities/experiences that increase event duration and facilitate development of additional pre/post activities |
| 3.5 Develop new events | 1 new signature event | 3.5.1 Identify new events and facilitate their development |

AREA 4: AWARENESS

Current and future markets are aware of CH's tourism offering

Importance

CH already has several marketing channels for general tourism including the Central Queensland Highlands website <https://www.centralhighlands.com.au/> and several publications including: *Central Highlands Guide 2022*, *2022 Central Highlands Tourism Map*, *CBD Artwork Trail* brochure, *Mosaic Pathway and Van Gogh Painting* brochure, *Lake Maraboon* brochure. These are available online and at VICs.

However, advancement towards the vision of this Strategy will not be achieved if the RV, caravan and camping market are not aware of enhancements and improvements that are made to facilities and services and tourism products and events. Therefore, there needs to be a key focus on generating collateral and marketing efforts that target the sector both in their travelling decision making and once they are in the region.

Collateral specifically related to the sector is required. This may include a facilities and services map and a section of the Central Queensland Highlands website highlighting everything relating to this market. CHRC should also progressively obtain RV Friendly town/Destination status for each town/destination that does not already have it.

Furthermore, CHRC or CHDC should develop a sector specific marketing strategy to complement a broader tourism marketing strategy. Use should be made of existing RV websites and social media channels. Consideration should also be given to advertising signage at Central Highlands entry points.

Goals, Targets & Strategies

| Goal | Measure/Target | Strategy |
|--|--|--|
| 4.1 Increase awareness of the regions RV, camping and camping attributes | Collateral distributed Website produced | 4.1.1 Develop a RV, caravan and camping map covering all related facilities and services |
| | | 4.1.2 Enhance www.centralhighlands.com.au with specific RV, caravan & camping pages |
| 4.2 Promote the region's RV, caravan and camping attributes to target markets(a) | Marketing Plan developed Metrics associated with marketing channels chosen Sector visitor nights | 4.2.1 Develop and execute a RV, caravan and camping marketing plan |
| 4.3 Obtain RV Friendly Town/Destination status for all towns/destinations | 100% RVFT/D status achieved for all towns | 4.3.1 Progressively apply for and achieve RVFT/D status |

Note: (a) This could be a component of a wider tourism marketing plan.

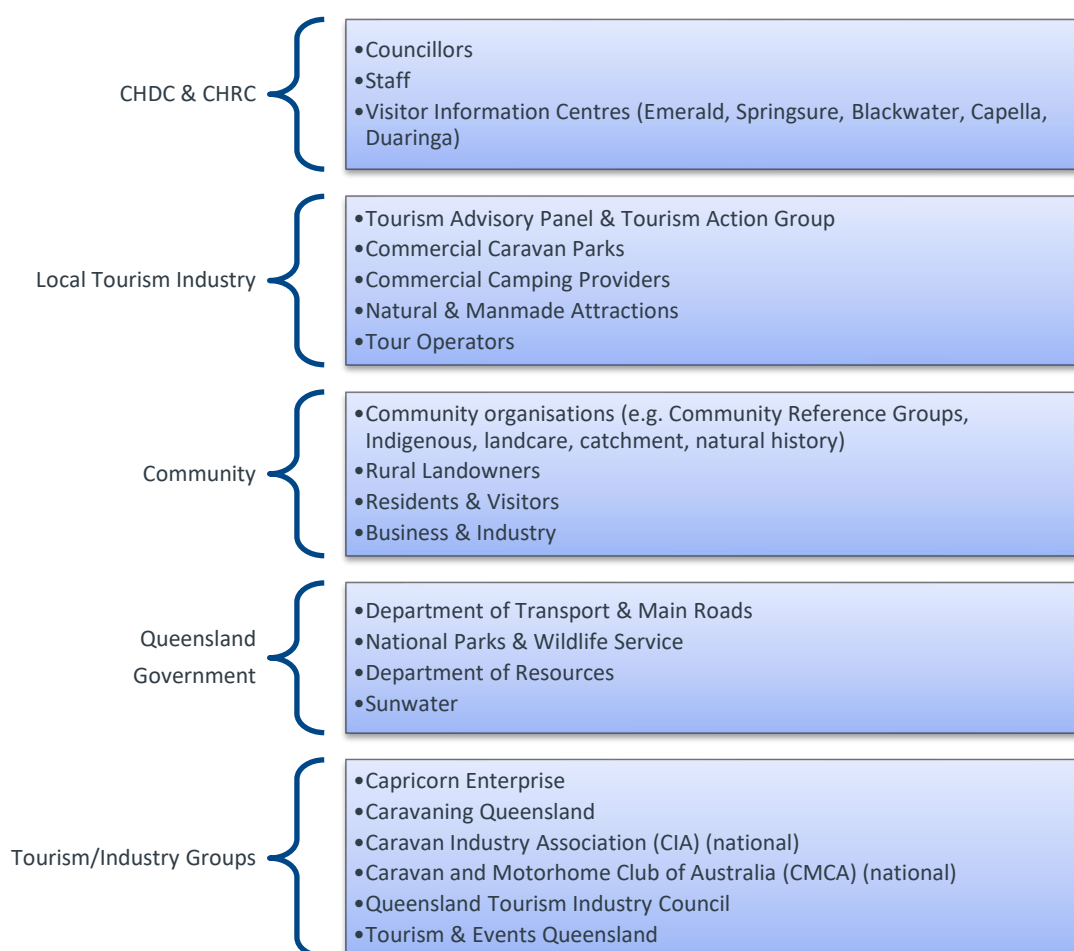
5. STRATEGY IMPLEMENTATION & REVIEW

The implementation of the Strategy and demonstrated progress towards goals is important to demonstrate CHRC’s and CHDC’s commitment towards achieving the vision.

The Strategy is accompanied by an **Action Plan** developed to deliver the strategies and to inform the CHRC budget process.

5.1 IMPLEMENTATION PARTNERS

All stakeholders directly involved in the sector are potential implementation partners. There are also those indirect stakeholders whose engagement and support are necessary to ensure strategic goals can be met. Stakeholders include, but are not limited to:



5.2 ACTION PLAN

The action plan is designed to deliver each strategy and for each strategy is divided into four time periods:

- Immediate (2023)
 - Over the next year, possibly extending to June 2024 due to the CHRC financial year, actions are largely oriented towards establishing the consultative, measurement, policy and planning frameworks necessary for achieving the vision. Actions include:
 - Convening a RV, caravan and camping consultative group.
 - Commencing a data collection program.

- Commencing Land Management Plans (LMP), master plans and business cases for Mackenzie Park, Blackwater, Emerald and Springsure Showgrounds and develop master plans and business cases for Bedford Weir, Mackenzie Park and Virgin Rock Lions Park (Springsure)
 - Agreeing service levels for permanent and temporary CHRC administered non-commercial camping areas, public dump points and water points.
 - Planning for designated RV parking areas near amenities in towns.
 - Drafting and adopting non-commercial camping management and overflow camping policies and resourcing enforcement activities.
 - Planning for enhancing existing and developing new tourism opportunities.
 - Planning for extending pre-post periods for existing events and new events.
 - Improving awareness and promotion of CH and providing information to the RV, caravan and camping market.
- Short-term (2024-25)

The implementation of the planning that has occurred in the Immediate term. It includes moving to an outsourced management model for CHRC administered permanent and temporary non-commercial camping areas. The pursuit of enhanced and new tourism product/events during this time should be accelerated as part of a broader tourism strategy. Obtaining RVFT/D status continues.

- Medium term (2026-31)

The continuation of implementing those plans that could not be undertaken in the short-term. It is also a period of maintaining annual activities including monitoring demand and planning additional supply where necessary and adapting to market developments. The pursuit of enhanced and new tourism product/events continues as do data collection, awareness and promotional activities. Obtaining RVFT/D status continues.

- Long term (2032+)

Longer term the Strategy will continue to deliver the vision.

Table 5.1 Strategy action plan

| Strategy | Immediate (2023) | Short Term (2024-25) | Medium Term (2026-2032) | Long Term (2032+) |
|---|--|---|---|---|
| Capacity | | | | |
| 1.1.1 Establish a RV, caravan & camping consultative group (RVCG)(a) | <ul style="list-style-type: none"> Develop purpose statement for the group Identify and obtain all relevant contacts and issue invitation to join group Organise and hold RVCG workshop (off-peak season) to consult on strategy, actions and initiatives Review annual RV Action Plan | <ul style="list-style-type: none"> RVCG meets annually to discuss CHDC/CHRC activities over previous year and plans for coming year with input of RVCG Review annual RV Action Plan | <ul style="list-style-type: none"> RVCG meets annually to discuss CHDC/CHRC activities over previous year and plans for coming year with input of RVCG Review annual RV Action Plan | <ul style="list-style-type: none"> RVCG meets annually to discuss CHDC/CHRC activities over previous year and plans for coming year with input of RVCG Review annual RV Action Plan |
| 1.1.2 Measure the performance of commercial and non-commercial camping sites(b) | <ul style="list-style-type: none"> Agree metrics to capture Develop data collection mechanism Recruit owners/operators – may require incentive Collect daily data (monthly) | <ul style="list-style-type: none"> Ongoing data collection Metrics contained in annual CHDC report | <ul style="list-style-type: none"> Ongoing data collection Metrics contained in annual CHDC report | <ul style="list-style-type: none"> Ongoing data collection Metrics contained in annual CHDC report |
| 1.1.3 Identify, promote and facilitate new commercial caravan park site supply | <ul style="list-style-type: none"> NA | <ul style="list-style-type: none"> Use data collection and RVCG to identify where additional commercial supply may be required(c) Discuss upgrade/expansion with existing operators Facilitate approvals for any upgrades/expansion of existing caravan parks If new caravan park required develop opportunity parameters, identify possible locations, prepare pre-feasibility and take to market If limited interest consider establishing a permanent non-commercial camping area | <ul style="list-style-type: none"> Annual as per Short Term | <ul style="list-style-type: none"> Annual as per Short Term |

| Strategy | Immediate (2023) | Short Term (2024-25) | Medium Term (2026-2032) | Long Term (2032+) |
|--|--|---|---|---|
| 1.1.4 Identify need for and deliver new non-commercial camping areas | <ul style="list-style-type: none"> • NA | <ul style="list-style-type: none"> • NA | <ul style="list-style-type: none"> • Based on data collected (in 1.1.2 and 1.3.2) determine if any new non-commercial camping areas are required • If required explore potential areas in/near the relevant town/destination (as contained in P4SD, 2022) • Undertake appropriate planning master plan and business case for selected site in consultation with community • Select outsourced manager • Construct and promote new camping area | <ul style="list-style-type: none"> • As per Medium Term |
| 1.2.1 Develop and implement masterplans for CHRC administered permanent non-commercial camping areas | <ul style="list-style-type: none"> • Commence LMPs for Mackenzie Park, Blackwater, Emerald and Springsure Showgrounds • Develop master plans and business cases for Bedford Weir, Mackenzie Park and Virgin Rock Lions Park (Springsure) | <ul style="list-style-type: none"> • Implement Mackenzie Park Master Plan | <ul style="list-style-type: none"> • Implement Bedford Weir Master Plan including tank for potable water and public dump point • Implement Virgin Rock Lions Park (Springsure) Master Plan | <ul style="list-style-type: none"> • NA |
| 1.3.1 Consult with RVCG when and where temporary (overflow) camping areas will be activated | <ul style="list-style-type: none"> • Use initial RVCG workshop to identify peak overflow periods for coming year • Schedule operation of temporary (overflow) camping areas | <ul style="list-style-type: none"> • Annual as per Immediate Term | <ul style="list-style-type: none"> • Annual as per Immediate Term | <ul style="list-style-type: none"> • Annual as per Immediate Term |
| 1.3.2 Measure the performance of temporary (overflow) camping sites | <ul style="list-style-type: none"> • Similar to 1.1.2 | <ul style="list-style-type: none"> • Similar to 1.1.2 | <ul style="list-style-type: none"> • Similar to 1.1.2 | <ul style="list-style-type: none"> • Similar to 1.1.2 |
| Management | | | | |
| 2.1.1 Review provision and service levels for CHRC administered permanent and | <ul style="list-style-type: none"> • Establish services levels and measurement mechanism • Draft and adopt Non-Commercial Camping | <ul style="list-style-type: none"> • Determine and provide camping area management resources to maintain service levels annually | <ul style="list-style-type: none"> • Determine and provide camping area management resources to maintain service levels annually | <ul style="list-style-type: none"> • Determine and provide camping area management resources to maintain service levels annually |

| Strategy | Immediate (2023) | Short Term (2024-25) | Medium Term (2026-2032) | Long Term (2032+) |
|---|---|--|--|--|
| temporary (overflow) non-commercial camping areas | Management Policy, Overflow Camping Policy and Local Law <ul style="list-style-type: none"> Determine and provide camping area management resources to maintain service levels Capture daily data (monthly) | <ul style="list-style-type: none"> Ongoing data collection Metrics contained in annual CHDC report | <ul style="list-style-type: none"> Ongoing data collection Metrics contained in annual CHDC report | <ul style="list-style-type: none"> Ongoing data collection Metrics contained in annual CHDC report |
| 2.2.1 Review provision and service levels for public dump points and water points | <ul style="list-style-type: none"> Use initial RVCG workshop to review provision and service levels | <ul style="list-style-type: none"> Consider provision of a second public dump point in Emerald | <ul style="list-style-type: none"> Review provision | <ul style="list-style-type: none"> Review provision |
| 2.2.2 Review provision and service levels of RV parking in towns | <ul style="list-style-type: none"> Use initial RVCG workshop to review provision and service levels Consider and plan for signed RV parking in towns(d) | <ul style="list-style-type: none"> If identified implement signed RV parking in towns | <ul style="list-style-type: none"> If identified implement signed RV parking in towns | <ul style="list-style-type: none"> If identified implement signed RV parking in towns |
| 2.3.1 Outsource management of CHRC administered permanent non-commercial camping areas | <ul style="list-style-type: none"> NA | <ul style="list-style-type: none"> NA | <ul style="list-style-type: none"> Prepare information packs on camping area service level requirements and historical performance Run Eol process to identify interest Run tender process with selected Eol candidates Negotiate management agreements Monitor performance | <ul style="list-style-type: none"> Ongoing performance monitoring Agreement renewals prior to expiry or new Eol campaign |
| 2.3.2 Outsource management of CHRC administered temporary (overflow) non-commercial camping areas | <ul style="list-style-type: none"> NA | <ul style="list-style-type: none"> Prepare information packs on camping area service level requirements and historical performance Run Eol process to identify interest Run tender process with selected Eol candidates Negotiate management agreements Monitor performance | <ul style="list-style-type: none"> Ongoing performance monitoring Agreement renewals prior to expiry or new Eol campaign | <ul style="list-style-type: none"> Ongoing performance monitoring Agreement renewals prior to expiry or new Eol campaign |

| Strategy | Immediate (2023) | Short Term (2024-25) | Medium Term (2026-2032) | Long Term (2032+) |
|--|--|--|--|---|
| 2.4.1 Enforce Non-Commercial Camping Management Policy | <ul style="list-style-type: none"> Determine and provide policy and law enforcement resources Capture enforcement data and report annually | <ul style="list-style-type: none"> Annual as per Immediate Term | <ul style="list-style-type: none"> Annual as per Immediate Term | <ul style="list-style-type: none"> Annual as per Immediate Term |
| 2.4.2 Enforce Overflow Camping Policy | <ul style="list-style-type: none"> Determine and provide policy and law enforcement resources Capture enforcement data and report annually | <ul style="list-style-type: none"> Annual as per Immediate Term | <ul style="list-style-type: none"> Annual as per Immediate Term | <ul style="list-style-type: none"> Annual as per Immediate Term |
| Tourism Product Development | | | | |
| 3.1.1 Identify and mitigate barriers to tourism product development | <ul style="list-style-type: none"> Use initial RVCG workshop to identify barriers and mitigations to tourism product development Classify barriers into relevant areas and develop initial mitigation strategies(e) | <ul style="list-style-type: none"> | <ul style="list-style-type: none"> Revisit barriers | <ul style="list-style-type: none"> Revisit barriers |
| 3.2.1 Identify and enhance existing tourism experiences | <ul style="list-style-type: none"> Undertake a quality assessment of existing tourism experiences Identify improvements and facilitate enhancements in consultation with operators through government grants and/or training opportunities | <ul style="list-style-type: none"> Continue to facilitate improvements | <ul style="list-style-type: none"> Continue to facilitate improvements | <ul style="list-style-type: none"> Repeat Short Term actions |
| 3.3.1 Identify new tourism experiences and facilitate their development | <ul style="list-style-type: none"> Based on identified opportunities in or aligning with existing strategies further scope selected opportunities including: opportunity parameters, possible locations, prepare pre-feasibility and take to market | <ul style="list-style-type: none"> Continue to refine and market opportunities | <ul style="list-style-type: none"> Continue to refine and market opportunities | <ul style="list-style-type: none"> Repeat Immediate Term actions |
| 3.4.1 For all existing events identify pre or post activities/experiences that increase event duration and | <ul style="list-style-type: none"> Consult with existing event organisers ideas for pre-post opportunities Facilitate delivery of pre-post opportunities | <ul style="list-style-type: none"> Continue to identify pre-post opportunities Measure the impacts of pre-post extensions via the data collection in (1.1.2 & 1.3.2) | <ul style="list-style-type: none"> Continue to identify pre-post opportunities Measure the impacts of pre-post extensions via the data collection in (1.1.2 & 1.3.2) | <ul style="list-style-type: none"> Repeat Immediate Term actions |

| Strategy | Immediate (2023) | Short Term (2024-25) | Medium Term (2026-2032) | Long Term (2032+) |
|--|---|---|---|---|
| facilitate development of additional pre/post activities | | and include in annual CHDC report | and include in annual CHDC report | |
| 3.5.1 Identify new events and facilitate their development | <ul style="list-style-type: none"> Consult with existing event organisers ideas for new events Scope selected opportunities including opportunity parameters, possible locations, prepare pre-feasibility and take to market Assist with attracting event funding (from TEQ) | <ul style="list-style-type: none"> Continue to refine and develop new event opportunities Measure impacts of new events and include in annual CHDC report | <ul style="list-style-type: none"> Continue to refine and develop new event opportunities Measure impacts of new events and include in annual CHDC report | <ul style="list-style-type: none"> Repeat Immediate Term actions |
| Awareness | | | | |
| 4.1.1 Develop a RV, caravan and camping map covering all related facilities and services | <ul style="list-style-type: none"> Collect all necessary data on commercial caravan parks and non-commercial camping areas, public dump points, water points, parking areas, retail/medical facilities, VICs, tourism experiences, drive times and distances Engage author and graphic artist to prepare map and supporting guide information Publish map and distribute to VICs and tourist outlets | <ul style="list-style-type: none"> NA | <ul style="list-style-type: none"> Update map | <ul style="list-style-type: none"> Update map |
| 4.1.2 Enhance www.centralhighlands.com.au with specific RV, caravan & camping pages | <ul style="list-style-type: none"> Using data collected in 4.1.1 create a RV, caravan and camping web page Engage SEO capabilities to distribute the page | <ul style="list-style-type: none"> Update web page with new data as comes to hand | <ul style="list-style-type: none"> Update web page with new data as comes to hand | <ul style="list-style-type: none"> Update web page with new data as comes to hand |
| 4.2.1 Develop and implement a RV, caravan and camping marketing plan(f) | <ul style="list-style-type: none"> Engage marketing specialist to develop a concise 3 year marketing plan incorporating goals, promotional tactics and channels and metrics aimed at relevant RV markets Commence promotions in February 2024 | <ul style="list-style-type: none"> Review RV, caravan & marketing plan Execute planned promotional campaigns Measure campaign outcomes and include in annual CHDC report | <ul style="list-style-type: none"> Repeat Immediate and Short Term actions every 3 years | <ul style="list-style-type: none"> Repeat Immediate and Short Term actions every 3 years |

| Strategy | Immediate (2023) | Short Term (2024-25) | Medium Term (2026-2032) | Long Term (2032+) |
|---|---|--|--|--|
| 4.3.1 Progressively apply for and achieve RVFT/D status | <ul style="list-style-type: none"> For each town document what needs to be implemented to achieve RVFT/D status Ensure Strategy actions will meet RVFT/D essential criteria When RVFT/D essential criteria met make application If accepted erect signage | <ul style="list-style-type: none"> When RVFT/D essential criteria met make application If accepted erect signage | <ul style="list-style-type: none"> When RVFT/D essential criteria met make application If accepted erect signage | <ul style="list-style-type: none"> NA |

Notes: NA = no action.

(a) The RVCG should consist of caravan park owners/operators, community Reference Group (CRG) members, tourism operators, CHDC/CHRC staff and relevant Queensland Government departments

(b) This data collection mechanism could also be used for other commercial accommodation providers across the region.

(c) Projections indicate that across the region this may not be pressing but it maybe in certain towns.

(d) Short term parking with town centres and low cost overnight parking are essential criteria to achieve RV Friendly Town status

(e) This exercise will also be useful for other economic development initiatives.

(f) This could be a component of a wider tourism marketing plan.

5.3 MEASUREMENT & REVIEW

5.3.1 Performance Measurement

In addition to the specific focus area goals, measure and targets broader performance of the Strategy can be measured against overarching visitor economy performance criteria. These are in alignment with the *Central Highlands Visitor Economy Strategy 2020-2022* (CHRC, 2020) and can be produced as a subset during that reporting process. Those that are specific to the sector are highlighted below.

Table 5.2 Strategy performance indicators

| Performance Criteria | Measurement |
|--|--|
| Increased overnight visitation (quarterly) | <ul style="list-style-type: none"> Number of annual overnight trips and nights in region for those visitors staying in “Caravan park or commercial camping ground” and “Caravan or camping - non commercial” as reported by TRA Length of stay as reported by TRA (nights/trips) |
| Increased visitor spend (quarterly) | <ul style="list-style-type: none"> Visitor expenditure as reported by TRA and apportioned to the sector |
| Enhanced visitor satisfaction (annual) | <ul style="list-style-type: none"> Positive ranking on social media platforms as reported by Tourism Sentiment Index Increased operator customer review scores from TEQ’s Best of Queensland Experiences program (measured by ReviewPro GRI) |

Source: CHDC (2020)

5.3.2 Reporting & Review

Achievements of the Strategy should be reported by CHRC/CHDC annually.

The Strategy should be subject to a minor review and adjustment every 2 years and a major review every 5 years to ensure it remains relevant to changing circumstances.

The supporting Action Plan should be reviewed annually prior to the commencement of the CHRC/CHDC budget process.

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APPENDIX A INFORMING DOCUMENTS

The following documents have informed the Strategy. Relevant elements are transcribed below for information purposes.

CENTRAL HIGHLANDS VISITOR ECONOMY STRATEGY 2020-2022

The Strategy identifies the following markets:

Table A.1 Central Highlands visitor markets

| Primary | Secondary |
|---|--|
| <ul style="list-style-type: none"> Families (short breaks, camping/caravanning) from Rockhampton, Sunshine Coast, Mackay and Brisbane Older couples/Grey nomads (camping/caravanning) Education groups (school groups, study tours) VFR and locals exploring the region | <ul style="list-style-type: none"> Special interest (nature, adventure, fossicking/geology, 4WDing) Event attendees (leisure, sports, special interest) International Free and Independent Travellers (FITs) from Europe and United Kingdom Business travellers taking day trips and short breaks. |

Source: CHDC (2019)

Six priority tourism projects were identified for the Central Highlands for 2020-2022. These projects were prioritised based on their ability to satisfy the following criteria:

- Convert day trip holiday visitors to overnight visitors and increase average length of stay (ALoS)
- Drive shoulder visitation to extend the visitor season
- Bring the region together in pursuit of common outcomes
- Achievable within three years
- Support the strategic vision for Central Highlands: A progressive region creating opportunities for all

The priority projects were:

- Central Highlands brand story
- Visitor engagement
- Education tourism
- Experience development and marketing program
- Industry capability
- RV Management Policy

A range of supporting opportunities were also identified. These are projects that warrant action when budget is available.

Table A.2 Other project opportunities

| Activation | Responsibility | Timeframe | Budget | Measures of Success |
|---|---|-----------|-----------|-----------------------------------|
| Activation Area 1: Product & Experience | | | | |
| Bring together stakeholders to develop trial agritourism initiatives including seasonal events and farm tours to test the market and logistics. | Project lead: CHDC Supporting partner: TAP and TAG | TBD | \$1,965 | Number of agritourism initiatives |
| Develop a region-wide heritage trail with a consistent theme showcasing the heritage assets of individual | Project lead: CHDC | TBD | \$500,000 | Heritage trail developed |

| Activation | Responsibility | Timeframe | Budget | Measures of Success |
|--|--|-----------|--|--|
| communities. Identify where Augmented Reality (AR) could be used to provide visitors with a more in-depth understanding and experience of region's heritage in a contemporary way. | Supporting partner: TAP and TAG | | | AR successfully incorporated |
| Foster adventure product development and associated infrastructure, including: <ul style="list-style-type: none"> Facilitate private investment into mountain biking (MTB) and trail running adjacent to Peak Range National Park Encourage and support events and 4WD, MTB and trail running tourism experiences at Blackdown Tableland National Park | Project lead: CHDC Supporting partner: TAP and TAG | TBD | \$2,490 | Number of adventure product development initiatives |
| Prepare and implement a place making masterplan to enhance the appeal and sense of welcome of the entrance to the Gemfields. The masterplan will include street works, landscaping, signage and infrastructure that reflect the heritage and stories of the area, encourage visitors to stop and spend time in the area, and enhance local and regional pride. | Project lead: CRG Supporting partner: CHDC and CHRC | 2020-21 | Building Better Regions Fund (Community stream) or Stronger Communities grant programs | Master plan completed Required works activity incorporated into CHRC capital works budget |
| Activation Area 2: Marketing & Promotion | | | | |
| Foster collaboration with cross-border neighbouring communities in development of tourism product and marketing initiatives. | Project lead: CHDC Supporting partner: TAP and TAG | TBD | \$1,640 | Cross border initiatives |
| Activation Area 3: Visitor Servicing | | | | |
| Operate VIC pop-ups in key Emerald shopping centres and neighbouring centres during peak times. | Project lead: CHDC | TBD | \$16,640 | Pop-ups provided at visitor hot spots during peak times |
| Identify partners to extend the visitor data collection by local ambassadors to monitor changes in visitation, spend and activity in the region. | Project lead: CHDC | TBD | \$5,202 | Sustainable data collection program in place that will provide trend data over the life of this Strategy |
| Activation Area 4: Industry Capability | | | | |
| Foster an Emerald business district group focused on creating a vibrant downtown through outdoor events, festivals and markets that would build Emerald's sense of place and community pride, attract local residents and visitors, and support business growth and investment. | Project lead: CHDC Supporting partner: TAG | TBD | \$2,620 | Business district group established Number of CBD activities Number of attendees to CBD activities Increase in business activity in CBD |
| Promote CQ Jobs Link to online traveller networks for short term work opportunities and incorporate volunteer project roles. | Project lead: CHDC | TBD | \$10,720 | Number of short term work and volunteer |

| Activation | Responsibility | Timeframe | Budget | Measures of Success |
|---|---|-----------|--|--|
| | | | | opportunities included |
| Develop an incentive program to attract and encourage tourism development, with discretionary in-kind support in areas of specialist local advice, expedited approvals process, property location, and business case development. | Project lead: CHDC | TBD | \$4,220 | Incentive program in place Number and type of tourism initiatives attracted |
| Foster an Emerald business district group focused on creating a vibrant downtown through outdoor events, festivals and markets that would build Emerald's sense of place and community pride, attract local residents and visitors, and support business growth and investment. | Project lead: CHDC Supporting partner: TAG | TBD | \$2,620 | Business district group established Number of CBD activities Number of attendees to CBD activities Increase in business activity in CBD |
| Activation Area 5: Events | | | | |
| Develop a pitch document for Central Highlands' event facilities (e.g. Bridgeman Park in Capella) to support proactive event acquisition. | Project lead: CHDC | TBD | \$10,000 | Pitch document produced Number of external events attracted to facilities |
| Leverage off events in surrounding regions to attract visitors e.g. Big Red Bash. | Project lead: CHDC Supporting partner: TAP and TAG | TBD | \$14,100 - Marketing campaign activity | Number of event visitors to region |
| Leverage existing sporting events to attract visitors to region and through cross promotion with tourism activities, encourage overnight stays. | Project lead: CHDC Supporting partner: TAP and TAG | TBD | \$5,000 - Marketing campaign activity | Increase in visitation Increase in average length of stay of visitors to region |
| Activation Area 6: Infrastructure | | | | |
| Develop a business case for trial of motorhome/RV hire at Emerald airport with flexible travel options of drop off at Longreach and Roma airports to suit visitor travel patterns. | Project lead: CHDC | TBD | \$21,720 | Business case produced |
| Continue to lobby for improved mobile coverage and digital connectivity for the region. | Project lead: CHDC | TBD | \$410 | Commitment gained to extend and enhance connectivity |
| Support expansion of accommodation types available including student accommodation and eco-lodges. | Project lead: CHDC | TBD | \$410 | Increase in range of accommodation types |

Source: CHDC (2021)

CAPRICORN 2021-2030 DESTINATION MANAGEMENT STRATEGY

Contains the following hero experiences from CH:

- Caves and Fossicking - Sapphire Gemfields, mines, Gemfest - Festival of Gems and fossicking (sapphires, thundereggs, fossils).
- Carnarvon Gorge and Natural Wonders - Carnarvon Gorge and Blackdown Tableland.

Target markets are identified as follows:

Table A.3 Capricorn target markets

| Target Markets | Domestic Source Markets | International Source Markets |
|--|---|--|
| Tier 1: <ul style="list-style-type: none"> Families Tier 2: <ul style="list-style-type: none"> Double Income No Kids (DINKS) Self funded Retirees | <ul style="list-style-type: none"> Primary: <ul style="list-style-type: none"> Regional Queensland (inc. Mackay, Central Queensland, Wide Bay, Sunshine Coast) and Brisbane/Gold Coast. Secondary: <ul style="list-style-type: none"> Interstate Market (inc. Northern NSW, Sydney & Melbourne) | <ul style="list-style-type: none"> New Zealand Europe (France, Germany & Nordic Regions), United Kingdom and North America, promoted under the destination branding of Southern Great Barrier Reef |

Source: CE (2021)

Focus areas include:

- Destination priorities and strategies
- Industry/Experience development and capacity building
- Destination and events marketing

Destination priorities and strategies specific to CH include:

Table A.4 Destination actions for Central Highlands

| #3 | Actions | Partners |
|------------|---|---------------------------------------|
| 3.1 | Facilitate the attraction of visitors and encourage an increase to length of stay through supporting regional destination events. | CHDC CHRC |
| 3.2 | Support the development and expansion of accommodation types, including four-star accommodation in Carnarvon Gorge and student eco-lodge style accommodation. | Private sector CHRC QG |
| 3.3 | Facilitate private investment into mountain biking and 4WD and trail running tourism experiences in Blackdown Tableland National Park. | CHRC CHDC QPWS |
| 3.4 | Develop cycle trails (including mountain bike trails) and walking paths linking key tourism products in townships. | CHRC QG |
| 3.5 | Continue to lobby for improved mobile phone coverage, installation of quality WiFi capabilities and digital connectivity for the region. | CHRC CHDC |
| 3.6 | Support all precincts in their efforts to lobby for facilities including parking and dump points for caravans, RV Caravan and camping opportunities, and also for tour companies. | CHRC Private Sector |
| 3.7 | Work in partnership with the public and private sectors to support the establishment and growth of products suited to niche markets including: <ul style="list-style-type: none"> Education tourism Eco Tourism Agri and Farm Tourism Indigenous Tourism Geo-tourism (Dig The Tropic) Caravan and camping | Private Sector CHRC CHDC |
| 3.8 | Support the expansion of Lake Maraboon recreational opportunities (e.g. fishing, watersports, commercial). | CHRC Sunwater |
| 3.9 | Emerald Visitor Information Centre Precinct – providing walkway linkage to CBD, shopping, and suitable parking for larger vehicles. | CHRC CHDC |
| 4.0 | Establish “tourism precincts” in key locations (as part of the planning scheme). | CHRC CHDC QG |
| 4.1 | Support legislative changes to assist small scale mining activities and access viable mineralised ground for recreational fossicking at the Sapphire Gemfields. | QG CHRC |

Source: CE (2021)

QUEENSLAND CARAVAN PARK POLICY

The Queensland Government has a caravan park policy (QG, 2022) which provides that a Reserve for Recreation may be used for camping with the provision of limited facilities. There are specific requirements that council must meet with respect to caravan parks and camping grounds including:

- The length of stay is restricted to no more than three nights.
- Where local governments are using recreation reserves for camping they will need to adopt a local law to authorise the activity.
- A full-scale caravan park with on-site accommodation, kiosk and full amenities is not consistent. Where a local government want to establish more extensive facilities on a reserve for recreation, they will need to apply for a term lease for the purpose of a caravan park.

The policy refers to the inconsistent action and provides an example and highlights the importance of the Minister's consideration for the use not diminishing the purpose or adversely affecting any businesses in the area (as highlighted in Part 3).

Council would need to implement a Land Management Plan (LMP) for any inconsistent action, which will also require Ministerial approval. However, it should be noted that the showgrounds in the area are reserves for showgrounds and recreation and therefore, is a consistent use.

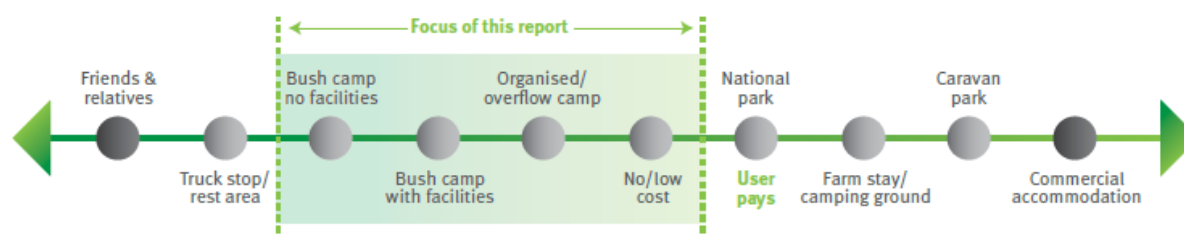
QUEENSLAND CAMPING OPTIONS TOOLKIT. A GUIDE FOR LOCAL GOVERNMENT IN DEVELOPING CAMPING OPTIONS

The aim of this toolkit is to:

- Provide local governments with clear, accurate information on a range of options to help them plan for camping in their jurisdictions.
- Engender a more consultative approach to camping options at the local government level.
- Help encourage development of diverse accommodation alternatives that attract tourists to each region and encourage them to return, which will benefit all businesses and the wider community.

It only applies to land that local governments own or manage and to applications requiring local government approval. The scope of the toolkit is:

Figure A.1 Scope of the camping options toolkit



Source: Queensland Government (2014)

It contains three stages for local governments to work through:

- Stage 1 is about laying the foundations through implementing a number of best practice first steps such as engaging stakeholders and comparing market need with existing facilities.
- Stage 2 provides five models that can be adopted individually or in part to address demonstrated needs. These models incorporate some recommendations; however, they are designed so that local governments can tailor them to their specific circumstances and community expectations.
- Stage 3 includes further guidance to support implementation of the models and promotion of camping opportunities.

Stage 1: Best Practice First Steps

Best practice first steps include:

- Foundations for management and enforcement (including adopting definitions)
- Consult widely and do a cost–benefit evaluation
- Do a needs analysis and define the market gap

Stage 2: Management

A range of solutions to managing non-commercial camping includes:

- Managed overflow model
- Non-commercial camping framework – council policy for non-commercial camping.
- Seasonal or year-round outsourcing models policy.
- Creating stepping stones - to transition non-commercial camping grounds to lease or freehold.
- Regional permit system

Stage 3: Implementation

- Management and Enforcement
- Promotion and Partnerships

APPENDIX B SECTOR SUPPLY DATABASE

COMMERCIAL CARAVAN PARKS & CAMPGROUNDS

Table B.1 Commercial caravan parks and campgrounds in Central Highlands

| # | Destination | Name | WWW |
|----|-------------------|--|---|
| 1 | Anakie | Anakie Gemfields Caravan Park | www.facebook.com/people/Anakie-Gemfields-Caravan-Park/100041528515244/ |
| 2 | Bauhinia | Bauhinia Roadhouse | www.facebook.com/bauhiniaroadhouse |
| 3 | Blackwater | Discovery Parks Blackwater | www.discoveryholidayparks.com.au/caravan-parks/queensland/central-highlands-blackwater |
| 4 | Blackwater | Blackwater Miners Rest | www.minersrestmotel.com.au/ |
| 5 | Bluff | Bluff Hotel | www.bluffhotel.com.au |
| 6 | Carnarvon | BIG4 Breeze Holiday Park - Carnarvon Gorge | www.big4.com.au/caravan-parks/qld/central-qld-highlands/breeze-holiday-parks-carnarvon-gorge |
| 7 | Carnarvon | Sandstone Park* | www.sandstonepark.com.au/ |
| 8 | Capella | Capella Van Park | www.capellavanpark.com.au |
| 9 | Comet | Comet Accommodation Park | |
| 10 | Dingo | Dingo Van & Motorhome Park | www.facebook.com/people/Dingo-Van-Motorhome-Park/100048669644753/ |
| 11 | Dingo | Redrock Bush Camp | www.facebook.com/RedrockBushCamp |
| 12 | Duaringa | Duaringa Hotel & Caravan Park | www.facebook.com/search/top?q=duaringa%20hotel |
| 13 | Emerald | Emerald Cabin & Caravan Village | www.emeraldcafeandcaravanvillage.com.au |
| 14 | Emerald | Emerald Tourist Park | www.emeraldtouristpark.com.au |
| 15 | Lake Maraboon | BIG4 Lake Maraboon Holiday Village | www.big4.com.au/caravan-parks/qld/central-qld-highlands/lake-maraboon-holiday-village |
| 16 | Rolleston | The Rolleston Caravan Park | www.rollestoncaravanpark.weebly.com |
| 17 | Rubyvale | Gemseekers Caravan Park | www.gemseekers.com.au |
| 18 | Rubyvale | Rubyvale Caravan Park | www.rubyvalecaravanpark.com.au |
| 19 | Sapphire | Blue Gem Tourist Park | www.bluegemtouristpark.com.au |
| 20 | Sapphire | Gemini Caravan Park | www.facebook.com/geminiretreat/ |
| 21 | Sapphire | Sapphire Caravan and Cabin Park | www.sapphirecaravanpark.com.au |
| 22 | Springsure | Springsure Roadhouse & Caravan Park | www.springsureroadhouse.com.au/ |
| 23 | Tieri | Lyra Park Accommodation Village | |
| 24 | Tieri | Tieri Caravan Park & Camping Grounds | www.tieri.com.au/facilities/caravan-park-camping-grounds/ |
| 25 | Willows Gemfields | Gem Air Village Caravan Park | www.gemairvillage.com |
| 26 | Willows Gemfields | Willows Gemfields Caravan Park | |

Table B.2 Commercial caravan parks & camp grounds in Central Highlands – capacity & tariff (where known)

| # | Destination | Name | Capacity (a) | | | | | Tariff (b) | | |
|----|----------------------|--|--------------|-------------|------------|------------|-----------|--------------|-------------|-------------|
| | | | Cabins | Sites | Powered | Unpowered | Permanent | Cabins | Powered | Unpowered |
| 1 | Anakie Siding | Anakie Gemfields Caravan Park | 15 | 58 | 46 | 12 | | | \$30 | |
| 2 | Bauhinia | Bauhinia Roadhouse | | 8 | 8 | | | | \$15 | |
| 3 | Blackwater | Discovery Parks Blackwater | 26 | 16 | 16 | | | | \$56 | |
| 4 | Blackwater | Blackwater Miners Rest | | 3 | 3 | | 1 | | \$25 | |
| 5 | Bluff | Bluff Hotel | | 24 | 24 | | | | \$10 | |
| 6 | Carnarvon | BIG4 Breeze Holiday Park - Carnarvon Gorge | 30 | 169 | 70 | 99 | | \$117 | \$46 | \$40 |
| 7 | Carnarvon | Sandstone Park | | 41 | | 41 | | | | |
| 8 | Capella | Capella Van Park | 9 | 54 | 44 | 10 | 9 | | \$43 | \$26 |
| 9 | Comet | Comet Accommodation Park | 3 | 52 | 52 | | | | \$20 | \$10 |
| 10 | Dingo | Dingo Van & Motorhome Park | | 25 | 18 | 7 | | | \$33 | \$22 |
| 11 | Dingo | Redrock Bush Camp | | NA | | | | | | |
| 12 | Duaringa | Duaringa Hotel & Caravan Park | | 35 | 15 | 20 | | | \$24 | \$12 |
| 13 | Emerald | Emerald Cabin & Caravan Village | 71 | 97 | 89 | 8 | 11 | | \$35 | |
| 14 | Emerald | Emerald Tourist Park | 62 | 109 | 109 | | | | \$37 | \$16 |
| 15 | Lake Maraboon | BIG4 Lake Maraboon Holiday Village | 29 | 109 | 96 | 13 | | \$99 | \$38 | \$30 |
| 16 | Rolleston | The Rolleston Caravan Park | 40 | 20 | 20 | | | | \$29 | \$24 |
| 17 | Rubyvale | Gemseekers Caravan Park | 2 | 25 | 23 | 2 | | \$115 | \$32 | \$27 |
| 18 | Rubyvale | Rubyvale Caravan Park | 4 | 34 | 34 | | | \$110 | \$35 | \$30 |
| 19 | Sapphire | Blue Gem Tourist Park | 2 | 52 | 47 | 5 | | \$110 | \$33 | \$26 |
| 20 | Sapphire | Gemini Caravan Park | 4 | 20 | 20 | | | | \$25 | |
| 21 | Sapphire | Sapphire Caravan and Cabin Park | 8 | 33 | 31 | 2 | | \$90 | \$35 | \$30 |
| 22 | Springsure | Springsure Roadhouse & Caravan Park | 13 | 18 | 13 | 5 | | \$110 | \$25 | \$18 |
| 23 | Tieri | Lyra Park Accommodation Village | | 70 | 40 | 30 | | | \$30 | |
| 24 | Tieri | Tieri Caravan Park & Camping Grounds | | 32 | 26 | 6 | 2 | | \$30 | |
| 25 | Willows Gemfields | Gem Air Village Caravan Park | 3 | 36 | 36 | 0 | | \$80 | \$28 | \$22 |
| 26 | Willows Gemfields | Willows Gemfields Caravan Park | 4 | 40 | 36 | 4 | | | \$27 | |
| | Total/Average | | 325 | 1180 | 916 | 264 | 23 | \$104 | \$31 | \$24 |

Notes: (a) Some parks also offer motel rooms which are not listed, sites = powered + unpowered. (b) Tariffs are per nights for 2 persons and the lowest for cabins. They exclude cabins/sites with ensuites. Data was not readily available for all parks. Figures in red are estimates.

NON-COMMERCIAL CAMPING AREAS (CHRC)

Table B.3 Non-commercial camping areas in Central Highlands administered by CHRC

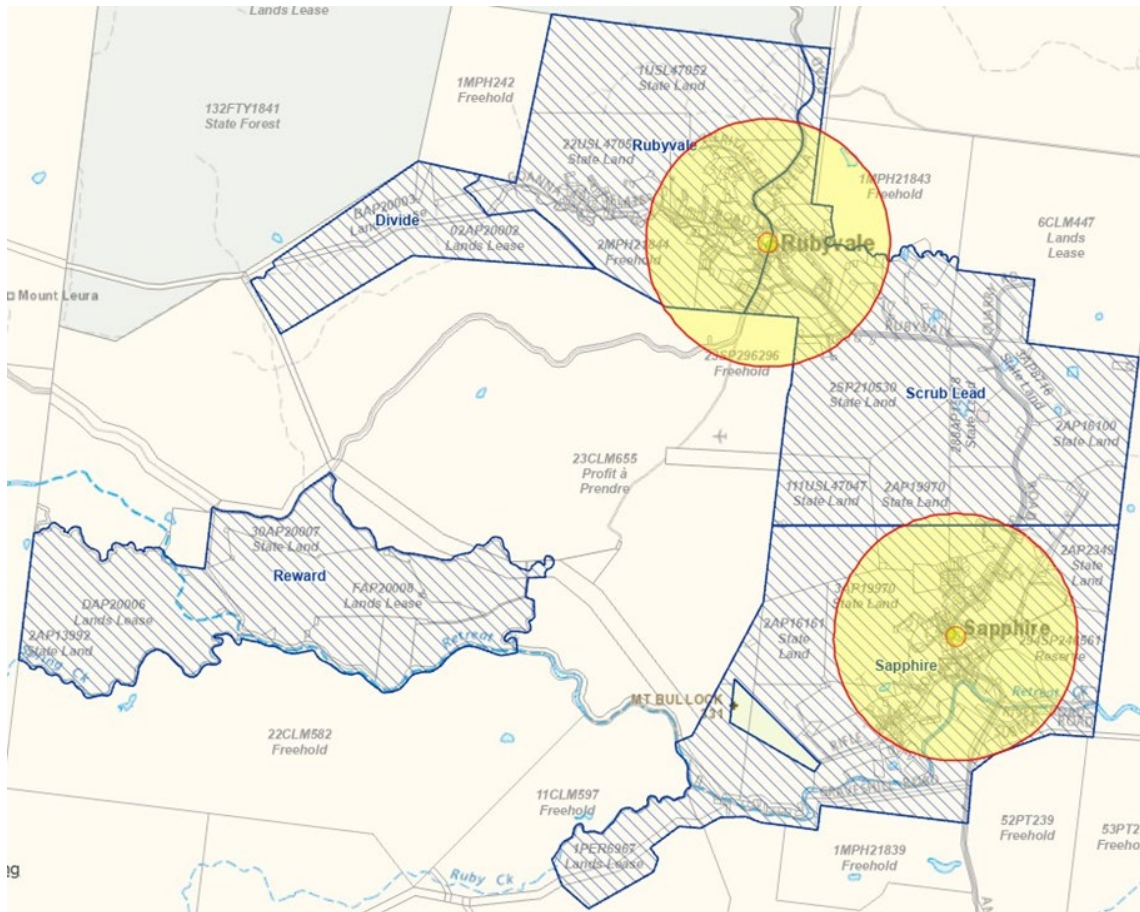
| # | Destination | Name | Capacity(a) | Tariff | Facilities |
|---|----------------------|------------------------|-------------|-----------------|---|
| 1 | Duaringa | Mackenzie Park | 30 | \$10 | Toilets, showers, dump point, potable water, tables, bins, BBQs, playground |
| 2 | Bedford Weir | Bedford Weir | 34 | Donation | Toilets, non-potable water, tables, bins, BBQs, playground |
| 3 | Springsure | Virgin Rock Lions Park | 30 | Free | Toilets, non-potable water, tables, bins |
| 4 | Sapphire | Sapphire Reserve | 15 | Free | Toilets, dump point, potable water, bins |
| | Total/Average | | 109 | <\$10 | |

Note: (a) capacity is an estimate.

GEMFIELDS (QUEENSLAND GOVERNMENT)

Camping is allowed for a maximum of three months on any one area, except within 1.5km of the Sapphire and Rubyvale post offices provided the camper has a camping permit issued by the state. The following figure provides the location of where camping can occur within the designated fossicking areas. The yellow circles are areas where camping can't occur as within 1.5km of the post offices.

Figure B.1 Allowable camping areas in Gemfields



Source: CHRC (2022)

NATIONAL PARKS (QPWS)

Vehicle accessible camping is permitted in the following national parks with a permit:

- Carnarvon National Park, Carnarvon George camping area (camping trailer only, only available during Easter, June-July and September-October school holidays)
- Nuga Nuga National Park – Muga Nuga remote bush camp (camping trailer only)
- Blackdown Tableland National - Park Munall camping area (camping trailer only)

POTENTIAL OVERFLOW CAMPSITES

Table B.4 Potential non-commercial overflow camping areas in Central Highlands administered by CHRC

| # | Destination | Name | Capacity | Tariff | Facilities |
|---|-------------|-----------------------|----------|--------|---|
| 1 | Blackwater | Blackwater Showground | TBA | TBA | Toilets, showers, dump point, potable water, bins |
| 2 | Capella | Capella Showground | TBA | TBA | Toilets, showers, dump point, potable water, bins |
| 3 | Comet | Comet Showground | TBA | TBA | Toilets, showers, dump point, potable water, bins |
| 4 | Emerald | Emerald Showground | TBA | TBA | Toilets, showers, dump point, potable water, bins |
| 5 | Sapphire | Roy Day Park | TBA | TBA | Toilets, showers, dump point, potable water, bins |
| 6 | Springsure | Springsure Showground | TBA | TBA | Toilets, showers, dump point, potable water, bins |

Note: Capacity and tariffs for these areas are to be determined.
Source: P4SD (2022)

RV FRIENDLY STATUS

Duaringa is a RV Friendly Destination. Sapphire (Gemfields) and Springsure are RV Friendly Towns.

RV PARKING

There is no local law for parking. There is a designated overnight area for RV vehicles is provided in the Emerald Botanic Gardens parking area. It is generally considered that the road network and on-street car parking layout in the Emerald CBD generally provides ample opportunity for RVs to park close to retail and commercial areas.

There is no designated or signed town parking for RVs in other CH towns although towns do have obvious areas where long vehicles can park.

PUBLIC DUMP POINTS

Table B.5 Public dump points in Central Highlands

| # | Town | Address | Lat | Long |
|---|------------|---|-----------|-----------|
| 1 | Blackwater | Blackwater Showgrounds | -23.59313 | 148.87517 |
| 2 | Capella | Bridgeman Park | -23.08871 | 148.01579 |
| 3 | Duaringa | Duaringa Mackenzie Park | -23.72070 | 149.66970 |
| 4 | Emerald | Batts St, Emerald Showgrounds | -23.52361 | 148.15002 |
| 5 | Rolleston | Beazley Park, Dawson Hwy & Meteor St, Rolleston | -24.46350 | 148.62420 |
| 6 | Rubyvale | Saphire-Rubyvale Rd | -23.43017 | 147.71985 |
| 7 | Sapphire | Sapphire Reserve | -23.46504 | 148.72075 |
| 8 | Springsure | Barcoo St, Springsure Showgrounds | -24.12110 | 148.08330 |

Source: CRHC & wikicamps

PUBLIC WATER POINTS

Most dump points (except Rubyvale) have a potable water supply. Bedford Weir and Virgin Rock Lions Park (Springsure) do not have potable water.

TOURISM PRODUCT

This section lists tourism product firstly by access then by major tourist destinations of Carnarvon George, Sapphire Gemfields, Blackdown National Park and Emerald and then by the two major touring routes, Great Inlands Way and Capricorn Way. It is taken from www.centralhighlands.com.au.

Access

Table B.6 Access modes to Central Highlands

| Mode | Details |
|------|--|
| Road | <ul style="list-style-type: none"> The Central Queensland Highlands has an extensive road network, incorporating sealed highways, and major and minor roads. Two major highways run through the region which are the Gregory (north-south) and Capricorn Highway (east-west). Rental vehicles are readily available for hire and taxi services are provided in major centres. |
| Rail | <ul style="list-style-type: none"> The “Spirit of the Outback” train travels from Brisbane through Rockhampton to Longreach twice a week. This fascinating journey provides a unique insight into the history of the outback with sleeping berths and restaurant dining cars available. https://www.queenslandrailtravel.com.au/Railexperiences/ourtrains/spiritoftheoutback The region also has rail connections north to Mackay and numerous industries within and surrounding the Central Queensland Highlands utilise this rail system. |
| Air | <ul style="list-style-type: none"> Emerald Airport has several daily flights operating from Brisbane by QantasLink, Virgin and Air Alliance. https://www.chrc.qld.gov.au/facilities-recreation/airports/emerald-airport/ |

Source: <https://www.centralhighlands.com.au>

Carnarvon George & Carnarvon National Park

Over millions of years, water has eroded a deep and dramatic gorge system within the layers of soft, white sandstone – creating majestic cliffs that change colour with the movement of the sun. Carnarvon Creek flows all year, giving life to a luxuriant growth of ferns, palms, shrubs and trees.

Table B.7 Carnarvon Gorge and Carnarvon National Park tourism attributes

| Activity | Details |
|----------------------------|---|
| Access | <ul style="list-style-type: none"> Carnarvon Gorge is located between Injune and Rolleston. The 45 kilometre access road is fully sealed and classed as an all-vehicle road. No fuel is available after leaving Injune or Rolleston. |
| Visitor Information Centre | <ul style="list-style-type: none"> The visitor centre is open 8am to 4pm, seven days a week. NOTE: This centre is not staffed. |
| Accommodation | <ul style="list-style-type: none"> National Park Camping at the gorge is only available during Easter, June-July and September-October school holidays with a permit. BIG4 Breeze Holiday Parks Carnarvon Gorge https://breezeholidayparks.com.au/parks/carnarvon-gorge/ Sandstone Park http://www.sandstonepark.com.au/ Carnarvon Gorge Wilderness Lodge https://wildernesslodge.com.au/ |

| Activity | Details |
|----------------|---|
| Walking | <ul style="list-style-type: none"> From the Carnarvon Visitor Information Centre, you can fit the top four attractions (Moss Garden, Amphitheatre, Art Gallery and Ward's Canyon) into a (mostly!) leisurely four-hour roundtrip. Mickey Creek Gorge track is another popular walk because it's relatively easy and quick (3km return) but also stunning, especially when it branches off to Warrumbah Bluff. Start from the Mickey Creek carpark, which is a 4km drive from the national park entrance. If you want to explore more of the national park, we recommend setting aside at least three days to walk the tracks, explore the side gorges and visit Aboriginal cultural sites. Make sure you're well-prepared with hiking gear and food and drink essentials to complete this amazing journey. Check out the Carnarvon Gorge Discovery Guide for more details |
| Rock art | <ul style="list-style-type: none"> On sandstone overhangs are a fragile reminder of Aboriginal people's long and continuing connection with the gorge. These ochre stencils, rock engravings and freehand paintings are some of the finest Aboriginal rock imagery in Australia. The best place to find this is the Art Gallery, where more than two thousand engravings, ochre stencils and freehand paintings adorn the 62-metre-long sandstone walls of this significant Aboriginal site. |
| Wildlife | <ul style="list-style-type: none"> There are loads of opportunities for birdwatching! More than 170 bird species inhabit or visit the park. A night walk with a torch can reveal gliders, possums and bush stonecurlews. Catch a glimpse of platypus, possums and other creek life on an early morning stroll along the one kilometre Nature Trail. |
| Rewan Memorial | <ul style="list-style-type: none"> On your way into Carnarvon Gorge, visit the Rewan Memorial, erected to honour the lives of the Australian and US soldiers who were aboard a Dakota C-47 aircraft that broke up in a violent storm in 1943. |
| Swimming | <ul style="list-style-type: none"> Take a refreshing dip in the Rock Pool, carved from the bed of Carnarvon Creek by the turbulent waters of past floods. It is the only place designated for swimming. |
| Facilities | <ul style="list-style-type: none"> At the entrance to Carnarvon Gorge, a large, grassy picnic area is set amongst towering eucalypts and cabbage palms. Wheelchair accessible toilets and tables, gas barbecues and drinking water are available. |
| Tours | <ul style="list-style-type: none"> Carnarvon Gorge Eco Tours https://carnarvongorgeecotours.com/ |
| Other sites | <ul style="list-style-type: none"> Carnarvon National Park has three other sections. Take a four-wheel-drive adventure to Salvator Rosa, Ka Ka Mundi (accessed via Springsure) and Mount Moffatt (accessed via Injune). |

Source: <https://www.centralhighlands.com.au>

Sapphire Gemfields

Table B.8 Sapphire Gemfields tourism attributes

Sapphire Gemfields is one of the largest sapphire bearing areas of the world. Taking in the townships of Rubyvale, Sapphire, Anakie and Willows, the Sapphire Gemfields are a 45-minute drive west of Emerald and cover almost 900 square kilometres. People from all over the world descend on the Sapphire Gemfields each year to experience fossicking firsthand, trying their luck to uncover the ultimate gem.

| Activity | Details |
|---------------|---|
| Accommodation | <ul style="list-style-type: none"> See individual towns below. Camping is allowed for a maximum period of 3 months with a permit in fossicking areas. |

| Activity | Details |
|---|--|
| Gemshops and Galleries | <ul style="list-style-type: none"> There's no better place to purchase an Australian-mined and cut sapphire or quality sapphire jewellery. Gemcutters are available to facet your very own find and jewellers will set them into a piece of jewellery that could become a valuable family heirloom to be treasured forever. |
| Fossicking | <ul style="list-style-type: none"> Try your hand at finding a fortune by purchasing a fossicking licence then choosing from the nine areas designated for recreational and tourist fossicking: <ul style="list-style-type: none"> <i>Willows</i> - There are two caravan/camping areas, a shop, post office, telephone, fuel and water supplies. Private camping is not permitted. One mining claim offers visitors buckets of wash and equipment to try their luck for a small fee. <i>Glenalva</i> - Camping is allowed for a maximum period of 3 months with a permit. There are no facilities or permanent water. <i>Middle Ridge</i> - Camping is allowed for a maximum period of 3 months with a permit. There are no facilities or permanent water. <i>Big Bessie</i> - Camping is allowed for a maximum period of 3 months with a permit. There are no facilities or permanent water. <i>Graves Hill</i> - Camping is allowed for a maximum period of 3 months with a permit. There are no facilities or permanent water. <i>Tomahawk Creek</i> - Camping is allowed for a maximum period of 3 months with a permit. There are no facilities except for a solar telephone near the entrance. Water needs to be carried from Sapphire or from waterholes in Tomahawk Creek. <i>Sapphire/Rubyvale (5 areas)</i> - Provisions, fuel, accommodation, caravan/camping parks and other tourist facilities are available in Sapphire and Rubyvale. Drinking water is available from the Sapphire water facility. Camping is allowed for a maximum period of 3 months on any one area with a permit, except within 1.5km of the Sapphire and Rubyvale post offices. |
| Tag Along Fossicking Tours | <ul style="list-style-type: none"> Take a tag along fossicking tour to dig, sieve, wash and inspect your very own diggings under guidance from an experienced miner. All equipment is supplied. |
| Fossicking Parks | <ul style="list-style-type: none"> Visitors can buy a bag of wash and start searching straight away. Friendly staff are on hand to provide advice and guidance on how to sieve and sort sapphires and zircons. |
| The Sapphire Gemfields Interpretive Trail | <ul style="list-style-type: none"> Begin the trail at Sapphire Reflections, a 12-metre-tall artwork, adorned with sparkling glass panels, located at the Anakie Crossroads. The trail takes visitors throughout the Gemfields, stopping at five interpretive panels and 30 place markers. The trail tells the stories of the characters, capers, history and boom or bust nature of the local gem industry. |
| Geo-Caching | <ul style="list-style-type: none"> Discover 19 hidden gems on the Sapphire Gemfields geo-cache trail. Grab your GPS and a treasure map from the Central Highlands Visitor Information Centre, and hit the trail for fun and adventure. |
| Four-wheel-drive | <ul style="list-style-type: none"> Tracks are everywhere. Try a day out to Tomahawk Creek fossicking area with its 2,500 hectares of bush tracks. |
| Miners Common | <ul style="list-style-type: none"> Be ready to give way to cattle, horses and camels. Officially proclaimed in November 1914 and known as the heart and soul of the Gemfields, the Miners Common covers 4,500 hectares. On the last remaining miners common in Australia, residents have the right to graze a few head of livestock in unfenced areas including the town centres of Sapphire and Rubyvale. |
| Gemfields Architecture | <ul style="list-style-type: none"> Pioneers of the Sapphire Gemfields built their homes or shacks out of a wide range of unique materials. From billy boulders to bush timber, corrugated iron and even glass |
| Rubyvale - Originally known as Policeman's Creek, Rubyvale is an oasis in the moonscape scenery, with its unique local architecture of billy boulders and ironbark logs. | |
| Accommodation | <ul style="list-style-type: none"> Gemseekers Caravan Park www.gemseekers.com.au Rubyvale Caravan Park www.rubyvalecaravanpark.com.au New Royal Hotel & Cabins www.rubyvalehotel.com.au |
| Fossicking | <ul style="list-style-type: none"> Middle Ridge – sapphire and zircon gems can be found in the mostly shallow wash of this area. Tomahawk Creek – more remotely located some 45 kilometres north-west of Rubyvale. Blue and parti coloured sapphires have been found in the generally shallow wash. |

| Activity | Details |
|--|--|
| Walk-in Mine Tour | <ul style="list-style-type: none"> Step into another world on a walk-in mine tour where the underground temperature sits at a cool 25 degrees Celsius. Tours take visitors through the network of tunnels, providing insight into the process of underground sapphire mining. Marvel at the tiny tunnels called tummy tunnels used by the pioneer miners. https://www.minersheritage.com.au/ |
| Miners Common Museum, Arts & Cultural Centre | <ul style="list-style-type: none"> Step into another world on a walk-in mine tour where the underground temperature sits at a cool 25 degrees Celsius. Tours take visitors through the network of tunnels, providing insight into the process of underground sapphire mining. Marvel at the tiny tunnels called tummy tunnels used by the pioneer miners. |
| Policeman's Knob | <ul style="list-style-type: none"> offers great views over the surrounding landscape and is a perfect spot to take in the sunset. |
| Sapphire - Mined since the late 1800s, many fortunes have been made and lost in Sapphire. The area is known for its laidback lifestyle and casual charm. | |
| Accommodation | <ul style="list-style-type: none"> Blue Gem Tourist Park www.bluegemtouristpark.com.au Gemini Caravan Park www.facebook.com/geminiretreat/ Sapphire Caravan and Cabin Park www.sapphirecaravanpark.com.au |
| Fossicking | <ul style="list-style-type: none"> Big Bessie – sapphire-bearing shallow wash covers most of the area. It has been extensively worked but there are still patches of undisturbed ground that are likely to contain sapphires. Graves Hill – green, yellow and blue sapphires have been found in the shallow wash that covers more than half of the 116-hectare area. |
| Sapphire Gemfields Wetland Reserve | <ul style="list-style-type: none"> This consists of 3.6 km of gravel walking trails, with accompanying educational and directional signage, and two viewing areas. |
| Anakie - Anakie was declared a township in 1885, making it the oldest town on the Sapphire Gemfields. It is located at the Anakie Crossroads and is the area's civic centre, with the police and school located here. | |
| Accommodation | <ul style="list-style-type: none"> Anakie Gemfields Caravan Park www.facebook.com/people/Anakie-Gemfields-Caravan-Park/100041528515244/ |
| Fossicking | <ul style="list-style-type: none"> Glenalva – is situated 20 kilometres southwest of Anakie. A variety of coloured sapphires can be found in the shallow wash that covers most of this area. |
| Anakie Railway Station | <ul style="list-style-type: none"> Was built in 1884 as part of the rail push into western Queensland. To meet the demand for water from the train's steam engines, a dam had to be constructed. It was dug by pick and shovel and at its deepest was six metres. Today the dam is used for recreational purposes. |
| Gemfest – Festival of Gems | <ul style="list-style-type: none"> Is held over four days in August each year. The festival showcases exquisite gemstones and jewellery from local, national and international traders. |
| Willows - The Willows is a township 35 kilometres south-west of the Anakie Crossroads. It is a popular spot for fossicking, specking and experiencing a quiet bush life. | |
| Accommodation | <ul style="list-style-type: none"> Gem Air Village Caravan Park www.gemairvillage.com Willows Gemfields Caravan Park |
| Fossicking | <ul style="list-style-type: none"> The Willows is a popular fossicking spot because very little machinery was ever used there. It is known for its green and yellow sapphires. |

Source: <https://www.centralhighlands.com.au>

Blackdown Tableland National Park

Table B.9 Blackdown Tableland tourism attributes

Rising abruptly above the surrounding plains, Blackdown Tableland National Park is a cool oasis. Covering approximately 47,950 hectares, this sandstone plateau boasts colourful wildlife, spectacular views and a range of nature-based activities. Blackdown is the traditional home of the Ghungalu people, who have visited this place for thousands of years and have left behind rock art; vivid reminders of their special culture.

| Activity | Details |
|--------------------|--|
| Access | <ul style="list-style-type: none"> The 6km sealed road up the tableland is steep and winding so is unsuitable for towing heavy trailers or caravans. |
| Accommodation | <ul style="list-style-type: none"> National Park Camping Munall camping area with a permit. |
| Walking | <ul style="list-style-type: none"> take you to the park's heritage sites, creeks and waterfalls. Lookouts are provided to take in stunning views and capture that spectacular photograph. |
| Four-Wheel-Driving | <ul style="list-style-type: none"> Follow the Loop Road, pass magnificent sandstone outcrops, alive with basket ferns and king orchids, then stop at Mitha Boongulla lookout for great views of the surrounding plains. Suitable for high clearance four-wheel-drive vehicles only. |
| Wildlife | <ul style="list-style-type: none"> The best way to see Blackdown's birdlife is to wake with them at Munall camping area. |
| Facilities | <ul style="list-style-type: none"> Picnic tables, gas barbecues and toilets are provided for day visitors at Yaddamen Dhina lookout. |

Source: <https://www.centralhighlands.com.au>

Emerald

Table B.10 Emerald tourism attributes

Named not after the gem, but for the lush green pastures that surrounded the town, Emerald was established in 1879 as a base to build the western railway. As the Gateway to the Outback, Emerald is a great base to refresh, restock and relax.

| Activity | Details | |
|---|--|---|
| Accommodation | <ul style="list-style-type: none"> Emerald Cabin & Caravan Village www.emeraldcabinandcaravanvillage.com.au Emerald Tourist Park www.emeraldtouristpark.com.au | |
| | <table border="0"> <tr> <td> <ul style="list-style-type: none"> Emerald Park Motel Milander Motor Inn Abode37 Motel Route 66 Motor Inn Emerald Star Hotel Emerald Maraboon Motor Inn Emerlad Inn Emerald Central Palms Motel Direct Hotels - Villas on Rivergum </td> <td> <ul style="list-style-type: none"> Emerald Motel Apartments Emerald Tower Motor Inn Emerald Western Gateway Motel Village National Reitchard Road Country Resort Emerald Gardens Motel & Apartments Emerald Highlands Motel Stay on Sullivan Discovery Parks – Emerald Mayfair Motel </td> </tr> </table> | <ul style="list-style-type: none"> Emerald Park Motel Milander Motor Inn Abode37 Motel Route 66 Motor Inn Emerald Star Hotel Emerald Maraboon Motor Inn Emerlad Inn Emerald Central Palms Motel Direct Hotels - Villas on Rivergum |
| <ul style="list-style-type: none"> Emerald Park Motel Milander Motor Inn Abode37 Motel Route 66 Motor Inn Emerald Star Hotel Emerald Maraboon Motor Inn Emerlad Inn Emerald Central Palms Motel Direct Hotels - Villas on Rivergum | <ul style="list-style-type: none"> Emerald Motel Apartments Emerald Tower Motor Inn Emerald Western Gateway Motel Village National Reitchard Road Country Resort Emerald Gardens Motel & Apartments Emerald Highlands Motel Stay on Sullivan Discovery Parks – Emerald Mayfair Motel | |

| Activity | Details | |
|-----------------------------|--|---|
| | <ul style="list-style-type: none"> A&A Lodge Motel Emerald Motel 707 Emerald Explorers Inn | <ul style="list-style-type: none"> Emerald Executive Apartments Emerald Central Hotel |
| Visitor Information Centre | <ul style="list-style-type: none"> Located in Clermont Street, The building is an attraction itself as the walls are made from 300 bales of barley straw covered in lime and earthen renders. Located in front of the centre is a sculpture of an Eastern Bearded Dragon made of recycled farming equipment. | |
| Van Gogh Sunflower Painting | <ul style="list-style-type: none"> Once famous as a major sunflower producer, Emerald is now home to the world's biggest Vincent van Gogh Sunflower painting located in Morton Park. The superstructure is 25 metres high with approximately 13.6 tonnes of steel involved in its construction. | |
| Mosaic Pathway | <ul style="list-style-type: none"> The Centenary of Federation Mosaic Pathway leads you through 100 years in 100 metres of Emerald's colourful history. The footpath features intricately tiled designs that trace history from the beginning of the universe through to visions of the future. | |
| Pioneer Cottage Complex | <ul style="list-style-type: none"> The complex echoes the rich history of the Emerald region. It showcases a small historical village, including the town's lead-lined lockup, St Marks Presbyterian Church and a communications museum. Contact the Historical Association for access. | |
| CBD Artworks | <ul style="list-style-type: none"> Take a short stroll along Egerton Street and view the town's magnificent public art. All pieces were commissioned from a public competition. | |
| Emerald Botanic Gardens | <ul style="list-style-type: none"> Are located on the banks of the Nogoa River. The 42 hectares of gardens include a rose garden, maze, bush chapel, sculptures, rainforest and playground. Six kilometres of walking and bike tracks lead to different plant communities of the Central Highlands. | |
| Railway Station | <ul style="list-style-type: none"> Built in 1900 and restored in 1986, the National Trust-listed railway station, with its wrought iron lacework and pillared portico, provides visitors with great photo opportunities. | |
| Emerald Art Gallery | <ul style="list-style-type: none"> Showcases exhibitions from local, state and national artists and is located at the Central Highlands Regional Council office. Visit its Facebook page for upcoming events. https://www.chrc.qld.gov.au/facilities-recreation/central-highlands-regional-galleries/emerald-art-gallery/ | |
| Emerald Aquatic Centre | <ul style="list-style-type: none"> Enjoy a day at the aquatic centre, which features three waterslides, barbecue facilities, 50-metre pool, heated 25-metre pool and a fabulous children's splash pad area. | |
| Outback Exploratorium | <ul style="list-style-type: none"> Discover the wonders of science as you explore the interactive exhibits and events.. https://outbackxp.com.au/ | |
| Fishing | <ul style="list-style-type: none"> Try your fishing luck in the Nogoa River from either the botanic gardens or the bottom weir. | |
| Rifle Range Reserve | <ul style="list-style-type: none"> is a nature refuge which provides walking and bike tracks set in a tranquil bush setting. | |

Source: <https://www.centralhighlands.com.au>

The Great Inland Way

Table B.11 Great Inland Way tourism attributes

The Great Inland Way is a fully-sealed route that weaves its way from Sydney to outback NSW and Queensland, the Central Queensland Highlands and then as far north as Cooktown. It is a driving route between Sydney, NSW and Cooktown, Queensland that offers an exciting alternative to the well-trodden coastal path.

<https://www.facebook.com/GreatInlandWay/>

| Activity | Details | |
|--|--|---|
| Arcadia Valley - Nestled between the Expedition and Carnarvon Ranges, Arcadia Valley lives up to the Greek origins of its name, Ideal Paradise. | | |
| Lake Nuga Nuga | <ul style="list-style-type: none"> In Nuga Nuga National Park and is the largest natural body of water in the Central Queensland Highlands. The Karingbal people's belief is that the lake was created by a pair of Mundagurri (Rainbow Serpents) that now reside under the two dominating peaks at the northern shoreline of the lake. National Parks camping is permitted on the banks of the lake but there are no visitor facilities. | |
| Expedition National Park | <ul style="list-style-type: none"> The Lonesome section of the park can be accessed from Arcadia Valley | |
| Bauhinia - Located on the Dawson Highway, Bauhinia typifies the best in country hospitality. | | |
| Accommodation | <ul style="list-style-type: none"> Bauhinia Roadhouse www.facebook.com/bauhiniaroadhouse | |
| Fishing | <ul style="list-style-type: none"> Zamia Creek, 10 kilometres south along the Dawson Highway. | |
| Expedition National Park | <ul style="list-style-type: none"> The Robinson Gorge section of the park can be accessed from Bauhinia. The gorge winds 14 kilometres between sheer sandstone cliffs, up to 100 metres high. | |
| Carnarvon Gorge – see above. | | |
| Rolleston - Lies in the centre of a rich, resourceful and beautiful valley. The sandstone cliffs that follow the Carnarvon, Expedition and Shotover Ranges mark the boundaries of this fertile agricultural district. | | |
| Accommodation | <ul style="list-style-type: none"> The Rolleston Caravan Park www.rollestoncaravanpark.weebly.com Rolleston Hotel Motel | |
| Beazley Park | <ul style="list-style-type: none"> Located in the heart of Rolleston, Beazley Park features Purbrook Hut, an art gallery, coffee cart, outdoor cinema, playground and picnic facilities. | |
| Purbrook Hut | <ul style="list-style-type: none"> is made from pieces of a grand homestead built in the 1860s. Local historical information is displayed on the walls. | |
| Art Gallery | <ul style="list-style-type: none"> The historic post office building is now used as an art gallery featuring local exhibitions. | |
| Heritage Walk | <ul style="list-style-type: none"> Discover the history behind some of Rolleston's buildings on the Heritage Walk. Guides are available from the Rolleston Library. | |
| Fishing | <ul style="list-style-type: none"> Anglers can try their luck at the local fishing hole along the Comet River. | |
| Point of Interest | <ul style="list-style-type: none"> The Rolleston Coffee Cart is open from April to September and serves travellers home-baked goods and fresh coffee. | |
| Springsure - name was derived from the permanent springs in the creeks and gullies at the time of settlement in the area. It is known for its heritage, hills and hospitality. | | |
| Accommodation | <ul style="list-style-type: none"> Springsure Roadhouse & Caravan Park www.springsureroadhouse.com.au/ Springsure Overlander Motel Springsure Hotel Motel | <ul style="list-style-type: none"> Dooleys Springsure Tavern & Motel Springsure Zamia Motel |
| Visitor Information Centre | <ul style="list-style-type: none"> See Federation Woolshed. | |
| Federation Woolshed | <ul style="list-style-type: none"> Located in Rich Memorial Park, the Federation Woolshed is a replica of the sheds that Britain sent to the colonies at the turn of the 20th century. Photos and antiques line the walls of this historical building. It also acts as the information centre and is open daily from 9:00am to 2:00pm April to October. CLOSED UNTIL EARLY 2023 | |
| Heritage Walk | <ul style="list-style-type: none"> Takes in the Woolshed precinct and the Main Street. Maps can be obtained from the information centre. | |

| Activity | Details | |
|--|---|--|
| Minerva Hills National Park | <ul style="list-style-type: none"> Spectacular jagged peaks dotted with ancient Zamia palms provide the scenic backdrop to this national park. Enjoy panoramic views over the surrounding countryside from easy-to-access lookouts, including Fred's Gorge. There are several walking trails and opportunities for mountain biking. | |
| Virgin Rock | <ul style="list-style-type: none"> Lions Park is the best vantage point to see Virgin Rock, a niche in the eastern side of Mount Zamia, which has a weathered likeness to the Virgin Mary holding her child. The spectacular cliffs are floodlit at night. | |
| Staircase Range Lookout | <ul style="list-style-type: none"> is located 17 kilometres south of Springsure and is named after a sandstone escarpment that has naturally formed in a staircase shape. See the Old Wagon Road that was cut into the sandstone by pick and crowbar. | |
| Wills Memorial Site | <ul style="list-style-type: none"> A memorial headstone can be viewed at the site of the 1861 frontier conflict on Cullin La Ringo Road. | |
| Rainworth Fort Complex | <ul style="list-style-type: none"> Rainworth includes an original fort building constructed to store food and resist attack. It also includes the relocated Cairdbeign homestead, an 1800s school building and a fascinating collection of period pieces and historical artefacts. Open 10am – 3pm everyday except Thursdays. CLOSED UNTIL TOURISM SEASON STARTS IN APRIL 2023 | |
| Yumba Burin (Keeping Place) | <ul style="list-style-type: none"> Situated at the cemetery is an Indigenous crypt in which barkwrapped Aboriginal remains and artefacts are stored. Contact Darryl Black 0475 086 480 for access. | |
| Hospital Museum | <ul style="list-style-type: none"> Built in 1868, the original, heritage-listed Springsure Hospital has been furnished to reflect the yesteryear and houses a collection of medical equipment, photos and records. CLOSED FOR MAINTENANCE | |
| <p>Lake Maraboon - Located 25 kilometres south-west of Emerald, Lake Maraboon is Queensland's second largest lake. It has a massive 15,000 hectare surface area when full, which is three times the size of Sydney Harbour, and can hold 1.3 million megalitres of water. While the water is called Lake Maraboon, meaning 'where the black duck fly', the wall and spillway is called Fairbairn Dam.</p> | | |
| Accommodation | <ul style="list-style-type: none"> Camping is not permitted around the lake BIG4 Lake Maraboon Holiday Village www.big4.com.au/caravan-parks/qld/central-qld-highlands/lake-maraboon-holiday-village | |
| Fishing | <ul style="list-style-type: none"> Lake Maraboon is a popular freshwater fishing destination and is stocked with Murray Cod, Yellowbelly, Saratoga, Barramundi and Red Claw. | |
| Boating | <ul style="list-style-type: none"> There are no boating restrictions on Lake Maraboon although there is a no boating and no fishing zone around the dam wall. Waterskiing, jet skiing and kayaking are popular activities. | |
| Swimming | <ul style="list-style-type: none"> Take a refreshing dip in the designated swimming area. | |
| Lookout | <ul style="list-style-type: none"> Enjoy stunning views of the lake, spillway and surrounding area from the lookout. | |
| Facilities | <ul style="list-style-type: none"> Picnic tables and electric barbecues are available. | |
| <p>Emerald – see above</p> | | |
| <p>Capella - ocated within the famous Peak Downs District, Capella is renowned for its productive fertile soils and spectacular scenery.</p> | | |
| Accommodation | <ul style="list-style-type: none"> Capella Van Park www.capellavanpark.com Capella Hotel Motel Dooley's Tavern & Motel Capella Capella Coach Inn | <ul style="list-style-type: none"> Bottlebrush Motel Capella Motel |
| Visitor Information Centre | <ul style="list-style-type: none"> Located in Capella Agencies, Peak Downs Street | |

| Activity | Details |
|--|---|
| Capella Pioneer Village | <ul style="list-style-type: none"> Explore the Central Queensland Highlands' agricultural and pastoral history at the Capella Pioneer Village. More than 5,000 items are grouped into exhibits including: settlers, the wool industry, railway, wartime, Queensland – British Food Corporation 1948-56, grain farming and Capella life. The village features the 1869 Peak Downs Homestead; Australia's largest restored drop-plank homestead. |
| Australian Light Horse Monument | <ul style="list-style-type: none"> According to local lore, the first time Australian troopers wore the now famous emu feathers in their slouch hats was at Peak Downs station during the Great Shearers' Strike of 1891. The locally constructed monument in the Capella Parklands is a striking dedication to the area's contribution to the history and tradition of Australian armed forces. Explore More of its story. |
| Lilyvale Waterhole | <p>Named after the Crinum lilies that grow around the waterhole, was once a thriving town on the Cobb and Coach route from the coast to Clermont until the railway bypassed it. Now only a few remnants of broken ceramics can be seen at the Lilyvale Waterhole.</p> <ul style="list-style-type: none"> A shelter was built on the original location of the Lilyvale Hotel as part of Australia's 1988 bicentennial celebrations. Townsfolk had clung to the hotel roof during floods. Floods also washed away the headstones in the cemetery so a plaque has been mounted listing those who were buried. Lilyvale Waterhole is a great out of the way spot to camp. |
| Peak Range Lookout | <ul style="list-style-type: none"> Travel one kilometre south of Capella to the Peak Range Lookout and take in the beauty of The Peaks; a chain of prominent and picturesque mountains. |
| Capella Covered Arena | <ul style="list-style-type: none"> Located at the Bridgeman Park Sporting Complex, the arena is the largest arena of its type in Australia. It is the venue for concerts and sporting events, such as cutting, campdrafting, rodeos and gymkhanas. |
| Capella Cultural Centre | <ul style="list-style-type: none"> Catch some great live performances or a latest release movie at the centre. |
| Capella Aquatic Centre | <ul style="list-style-type: none"> Relax at Capella's 'beach', which features five solar-heated pools, gym, squash courts, barbecues, waterslide and café. |
| Tieri - a vibrant mining town supporting the nearby Oaky Creek coal mine. | |
| Accommodation | <ul style="list-style-type: none"> Tieri Caravan Park & Camping Grounds https://tieri.com.au/facilities/caravan-park-camping-grounds/ Tieri Brolga Hotel |
| Bundoora Dam | <ul style="list-style-type: none"> located approximately 28 kilometres south-west of Middlemount on Connection Road, which links Middlemount and Dysart with Tieri and Capella. CURRENTLY CLOSED |
| Tieri Aquatic Centre | <ul style="list-style-type: none"> The Aquatic Centre is built around an Olympic size swimming pool and shallow wading pool. |

Source: <https://www.centralhighlands.com.au>

Capricorn Way

The Capricorn Way takes you on an adventure From the Reef to the Outback along the Capricorn Highway.

Table B.12 Capricorn Way tourism attributes

| Activity | Details |
|--|--|
| Duaringa - The welcoming gateway to the Central Queensland Highlands, Duaringa dates back to the 1870s. | |
| Accommodation | <ul style="list-style-type: none"> Duaringa Hotel & Caravan Park www.facebook.com/search/top?q=duaringa%20hotel |

| Activity | Details | |
|--|---|--|
| Visitor Information Centre | <ul style="list-style-type: none"> Duarina Historical and Visitor Information Centre is easily spotted from the Capricorn Highway by a huge mural, painted by local artists, depicting the meeting of the Dawson and Mackenzie Rivers to become the Fitzroy River. The centre is open daily from 9:00am to 2:00pm April to October. | |
| Duarina Historical Trail | <ul style="list-style-type: none"> Takes visitors on a self-guided walking tour of 20 historical buildings and landmarks. Interpretive signage provides insight and reflection on the town's rich history. https://www.centralhighlands.com.au/duaringa-historical-trail/ | |
| Mackenzie Park | <ul style="list-style-type: none"> Home to the unique Budgeroo or Duaringa stringy bark tree. These trees were of great cultural significance to the early Aboriginal community, who used its bark to make rope, baskets and building materials. Camping at Mackenzie Park is permitted for up to 48 hours with a gold coin donation (at the Historical Museum and Tourism Association). Amenities at the camp ground include hot showers, toilets, dump point, access to potable water, free WiFi, undercover picnic tables, fire pits and a huge playground for the kids. | |
| Mackenzie River Crossing | <ul style="list-style-type: none"> Is known to the locals as Duaringa Beach due to the large sandy banks on the southern side of the river. Huge paperbark trees overhang the river, creating a great shady spot for a day trip, where you can swim, fish, kayak and watch the bird life. The Mackenzie River Crossing is approximately 20km north of Duaringa on the unsealed Apis Creek Road. A 4WD is recommended for access onto the sandy river banks and it's not suitable for caravans. | |
| Woorabinda Arts and Culture Centre | <ul style="list-style-type: none"> Opened in 2021 and showcases gloriously coloured art from emerging indigenous artists. https://www.facebook.com/woorabindaart/ | |
| Dingo - Nestled in grazing country, Dingo is named after the wild Australian dog that roamed the area. The town sits at the junction of two major highways that service the beef, timber and coal industries. | | |
| Accommodation | <ul style="list-style-type: none"> Dingo Van & Motorhome Park www.facebook.com/people/Dingo-Van-Motorhome-Park/100048669644753/ Redrock Bush Camp www.facebook.com/RedrockBushCamp | |
| Dingo Statue | <ul style="list-style-type: none"> A life-sized bronze statue of a dingo sits in the main street as a tribute to the town's name. | |
| Bingegang Weir | <ul style="list-style-type: none"> Located 65 kilometres north of Dingo, Bingegang Weir is a popular destination for fishing and boating. Camping is allowed but the camping area is quite small there are no on-site facilities. | |
| World Dingo Trap Throwing Competition | <ul style="list-style-type: none"> Dingo is home to the annual World Dingo Trap Throwing Competition, held in conjunction with a country race day in August. The traps are tossed like a hammer throw, with the record currently standing at 48 metres | |
| Bluff - Originally known as Duckworth, the town name was changed in 1877 to Bluff to match the name of the railway station. | | |
| Accommodation | <ul style="list-style-type: none"> Bluff Hotel www.bluffhotel.com.au | |
| Bluff Railway Station | <ul style="list-style-type: none"> A major railway assembly depot for the surrounding coal basin and a must-see destination for train spotters. | |
| Blackwater - known as the coal capital of Queensland, is a town filled with a rich history and a heart-warming community, and is surrounded by natural treasures. | | |
| Accommodation | <ul style="list-style-type: none"> Discovery Parks Blackwater www.discoveryholidayparks.com.au/caravan-parks/queensland/central-highlands-blackwater Blackwater Miners Rest www.minersrestmotel.com.au/ | |
| | <ul style="list-style-type: none"> Blackwater Motor Inn Miners Rest Motel Blackwater Hotel Motel Black Rock Inn Black Diamond Motel | <ul style="list-style-type: none"> Blackwater Central Motel Capricorn Hotel Motor Inn The Village on Blain Roomvillas Blackwater |

| Activity | Details |
|---|---|
| Visitor Information Centre | <ul style="list-style-type: none"> Contained in the BICC |
| Blackwater International Coal Centre (BICC) | <ul style="list-style-type: none"> Home to the Australian Coal Mining Museum, Japanese Gardens, Eliza's Cottage store, cafe (which includes \$12 Burger Wednesdays), cinema and Visitor Information Centre. The BICC also includes a display of pieces by members of the Blackwater Art Society. https://www.facebook.com/blackwatercoalcentre |
| Australian Coal Mining Museum | Offers a collection of exciting and educational exhibits, media displays and simulators that delve into the past, present and future of mining. |
| Japanese Gardens | Were built as a symbol of the relationship between Blackwater and sister city Fujisawa, Japan. The gardens provide a great spot to sit, relax, have a picnic and take in the serenity. |
| Blackwater Lions Park | Found on the Capricorn Highway, the Lions Park is well known for one of the largest displays of flags in the world. The 37 flags represent the different nationalities that worked side-by-side to establish the district's coal industry. The park has other historic features that include a restored engine of a 1953 C Class locomotive train and the old railway station that was built in 1877. |
| Bedford Weir | <ul style="list-style-type: none"> Escape to Bedford Weir, a popular boating, camping and fishing spot on the beautiful Mackenzie River, 25 kilometres north of Blackwater. The area is suitable for overnight stays and water (not potable), toilets and showers are available. Free camping up to seven days is permitted. Wood-fired barbecues and a playground are set in shaded areas by the river, making it an ideal picnic spot. The weir is stocked with Barramundi, Saratoga and Yellowbelly, or throw in a pot to catch some of our freshwater crayfish, Red Claw. The peace and tranquillity of Bedford Weir encourages a wide range of wildlife. Keep a look out for wallabies, potoroos, echidnas and bandicoots. Bird lovers are in for a treat, with as many as 30 species of birdlife calling the weir home including a large pride of peacocks. Signage at the weir tells the story of the first Queensland police officers killed on duty in 1867 and you can still see an old stone pitched road below the weir wall – remnants of old river crossing built by convicts. https://www.chrc.qld.gov.au/about-council/news/public-notice-bedford-weir-amenities-upgrades/ |
| Coal Face Memorial | <ul style="list-style-type: none"> Located near the ambulance station in Mackenzie Street is a memorial titled At the Coal Face, which commemorates all the miners killed in accidents at Blackwater coal mine pits. |
| Comet - Comet was named after the Comet River that runs close to the township. The river itself was named by German explorer and naturalist Ludwig Leichhardt during his first expedition through Central Queensland after observing Comet Wilmot in the western sky in December 1844. | |
| Accommodation | <ul style="list-style-type: none"> Comet Accommodation Park |
| Dig Tree | <ul style="list-style-type: none"> View the Coolibah tree trunk that Ludwig Leichhardt marked with DIG L and a downward arrow during his second exploration of the region in 1847. DIG L indicated to those who followed that he had buried a powder canister under the tree containing letters and journals. The marked area of the tree was later removed and is housed in a purpose-built display in Comet. |
| Comet Railway Station | <ul style="list-style-type: none"> Located at Whistle Stop Park, the old Comet Railway Station houses a display of local memorabilia, including old photographs and heritage railway bridge plans. |
| Fishing | <ul style="list-style-type: none"> Drop a line into the Comet River under the railway bridge, at the Comet Weir or in the Mackenzie River at Riley's Crossing. |
| Historic Comet Cemetery | <ul style="list-style-type: none"> Take a drive to the historic Comet Cemetery and contemplate what may have caused the deaths of 73 people between 1877 and 1879. |
| Comet Free Library | <ul style="list-style-type: none"> Launched by the local community in late 2021, this bright red cupboard sits in Whistle Stop Park and is brimming with books. |
| Emerald – see above. | |

| Activity | Details |
|--|--|
| Sapphire Gemfields – see above. | |
| Bogantungan - While today Bogantungan is just a few houses on the highway, it has its place in history. | |
| Bogantungan Historical Railway Station | <ul style="list-style-type: none"> On 26 February 1960, Bogantungan became the site of one of Queensland's worst train disasters. The Midlander passenger train, heading east to Rockhampton, passed over the flooded Medway Creek, just west of the town. The bridge collapsed when the train was partly over, and a number of carriages dropped into the water. Sadly, four passengers and three crew were killed, and 43 people were injured. The station has numerous interpretive panels and memorabilia about the crash. Bogantungan was once a thriving railway town. In the early 1880s, it had 28 hotels, several churches, numerous businesses and sporting clubs, and a racecourse. The railway building dates from around this time and includes the original Refreshment Room, built between 1916 and 1924, and the water tank, believed to have been built in 1916. |

Source: <https://www.centralhighlands.com.au>

Drive Trails

Table B.13 Promoted drive trails | Central Highlands

| Activity | Details |
|---|---|
| Arcadia Explorer 195km | <i>Rolleston - Lake Nuga Nuga - Arcadia Valley – Rolleston</i> Enjoy a relaxing drive through farm and grazing land on your way to Lake Nuga Nuga. Stop for a picnic, watch the birdlife and enjoy the serenity of the lake. Continue through Arcadia Valley with scenic views of the Carnarvon and Expedition Ranges. Note: dry weather only. |
| Blackdown Beauty 110km | <i>Blackwater – Bluff – Blackdown Tableland NP – Blackwater</i> Follow the winding ascent to Blackdown Tableland NP, with scenic views of the surrounding countryside. Go for a bushwalk to discover the park's heritage, tumbling creeks and unusual plants. Note: this drive is not suitable for caravans and trailers. 4WD recommended. |
| Central Highlands Mining Trail 215km | <i>Clermont – Capella – Lilyvale – Emerald – Blackwater – Bluff</i> Follow the Central Highlands Mining Trail to learn about the history, process and characters of the local coal mining industry. Some mines can be seen from the road, including large machinery, overburden removal and operations. |
| Maraboon H2O 55km | <i>Emerald – Fairbairn Dam – Lake Maraboon – Emerald</i> This trail takes you through the Emerald irrigation area, including cotton farms, table grape vineyards and citrus orchards. Journey over the 820-metre-long Fairbairn Dam wall to Lake Maraboon. Enjoy stunning views of the lake, spillway and surrounding area from the lookout. |
| Minerva Discovery Loop 95km | <i>Springsure - Minerva Hills NP – Springsure</i> Take in the natural beauty and panoramic views of Minerva Hills National Park. Wander along Skyline Lookout for close-up views of Virgin Rock standing sentinel over Springsure below. Call into the Wills Memorial Site before continuing back to Springsure past the Minerva open-cut coal mine. Note: 4WD recommended and dry weather only. |
| Path of Pioneers 170km | <i>Emerald – Lilyvale – Capella - Sapphire Gemfields</i> Dip into the region's history, stopping at the historic town of Lilyvale and the Capella Pioneer Village. Continue to the Sapphire Gemfields to explore its array of gem shops, galleries and jewellers. Follow the Sapphire Gemfields Treasure Trail to learn about the characters, capers and history of the fields. |

| Activity | Details |
|--|--|
| Willows Way (AWD) 300km | This route takes travellers through sapphire fossicking areas, along the top of the Nogoia River, and over a sandstone escarpment with scenic vistas of the surrounding countryside. |
| Ka Ka Mundi Adventure (AWD) 250km | Explore the back of Springsure before venturing into the Ka Ka Mundi section of Carnarvon National Park. |
| Bedford Backwaters (AWD) 200km | Riley's Crossing Road follows the Mackenzie River, with opportunities to stop for a fish or picnic, before coming into Bedford Weir from the north. |
| Blackdown Tableland NP (4WD) 20km | 4WD past amazing sandstone outcrops alive with basket ferns and king orchids. Stop at Mitha Boongulla for panoramic views of the surrounding plains. |
| Salvator Rosa, Carnarvon NP (4WD) 20km | Follow the rough track to Carnarvon National Park's most outstanding features, including flowing springs and towering sandstone formations. |
| Mount Moffatt, Carnarvon NP (4WD) 300km | 4WD past The Chimneys, Lots Wife, Marlong Arch and more towering rock formations, or head up through the Mahogany Forest to the head of Carnarvon Creek. |

Source: <https://www.centralhighlands.com.au>

APPENDIX C RV FRIENDLY TOWN PROGRAM



RV Friendly Town™ Program

What is it?

The RV Friendly Town™ program is a Campervan and Motorhome Club of Australia Limited (CMCA) at assisting recreational vehicle (RV) consumers as they journey throughout this wonderful country. motorhomers, campervaners and caravanners.

An RV Friendly Town™ is one that has met a set of guidelines to ensure they provide a certain amount of services for these travellers. When RV tourists enter a town displaying the RV Friendly Town™ sign, they know they will be welcome, certain services will be provided for them that may not be available in other towns. They will have access to a safe place to stay overnight, and possibly for a longer period.

CMCA will promote the RV Friendly Town™ by dedicating one page to the town on the Club website, a one-off article on the town in the Club's monthly magazine, *The Wanderer*, and listing the town in the magazine.

CMCA will also offer the council 2 x 600mm x 690mm roadside 'RV Friendly' signs free of charge. The signs will feature the abbreviated 'RV' symbol, followed by the words 'Friendly Town™'.

How does a town qualify?

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

Essential Criteria

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

Desirable Criteria

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

We also look at the general attitude of the council and the business people. After all, it is called the RV Friendly Town™.

Source: [54076dea-d209-40d0-8ec6-93f47cb5ad29_2RVFriendlyTownCriteria.pdf \(cmca.net.au\)](https://www.cmca.net.au/files/54076dea-d209-40d0-8ec6-93f47cb5ad29_2RVFriendlyTownCriteria.pdf)

What are the benefits?

- There are many economic benefits to the local businesses due to increased dwell time; the RV spends an average of \$100 per day whilst travelling (Queensland Drive Tourism Strategy 201
- There is an increased patronage of the tourist attractions in and around the town.
- Travellers will be able to park adjacent to the shopping precinct while they top up with supplies, their banking in comfort, post their mail, and check out the restaurants and clubs for food and
- They will find a dump point in the town.
- They may be able to have mechanical work done on their vehicle as well as fill up with fuel and
- The VIC should have a map showing them all local attractions, the location of emergency services, contact numbers, attractions that are RV suitable and where internet services are available.
- They will be able to park in a comfortable layover area, while they sit back and decide which they would like to see during their visit.
- There may be toilet and shower facilities at or near the layover area, which will encourage dwell
- At the end of their visit, the RV traveller will be leaving only because they need to – not because

RV Friendly Town™ Procedures

- Complete an RV Friendly Town™ assessment form.
- Forward the assessment form to CMCA National Headquarters or to your local CMCA State
- When approved, CMCA will prepare a Letter of Understanding and forward it to council for signature.
- Once signed, the Letter of Understanding is returned to CMCA for execution. A copy is then sent to council for their records.
- CMCA then despatches the relevant signage to the council works depot or nominated location.
- CMCA lists the town on the Club's website and on the GeoWiki database.
- CMCA posts an article with the relevant details of the town and surrounding region on its website and the Club's monthly magazine, *The Wanderer*.

For more information contact:

National Headquarters
P: 02 4978 8788
F: 02 4978 8799
E: memberbenefits@cmca.net.au

APPENDIX D VISITOR MARKETS

Table D.1 Older Couples/Grey Nomads

(camping/caravanning)

| Travel Habits | Experiences they are seeking |
|---|--|
| <ul style="list-style-type: none"> • Couples and couples travelling in convoy • Self-drive with campers/caravans (some fully self-contained) from all states/ territories • Seekers of soft adventure, new places, and things to learn • Travel to attend events (sports, arts/culture and leisure) • Value for money is important • Need access to services to allow them to travel for extended periods • Mainly travelling April to September • Increasingly plan their travel online and communicate through social media | <ul style="list-style-type: none"> • Self-drive itineraries • Soft adventure-based activities • Self-guided contemporary heritage trails • Indigenous history / culture • Expanded range of tag along tours • Freedom camping sites in natural settings • Seasonal food events • Food and artisan markets • Night-time activities (sunset/campfire activities, markets, music and other performances) |

Source: CHDC (2019)

Table D.2 Families

(short breaks, camping/caravanning)

| Travel Habits | Experiences they are seeking |
|--|---|
| <ul style="list-style-type: none"> • Travel during school holidays or as extended travel around Australia • From Mackay, Central QLD, Gladstone, Brisbane • Seek interactive and adventurous kids' activities and things that Mum and Dad can also enjoy • Travel to reconnect as a family and discover new places • Travel to attend events (sports, arts/culture and leisure) • Want to be able to experience non-degraded natural and constructed landscapes, and are more environmentally conscious • Expect good quality facilities and standard of accommodation, whether in park cabins or in their own caravan or motorhome that meets their needs • Value for money is important • Book online or via email or phone | <ul style="list-style-type: none"> • Contemporary interpretation • Self-drive itineraries • Access to information through smart devices • Soft adventure-based activities • Self-guided contemporary heritage trails • Expanded tour product • Indigenous history / culture • Seasonal food events • Food and artisan markets • Kayak and boat hire • Night-time activities (markets, street performances, food events) • Educational experiences • Family friendly events |

Source: CHDC (2019)

Table D.3 VFR & Locals Exploring the Region

| Travel Habits | Experiences they are seeking |
|--|---|
| <ul style="list-style-type: none"> • Travelling as families, singles, couples • Travel all year round • Seeking to reconnect with family/friends • Travel to attend events (sports, arts/culture and leisure) • Value for money is important • Spend time shopping and eating out • Looking for things to see and do • Families seek interactive and adventurous kids' activities and things that Mum and Dad and visiting family members can also enjoy • May not be aware of what is on offer locally | <ul style="list-style-type: none"> • Self-drive itineraries • Expanded tour product • Indigenous history / culture • Seasonal food events • Food and artisan markets • Night-time activities (markets, performances, food events) |

Source: CHDC (2019)

APPENDIX E NON-COMMERCIAL CAMPING MANAGEMENT POLICY

The following, based on Queensland Government (2014), provides a draft (unadopted) non-commercial camping management policy for consideration.

TITLE

Non-commercial camping management policy

PURPOSE

This policy outlines how council decides where to allow camping within areas it manages. It also reviews a spectrum of camping options within the local government area and what facilities will be provided at different locations.

BACKGROUND

Providing a range of camping options within areas managed by council allows for a diverse mix of visitor needs and expectations, to ensure any facilities provided are suited to the settings and to maintain a diversity of visitor opportunities across landscapes residing within council areas.

Council uses a spectrum of camping options that provides a standard method to characterise recreational camping sites and camping areas within the council area. The options established within the spectrum range from bush camps through to seasonal caravan parks, including basic camping grounds within a caravan park. The spectrum essentially provides a relative measure of the level of facilities provided for intended visitor use and the level of management required by council to maintain designated camping areas and govern camping activities.

Assigning a spectrum of camping options defines a number of different camping opportunities available and helps council effectively manage camping options in the area by providing a more consistent approach to the management of non-commercial and commercial camping areas. The spectrum encourages the development of a diversity of accommodation options with the aim of attracting a wider range of tourists and increased visitation.

STATEMENT

General

Council aims to provide a diverse range or spectrum of recreational camping opportunities within the areas it manages. It also aims to ensure that camping opportunities are safe, protect the environment, enable visitors to interact with and appreciate the natural and cultural values of the areas they visit and enhance overall visitor experiences.

Where provided, camping opportunities will be appropriate to the setting and range from low-volume, bush-style camping with few or no facilities, to facility-based camping in commercial camping sites.

Where camping is allowed

When considering where to provide camping opportunities, council takes into account factors including:

- the physical suitability of an area for camping
- whether the area has been traditionally associated with camping
- the existing and desired settings of an area including intended visitor use
- the compatibility of the desired setting with different camping styles (e.g. informal bush camping, vehicle-based camping in defined camping areas or commercial accommodation)
- the directions of relevant approved management plans

- any limits on site capacity or group sizes that may be required to protect natural values, maintain the landscape setting and ensure sustainability
- the existence and proximity of alternative camping and accommodation opportunities in the surrounding area.

Where camping is not allowed

- Generally, camping is prohibited or restricted:
- in any area not established as a designated camping area
- in any rest area, truck stop or public area that does not permit overnight camping
- where camping would impact adversely on wildlife (e.g. in breeding areas)
- in places of special cultural or historical significance
- in 'endangered' or 'of concern' regional ecosystems
- in sites that are too steep, contain fragile ground or vegetative cover, are sensitive to pollution, or have no capacity for on-site water supply or satisfactory waste disposal
- where natural hazards are present.

Council may use regulatory measures such as signage to identify 'no camping' areas and distribute infringement notices to visitors not complying with local camping laws in the following circumstances:

- where campers persist in camping outside a designated camping area
- where campers persist in overstaying the permitted length of stay at any designated camping area
- to limit the disturbance of campers on local residents and to protect the visual and physical amenity of an area
- to protect fragile sites or natural or cultural resources
- where all or part of a former or existing camping area is closed permanently or temporarily for rehabilitation.

Establishing formal camping areas

In deciding where to establish camping sites, consideration is given to:

- desired camping experiences and the intended visitor use
- existing and planned associated infrastructure, such as access routes
- areas remote from other development (including caravan parks and camping grounds that are licensed)
- availability of funds for infrastructure construction, facility development, management and maintenance
- recreational opportunities and visitor wants and needs, such as proximity to scenic features, local attractions, general shopping precincts and easy access to visitor information facilities.

Establishing a site plan design guideline

In deciding how to establish camping sites, a site plan design guideline will help council in determining the design of camping areas, including the allocation and number of facilities for visitor use and how camping areas will be utilised.

Seasonal or temporary overflow facilities

Council may open temporary overflow facilities to accommodate the excess influx of visitors during peak tourist periods when existing accommodation providers are operating at or near full capacity.

Constraints and limitations

Proximity

Any non-commercial camping areas established by council should be remote from existing commercial facilities.

Time constraints

Camping in non-commercial camping areas could be permitted for a period determined by council on a per camping area basis. Permitted length of stay is displayed upon signage at designated camping areas.

Site limits

Council may place a restriction on the number of overnight campers permitted at any designated camping area to limit overcrowding and allow the use of facilities by other members of the public. Site limitations are displayed upon signage at designated camping areas.

Emergency procedures

Council, with the assistance of state agencies, has emergency preparedness procedures in place that require emergency response plans to be developed in advance for medical emergencies and foreseeable emergencies that require closure of camping areas, for example in cases of extreme weather conditions (cyclones, wildfires and flooding) and incidents requiring evacuation. Such plans should be developed and implemented as appropriate to each area.

Camping fees and permits

Where a permit is required, camp users must obtain this before they can stay in the camping area being visited. Nightly fees may apply for camping in some areas managed by council. In these instances, a user-pays scheme is adopted to help offset the costs of maintaining camping facilities and services.

Fees are scheduled per person, family or group. Where fees are required, they apply to each person aged 5 years or older who is camping.

Campers that have no visible camping permit or user-pays receipt are in breach of council's camping regulations.

Self-registration

Under the user-pays system, campers must pay their camping fees either online, through recognised outlets or through self-registration stations located within camping areas. Where self-registration is used, signs will indicate how to obtain a permit and what fees apply. At least one self-registration sign will be installed in a central location at each self-registration camping ground.

Retrospective payment of fees

When campers stay beyond their permit dates due to legitimate unforeseen circumstances, a permit could be issued and fees paid for the extended stay retrospectively. Legitimate circumstances include extreme weather events stranding campers.

Arrival and departure times

When camping areas are booked close to capacity, a campsite may be occupied from 2 pm on the first day for which camping fees have been paid and must be vacated by 11 am of the day after the last night's fees are paid.

Camping conditions

Specific conditions that apply to camping are included on camping permits or signs erected at camping areas. It is an offence not to comply with the conditions of a camping permit or sign and penalties apply.

Camping equipment

Tents, camper trailers, caravans and motorhomes can be accommodated at designated camping areas, but suitable sites may not be available at all camping areas. Campers must not rope off areas for exclusive use within any camping areas.

Where group/family fees are paid, the party should ideally be accommodated within the one tent, camper trailer or caravan structure. Where additional structures and campsites are used, the group/family must pay additional fees.

Other considerations**Camping behaviour**

To ensure sustainability, campers are expected to minimise their impact and abide by 'leave no trace' guidelines, such as CMCA's Leave No Trace (LNT) Code of conduct⁶.

Compliance

Council conducts patrols of camping areas at regular intervals to ensure visitors are complying with regulations and have paid user fees and/or obtained a permit where required. Council also monitors the areas and encourage visitors to behave appropriately when camping, including respecting the environment.

DEFINITIONS

Recreational Vehicle (RV)

A RV is a motorised and/or towable vehicle. Motorised vehicles include motorhomes and campervans which are self-propelled motor vehicles containing an area primarily used for accommodation. Towable vehicles include caravans, pop-tops, camper trailers, tent trailers, 5th wheelers and slide-on campers that provide an area primarily used for accommodation and are a subset of the trailer category.

Commercial Camping

Commercial camping includes a variety of facilities run by independent operators or by local government where commercial or cost recovering fees are charged. Stay restrictions, fees and facilities available are determined by the owner and local planning regulations.

Non-commercial Camping

Non-commercial camping is camping that occurs on the side of the road, in a national park, on Local Government land, State land or on private property (usually unpaid or low-cost fees for cost recovery by not-for-profit entities).

Rest Areas / Fatigue Management Sites

Rest Areas are sites designed for fatigue management and should follow the best practice guidelines provided by the State with minimal facilities for travellers to take a break from the road to get some rest. These sites are located adjacent to a main road and should have a maximum stay of 20 hours. Signage at the site identifying the location as a rest stop is the only necessary feature for this category.

Bush Camp

A site classified as a Bush Camp is generally located in a rural area away from any main travel routes. They have minimal features and serve to provide a safe place to enjoy a wilderness setting. These sites should be a minimum distance of 15km from the nearest Caravan Park. Bush Camps are free of charge and should provide access to water. Water can be either potable or simple rain water, so long as it is appropriately signed.

Bush Camp sites are intended for longer stays, depending on the needs of the user. Each site should be clearly signed with the locally acceptable time limit.

Basic Camping Ground

A Basic Camping Ground is a site designed to provide a 'National Park' style camping experience with basic facilities for travellers seeking an overnight stay (up to the locally acceptable maximum). They offer more facilities than a Bush Camp and can be located closer to commercial caravan parks (where need has been established), but offer fewer facilities than a commercial caravan park. Fees can be charged, and sites can be managed by council or a third party on behalf of Council.

Seasonal Overflow Camping Ground

A Seasonal Overflow Camping Ground is an area provided for overflow camping during peak seasons triggered when existing commercial caravan parks and non-commercial camping areas are or are likely to be at capacity. They can be managed by council or through non-for-profit community partnerships or commercially outsourced.

⁶ https://cdn.cmca.net.au/cloud/bd14658d-babb-43ec-bcc9-b12129b53de2_LNTCodeofConduct.pdf

Campground Management Option: Not For Profit Community Partnerships

A Basic Camping Ground classified as a Council Campground can operate either free of charge or be managed by a community group collecting a nominal fee for cost recovery as determined through a tender process. These sites should offer, at minimum, the “basic” facilities defined as the agreed upon local minimum standard.

Campground Management Option: Commercially Outsourced

A Basic Camping Ground classified as a Council Campground can charge a fee and are managed by an entity selected through a tender process. These sites should offer common amenities such as water and toilets as well as one emergency power outlet.

To **camp**, in areas managed by council, or where the management is outsourced, includes:

- to pitch, place or erect a tent, caravan or another structure that may be used for camping for the purpose of staying overnight by using the tent, caravan or structure.
- to place other equipment that may be used for camping or a vehicle in position for the purpose of staying overnight by using the equipment or vehicle.
- to keep a tent, caravan or another structure or other equipment that may be used for camping in position overnight, whether or not the tent, caravan, structure or equipment is unattended.
- to stay overnight.

APPENDIX F OVERFLOW CAMPING POLICY

The following, based on Queensland Government (2014), provides a draft (unadopted) overflow camping policy for consideration.

TITLE

Overflow camping policy

PURPOSE

The purpose of this policy is to provide overflow facilities within CHRC that will accommodate additional numbers of camping tourists when permanent caravan parks and camping facilities within the local government area are operating at or near capacity.

This policy will ensure that the operation of overflow sites/facilities within the local government area complies with legislative requirements. Also, it will ensure a consistency of regulation so that all overflow site/facilities operate and meet an agreed minimum standard, and will ensure the operation of overflow sites/facilities does not impact on the viability of permanent facilities.

BACKGROUND

Providing a range of overflow camping options within areas managed by council allows for the accommodation of travelling visitor needs and expectations at peak times.

Overflow camping options will be in line with council's Non-commercial Camping Area policy

STATEMENT

Risk management

A regular risk management review will be carried out at the overflow area to ensure that all the infrastructure components required in the camping areas comply with the requirements of legislation, Australian standards, government policies and local laws.

Public liability insurance

The council will arrange public risk insurance to protect ratepayers from any and all costs incurred by any accident or incident involving campers that may result in claims against the council.

Sewer and sullage disposal compliance

The dump points for disposal of waste sullage and sewerage water are to be inspected regularly and all fittings and hoses checked, and maintained if necessary, to comply with Australian standards.

Fire separation zone

Individual caravans, motorhomes or tents are to be sited on sites 6 metres wide to ensure 3 metres separation from the next caravan motorhome, tent or building to ensure fire safety. Hydrants and hoses are to be checked regularly and must be able to reach all areas where vehicles are sited when camped.

Open fires

No open fires are to be lit, or fireworks discharged inside the overflow area at any time without prior council approval.

Waste management

Waste disposal bins are to be regularly serviced to ensure there is no build-up of waste.

Grounds maintenance

All grounds maintenance will be carried out by council staff or contractors. Vegetation clearing and mowing will be carried out by council staff as needed to ensure bushfire protection is maintained.

Relocation/termination

Campers may be asked to relocate to more appropriate sites at the discretion of the council. Camping may be terminated or suspended at any time at the discretion of the council.

Part A

This section relates to the establishment and operation of a recreational vehicles (RV) emergency overflow facility within CHRC.

For the purposes of this policy, an RV is a vehicle that combines transportation and temporary living quarters for travel, recreation and camping.

- Council may establish an overflow area for RVs only when there are no vacancies for vehicles of this nature available at any caravan park within [Insert Shire/Location]. A camper is permitted to book into the overflow only if it is believed that there are no available spaces in the caravan parks.
- Council may close the overflow area for camping for the purposes of significant community events.
- Primary-use activities at the overflow area will take precedence at all times.
- The maximum stay at any RV overflow camping facility could be a maximum of [X] consecutive days or at the determination of Council. Authorised camping ground hosts may stay longer than the maximum period.
- Camping by participants at community events may be exempt from some or all of the conditions in this policy as determined by Council from time to time.
- Unless otherwise determined, camping by participants of community events is deemed to be authorised by the Council approval to conduct the event and no further charges shall apply.
- Bona-fide grey nomad program volunteers who are actively involved in a grey nomad project within the community may continue to camp at the overflow area beyond the [X] day limit) only during the time that they are working on that project.
- During the utilisation of the overflow sites, the Council's ranger or authorised delegate is to resolve any unforeseen problems arising except where a camping ground host has been appointed, in which case the camping ground host is responsible for day-to-day supervision and management of the facility. A camping ground host will have delegated authority over the site.
- Fees for camping at overflow facilities shall be determined in accordance with Council's annual schedule of fees and charges.
- The maximum number of vehicles allowed in a RV overflow facility area will be determined based on allocated spacing between vehicles, size of vehicles (whether they have trailers), turning circles, and usable space in the allocated area.
- Dogs and other pets are permitted in this overflow camping area but must be held on a leash and/or under the control of a responsible person at all times.

Part B

This section relates to the Council overflow camping grounds.

- Where there are no vacancies available at all existing caravan parks within Council areas, including approved overflow sites within the licensed caravan parks, Council may authorise the operation of overflow camping grounds at the following locations:

[Location 1]

[Location 2]

[Location 3]

- These overflow sites are only to be opened for use in the following sequence and occupied in accordance with the number of sites specified:
 - [Location 1, e.g. 20 powered sites and 10 unpowered sites]
 - [Location 2, e.g. 10 unpowered sites]
 - [Location 3, e.g. 20 powered sites].
- Council does not favour the use of the overflow sites over privately operated caravan parks in the area and will actively promote private parks as an alternative camping option to the overflow sites through:
 - (a) Council Visitor Information Centres
 - (b) signage at the overflow site
 - (c) information provided from phone enquiries to Council's administration office.
- The maximum stay at Council emergency overflow camping facilities is to be [X] consecutive days. Authorised camping ground hosts may stay longer than the maximum period. A camper is permitted to book for up to [X] consecutive days at the overflow only if it is confirmed by Council that there are no available spaces in the caravan parks in the Council area.
- Fees for camping at the above facilities shall be determined in accordance with Council's annual schedule of fees and charges.
- Dogs and other pets are permitted in the above overflow camping areas but must be held on a leash and be under the control of a responsible person at all times.

APPENDIX G PLANNING ADVICE

CHRC PROPERTY SERVICES ADVICE

Selected sections taken from Hewitt (2021, unpublished) Property Services Advice (Internal Only) on P4SD (2022).
Note: The advice should be read in full.

Limitations on the advice:

- It should be noted, Property Services has not considered the relevant planning components and is only commenting on the reserve requirements required under the Land Act 1994.
- Property Services are providing the advice on the basis that the RV / Caravan Park isn't going to be a "full-scale caravan park with on-site accommodation, kiosk and full amenities". If this is the intent, this is likely to be inconsistent use and a Land Management Plan (LMP) will be required.

Recommendations

The following recommendations should be considered:

- Council will need to adopt (or amend a current) local law that includes camping.
 - Council will need to consider the implications of having to enforce any Local Law and who will be managing this process.
- Native Title needs to be considered for all reserve parcels and identify where future act notices need to be issued.
- Council should commence engagement with the relevant Native Title Claimants for the respective areas in relation to Aboriginal Cultural Heritage (ACH) matters.
- A Land Management Plan (LMP) will need to be drafted for the use of Mackenzie Park to implement the use of this land. The remaining reserve land would be consistent use.
- Consultation with local caravan park owners needs to occur and council will need to obtain their support. This should be reflected in any strategy. Consultation should also be undertaken with respective commercial boards and written support of the proposals should be received.
- Checking of any planning scheme implications current or future proposed that may impact the RV, Caravan & Camping Strategy.

Specific Site Recommendations

Mackenzie Park

- Development of a LMP for the inconsistent use of the reserve.
- Council will also need to liaise with the Gaangalu Nation People (GNP) to address ACH requirements
- A Future Act notice will need to be issued to the GNP for public works.

Note: an online assessment should be completed to confirm the future act notice required.

Bedford Weir

- Land can be used as per the Caravan Park Policy (QG, 2022) however, a Local Law needs to be adopted to allow this to occur.
- Council will need to liaise with the GNP to meet ACH.
- A Future Act notice will need to be issued to GNP for public works.

Note: an online assessment should be completed to confirm the future act notice required.

Operational Note: Parks and Recreation has advised that Bedford Weir does not currently have sufficient amenities to support additional camping and has no potable water available on site.

Virgin Rock Lions Park (Springsure)

Limitations on use related to planning scheme:

- ACH may still apply.
- Council currently has a lease on land (grazing purposes).

Blackwater Showgrounds

- Reserve for Showgrounds and Recreation. Consistent use if complies with policy. Native Title and ACH need to be considered.

Comet Showgrounds

- Comet Showgrounds is privately owned, council would need to either Lease or acquire the land for this use unless the owners wish to manage camping / caravanning on their land.
- Council may wish to look at acquiring the Reserve for Railway and amending the purpose to recreation.
 - Land can be used as per the Caravan Park Policy (QG, 2022) however, a Local Law needs to be adopted to allow this to occur.
 - Council will need to liaise with the GNP to meet Aboriginal Cultural Heritage (ACH).
 - A Future Act notice will need to be issued to GNP for public works.

Emerald Showgrounds

- Land can be used as per the Caravan Park Policy (QG, 2022) however, a Local Law needs to be adopted to allow this to occur.
- Council will need to liaise with the Western Kangoulu (WK) to meet ACH requirements.
- A Future Act notice will need to be issued to WK for public works.

Springsure Showgrounds

- Land can be used as per the Caravan Park Policy (QG, 2022) however, a Local Law needs to be adopted to allow this to occur.
- ACH and Native Title will need to be addressed. CHRC Property Services will need to confirm how these proceed as there are no current claim holders, and determinations have been made of no Native Title.

Note: an online assessment should be completed to confirm the future act notice required.

Roy Day Park

Consistent use if complies with *Caravan Park Policy* (QG, 2002). Native Title and ACH will need to be considered.

SUGGESTED PLANNING APPROVAL CRITERIA

Taken from Queensland Government (2014) and P4SD (2022).

Bush Camping

Located within a limited development zone (i.e., agriculture, rec and open space, environmental management and conservation).

- Agreed number of sites based on circumstances
- Tent sites min 40 m², caravans min 75 m² with average 100 m²
- Only one road in and out

Basic Camping Ground

Size is approximately located to provide camping users with access to tourist attractions, community facilities and infrastructure.

- Sites not to be less than 5 ha
- No more than one powered site
- Clearly marked sites and numbered if online booking
- Each site a minimum of 75 m² and average of 100 m²
- Each tent site a minimum of 40 m²
- Toilets and Dump Points located within 200m, but no closer than 6m to camp sites
- One toilet for every 20 sites: ratio of female to male toilets to urinals is 3:2:1
- Connected to town water or tank water managed consistent with the Public Health Act 2005
- Dump Point provided or sufficient toilets supplied

Seasonal Camping Ground

Sites are not less than 1.5 times the area of a caravan or tent and associated awning or tent fly and are not less than 130 m². They meet the following minimum requirements:

- 1.5 m setback from any other caravan or tent site boundary
- 3 m setback from any adjoining building
- 2 m setback from an internal road
- frontage of 10 m.
- For 40 sites or less, 1 pedestal for every 12 sites is provided for female occupants and 1 pedestal for every 15 sites is provided for male occupants as well as a 0.6 m urinal provided for every 40 sites for male occupants.
- For every 20 additional sites exceeding 40 sites, an additional pedestal is provided both for female and male occupants.
- Each female toilet block has at least 1 sanitary disposal unit.
- Separate toilet and ablution facilities for each gender are provided in the ratio of 1 shower or bath and handbasin to every 20 sites.
- Where 10 or more toilet fixtures are provided, there is at least 1 toilet fixture and shower facility constructed, equipped, and provided with access in accordance with AS1428 Code of Practice for Design Rules for Access by the Disabled.

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OUTCOME DRIVEN

