



Cloncurry Recreation Vehicle (RV) Strategy

Cloncurry Shire Council

June 2022

Contents

Introduction	3
Alignment with Corporate Documents	4
Strategy Focus.....	5
Understanding the RV Market	7
Key Priority Action Areas	11
1. Designated Parking and Signage	11
2. Short Term – Low Cost Overnight Parking.....	11
3. Potable Water	17
4. Dump Points	17
5. Long Term – Self-Contained RV	17
6. Overflow Policy	21
7. Health Facilities	21
8. Information	21
9. Consultation	22
Action Plan.....	23
Attachments.....	26

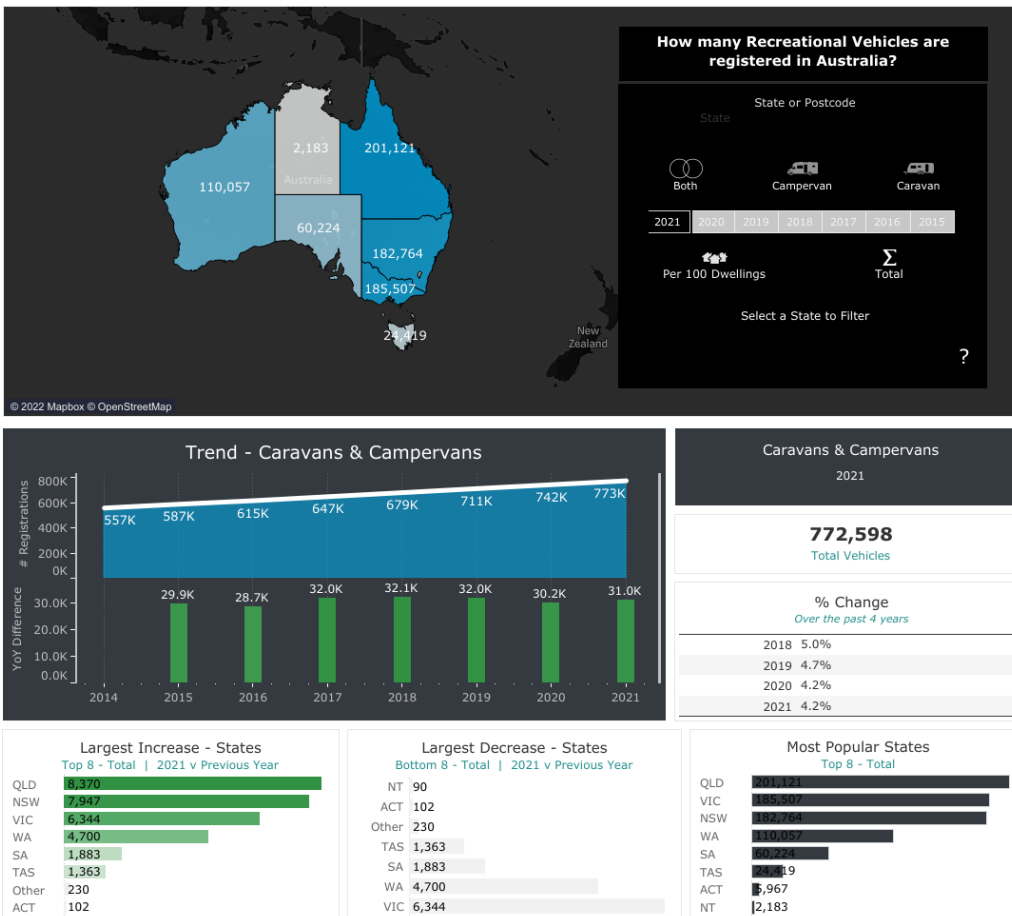
Introduction

Cloncurry Shire Council has committed to increasing tourism visitation and with RV travellers a key market in Outback Queensland this strategy has been prepared to focus on making Cloncurry an RV Friendly town.

Cloncurry township is situated at the centre of Queensland's major transport routes, the Landsborough highway (Matilda Way) and Flinders/Barkly Highway (Overlanders Way). The positioning of the township is ideal in attracting the RV market with most travellers having to pass through in their travels.

The strategy is aimed at attracting the RV market to stay longer in the Shire increasing overnight visitation and thereby improving on the economic benefits to all businesses and improving employment opportunities.

The RV market has significantly increased over the past 7 years there has been an increase of 31% of RV's, with a total of 772,598 registered caravans and campervans in the market as of 2021.



(Source <https://caravanstats.com.au/motor-vehicle-census/>)

With the significant increases in registrations capturing and increasing length of stay in the Cloncurry Shire is critical to the growth of tourism.

Alignment with Corporate Documents

Corporate Plan – 2021-2026

2. Strengthening Our Economy & Supporting Growth

KSA2: Our local economy is built upon its strengths. Innovation and good planning support prosperity in existing businesses, attracts new businesses and maximises opportunity for local employment.

Strategy	Activity/Description/Outcome	Measure
2.5 Tourism & Events	Council and key stakeholders promote Cloncurry as a Tourism Destination, driving investments in new businesses, (events and facilities) and generating new revenue streams for existing businesses.	<ul style="list-style-type: none"> • Average length of stay • Overnight visitor expenditure • % implementation of Tourism Strategy

Cloncurry Shire Council Tourism Strategy

The Tourism Strategy adopted in July 2018 outlines key strategic opportunities to grow tourism in the Cloncurry Shire. As outlined in 8.0 Strategic Opportunities, 8.1.3 and 8.3.1 relate to the RV Strategy.

8.0 Strategic Opportunities

8.1 Product development

8.1.1 Develop tourism products that are appealing to the transient population within Cloncurry (miners and backpacker staff in local businesses) to encourage greater spend

8.1.2 Develop tourism products that are appealing to Empty Nesters and Families travelling through the Outback

8.1.3 Critically review and streetscape the local town area of Cloncurry

8.1.4 Revamp the John Flynn Centre to be a compelling must-do attraction on a Queensland Outback itinerary

8.2 Experience development

8.2.1 Develop existing product into stronger tourism experiences e.g. kayaking at Chinaman's Creek Dam, tag-along and hosted 4WD tours

8.2.2 Develop events that are appealing to visitors (not just locals), tie in with timing of surrounding events and work as a shoulder event

8.3 Access

8.3.1 Improve tourism directional signage to all tourism attractions, built or natural

8.4 Marketing strategy

8.4.1 Allocate a destination marketing budget

8.4.2 Tell the story: of the birthplace of the Royal Flying Doctor Service and QANTAS

8.4.3 Develop brand positioning for the Cloncurry region

8.4.4 Develop brand assets of destination website and social media

8.4.5 Develop an active marketing plan with cadence and consistency

Cloncurry Shire Council Economic Development Strategy

The Economic Development Strategy 2019-2024 outlines strategic opportunities with one of the two core strategic opportunities being Tourism Development.

Strategy Focus

The Cloncurry Recreational Vehicle Strategy identifies key priority actions which aim to allow Cloncurry to become an RV Friendly Town (RVFT) under the Campervan and Motorhome Club of Australia Limited (CMCA) program.

What is it?

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

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

CMCA will promote the RVFT by dedicating one page to the town on the Club website, publishing a one-off article on the town in the Club's monthly magazine, The Wanderer, and listing the town in each edition of the magazine.

CMCA will also offer the council 2 x 600mm x 690mm roadside 'RV Friendly' signs free of charge. These signs will display 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, which includes:

Essential Criteria

- Provision of appropriate parking within the town centre, with access to a general shopping area for groceries 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 areas, dump point and potable water.
- RVFT 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 RVFT program. These programs offer town business owners the opportunity to be innovative in meeting the needs of RV tourists, while at the same time growing their businesses.

What are the benefits?

- There are many economic benefits to the local businesses due to increased dwell time; the RV community spends an average of \$100 per day whilst travelling (Queensland Drive Tourism Strategy 2013 - 2015).
- 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. They can do their banking in comfort, post their mail, and check out the restaurants and clubs for food and entertainment.
- 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 gas.
- The VIC should have a map showing them all local attractions, the location of emergency services and their 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 tourist attractions 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 times.
- At the end of their visit, the RV traveller will be leaving only because they need to – not because they want to.

RV Friendly Town Procedures

- Complete an RVFT assessment form (including photos of the dump point).
- Forward the assessment form to CMCA National Headquarters or to your local CMCA State Representative.
- 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 returned to council for their records.
- CMCA then dispatches 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 in the Club's monthly magazine, The Wanderer.

(Source: RV Friendly Town Program Criteria – CMCA)

Understanding the RV Market

The Recreational Vehicle (RV) is defined in this document as a fully self-contained vehicle which includes a caravans and motorhomes.

The RV Traveller Market

The RV traveller markets is the fastest growing domestic tourism sector in Australia and has been for the past 15 years. RV travellers are the biggest spending travellers in both the domestic and international tourism market, by virtue of their average length of travel. It is worth noting that the family market (30-54) is the strongest user of caravan and camping holidays, comprising 46% of the market. With the strong focus from Outback Queensland Tourism Association on marketing families this is a key to unlocking further visitation and spend in the Cloncurry Shire.

With the strong growth of the RV market with an increase of 31% of RV's, with a total of 772,598 registered caravans and campervans in the market as of 2021 (over 7 years). It is estimated that the RV Travel market will continue to grow.

When surveyed in 2019, CMCA members indicated that they spend on average \$542 per week when on the road and are away from home for 105 nights per year covering just over 10,000km.8

(Source: Growth and Trends in the RV Sector in Australia – January 2022 - CMCA)

Current RV Park Sites in Cloncurry

There is a limited amount of sites for RV's in the Cloncurry Shire.

In the Cloncurry township there are 156 powered sites and 46 unpowered sites across the Cloncurry Oasis Caravan Park, Discovery Parks and Wal's Camp.

In the Cloncurry Shire there are also 46 powered and unpowered sites in Burke and Wills and Duchess.

Pricing various from \$20 to \$34 for unpowered and \$30 to \$40 for powered sites.

Free camp locations that are unregulated and we do not have a capacity size are Clem Walton and Mary Kathleen Mine Township.

RV Friendly Towns

There are a number of towns in Australia that have been able to gain the RV Friendly town status. List of RV Friendly Towns:

QLD	NSW	VIC	TAS	SA	WA
Babinda	Aberdeen	Ararat	Brighton/Pontville	Andamooka	Beacon
Baralaba	Adelong	Avoca	Burnie	Ardrossan	Bencubbin
Barcaldine	Ardlethan	Birchip	Campbell Town	Balaklava	Beverley
Bedourie	Ariah Park	Beechworth	Deloraine	Baramera	Boddington
Beenleigh	Armidale	Beaufort	Devonport	Berri	Boyup Brook
Beerwah	Ashford	Benalla	East Devonport	Blanchetown	Brookton
Biggenden	Balranald	Boort	Fingal	Booleroo Centre	Bruce Rock
Biloela	Barellan	Casterton	Franklin	Bordertown	Capel
Birdsville	Barmedman	Charlton	George Town	Ceduna	Coolgardie
Blackall	Barraba	Cobram	Glenorchy	Cleve	Corrigin
Bollon	Bathurst	Cohuna	Latrobe	Cowell	Cranbrook
Boonah	Batlow	Corryong	Launceston	Crystal Brook	Dongara
Bundaberg	Bega	Donald	Oatlands	Cummins	Dowerin
Charleville	Bigga	Heathcote	Penguin	Elliston	Dumbleyung
Childers	Bingara	Heyfield	Railton	Eudunda	Geraldton
Chillagoe	Boggabri	Hopetoun	Rosebery	Frances	Goomalling
Chinchilla	Branxton	Jeparit	Scottsdale	Hamley Bridge	Hopetoun
Clifton	Brewarrina	Kerang	Sheffield	Jamestown	Jarrahdale

QLD	NSW	VIC	TAS	SA	WA
Collinsville	Broken Hill	Koondrook	Smithton	Kadina	Kalgoorlie-Boulder
Cooktown	Canowindra	Korumburra	Sorell	Kapunda	Kambalda
Cunnamulla	Cobar	Kyabram	St Helens	Karoonda	Karratha
Dalby	Cobargo	Lake Bolac	St Marys	Keith	Katanning
Dirranbandi	Coleambally	Leitchville	Stanley	Kimba	Kondinin
Eidsvold	Condobolin	Lockington	Strahan	Kingston SE	Koorda
Eulo	Coolarenebri	Maffra	Wynyard	Lock	Kojonup
Fernvale	Coonamble	Mathoura	Ulverstone	Loxton	Kulin
Gatton	Cootamundra	Murrabit		Lucindale	Lake Grace
Gayndah	Cowra	Nathalia		Mannum	Leonora
Gin Gin	Darlington Point	Nhill		Millicent	Meckering
Goodiwindi	Deniliquin	Numurkah		Moonta	Meekatharra
Goomeri	Dorrigo	Nyah/Nyah West		Morgan	Merredin
Gordonvale	Dungog	Pyramid Hill		Mount Gambier	Moora
Gympie	Euston	Rainbow		Murray Bridge	Morawa
Home Hill	Finley	Robinvale		Penola	Mukinbudin
Hughenden	Forbes	Rosedale		Peterborough	Narembeen
Ingham	Glen Innes	Sale		Port Augusta	Narrogin
Inglewood	Goodooga	Sea Lake		Port Lincoln	Newman
Isisford	Goulburn	Smythesdale		Port Neill	Norseman
Jandowae	Grafton	St Arnaud		Port Pirie	Nungarin
Julia Creek	Grenfell	Stawell		Port Victoria	Perenjori
Jundah	Griffith	Tallangatta		Renmark	Pinjarra
Kilcoy	Gulgong	Warracknabeal		Roxby Downs	Pingelly
Laidley	Gundagai	Willaura		Saddleworth	Port Hedland
Longreach	Gunnedah	Wycheproof		Snowtown	Ravensthorpe
Lowood	Gunning	Yarram		Streaky Bay	Quairading
Mareeba	Guyra	Yarrawonga		Swan Reach	Southern Cross
Maryborough	Hay			Tailem Bend	Three Springs
Miles	Inverell			Tantanoola	Trayning
Millmerran	Jerilderie			Tintinara	Wagin
Mirani	June			Tumby Bay	Waroona
Mitchell	Kempsey			Waikerie	Westonia
Monto	Kendall			Walleroo	Wickepin
Morven	Kurri Kurri			Whyalla	Wongan Hills
Mount Perry	Kyogle				Woodanilling
Moura	Lake Cargelligo				York
Mundubbera	Leeton				
Mungindi	Lockhart				
Murgon	Lyndhurst				
Quilpie	Macleay				
Ravenshoe	Manilla				
Richmond	Mathoura				
Rosewood	Merriwa				
Sapphire	Molong				
Springsure	Moree				
Tambo	Moulamein				
Taroom	Mungindi				
Texas	Narrabri				
Thallon	Narrandera				
Thargomindah	Nyngan				
Theodore	Oberon				
Wandoan	Orange				
Windorah	Parkes				

QLD	NSW	VIC	TAS	SA	WA
Winton	Peak Hill				
Wondai	Pooncarie				
Woodford	Portland				
Wyandra	Scone				
Yowah	Temora				
	The Rock				
	Tullamore				
	Tumbarumba				
	Ungarie				
	Uralla				
	Walgett				
	Wallerawang				
	Warialda				
	Warragamba				
	Warren				
	Wauchope				
	Wee Waa				
	Weethalle				
	Wingham				
	Yass				
	Young				

There are also a number of RV Friendly Destinations which include:

QLD	NSW	VIC	SA
Catch a Barra – Little Mulgrave	Abermain Bowling & Recreational Club	Balmoral Mural Square	Alford Recreation Parl
Burdekin Farm Stay - Brandon	Aloomba Lavendar Farm - Liston	Café Escargot Mirboo North	Alpana Station Blinman
Pinnacle Family Hotel	Armatree Hotel	Cronomby Tanks Reserve - Woomelang	Arno Bay Hotel Motel
Wyandra Post General Store & Camping	Bridge Hotel Jingellic	Dadswells Bridge Hotel Motel	Black Cockatoo Bush Camp - Naracoorte
Allora Showground	Burren Junction Bore Baths	Gippsland Food & Wine - Yarragon	Blyth Town Oval Grounds
Minden Retreat	Cobargo Hotel & Motel	Koondrook Wetland Reserve	Bower Reserve Camping Area
Blackbutt Golf Club	Commercial Hotel Curlewis	Lascelles Camping Ground	Brinkworth Stockyard Reserve
Jandowae Golf Club	Coolah Sporting Club	Mathoura Bowling Club	Broughton bay RV Park
Kingsley Grove Estate - Kingaroy	Coopernook Hotel	Moora Racecourse & Recreation Reserve	Cadell Recreation & Camping Ground
Nanango Golf Club	Coutts Crossing Tavern	Newstead Racecourse & Recreation Reserve	Carpenter Rocks Recreation Reserve
Nanango RSL Club	Crossroads Hotel Motel Collingullie	Nhill Aviation Heritage Centre	Cleve Hotel Motel
Murgon Golf Club	Cullendore High Country	Orbost Club Hotel	Farrell Flat Oval
Anderleigh Winery	Deano's Springwater Smoked Trout Farm – Black Mountain	Red Cliffs Golf Club	Georgetown Memorial Playground Camping Area
Theebine Hotel	Euston Club Resort RV Park	Rotary Park Echuca	Hallett Recreation Ground
Royal Hotel Tiaro	Farrell Flat Oval	The Big Strawberry - Koonoomoo	Iron Knob Campground
	First Fleet Memorial Rest Area Wallabadah	Thoona Pub	Manna Hill Hotel

	Glenreagh Recreation Reserve	Toolleen Hotel	Melrose Showground
	Hotel Motel 5 South Grafton	Tostaree Cottages	Minnipa Apex Park
	June Golf Club	Tungamah Lions Park	Mount Mary Hotel
	Lawrence Tavern	Yaapeet Camping Ground	Narrung Ferry Campsite
	Longhorn Bar & Grill - Deepwater		Nyroca Camp & Function Centre - Wangary
	Mathoura Bowling Club		Old Tailem Town Pioneer Village – Tailem Bend
	Murrumbateman Country Inn		Old Timers Mine and Museum – Coober Pedy
	Nakadoo - Coonamble		Overland Corner Hotel
	Pooncarie Port Pitstop		Polkdney Park - Kyancutta
	Rich River Golf Club Resort - Moama		St Kilda Adventure Park
	SS&A Club Albury		Tailem Bend Football Club Oval
	Taree Showgrounds		Tarpeena Sports Ground
	Tooleybuc Sporting Club		Terowie Rail Station Yard
	Tumut Valley Violet Farm		The Barbed Wire Pub
	Tuncurry Sporties RV Stopover		Wudinna Showgrounds
	Wentworth Sporting Complex		
Northern Territory	Tasmania	WA	
Wagait beach Supermarket	Bruny Island Landscape Supplies – Great Bay	Enanty Barn Mingenew	
	Christmas Hills Raspberry Farm – Elizabeth Town	Grand Olde Dumbleyung Inn	
	Geeveston Ex Servicemen & Women's Club		
	Mole Creek Hotel	Mangowine Homestead - Nungarin	
	Old Mac's Caravan & Motorhome Farmstay - Norwood	Tammin Hotel	
	Pyngana Recreation Ground	Thomson Brook Wines	
	Tall Timbers Hotel – RV Parking - Smithton	Varley Chicken Ranch	
	The Pondering Frog Tearoom - Bicheno	Yandanooka Town Hall	

Key Priority Action Areas

There are seven key priority action areas in order to achieve RV Friendly Town Status and increase our overnight visitation rates.

1. Designated Parking and Signage

Designated RV parking within the town centre with access to a general shopping area for groceries and fresh produce. RVFT signs to be erected within the town precinct. Parking and signage is an essential criteria for the RV Friendly Town Program.

Current:

There are currently no designated RV parking spaces within the town centre of Cloncurry, though a number of town streets (including Ramsay and Scarr) are able to accommodate RV parking.

RV's are encouraged to park near the John Flynn Place Museum on King Street. Recent consultation for the Scarr Street Redevelopment project has identified the requirement to have designated RV parks. Work is progressing for this project.

Actions/Improvements needed to meet the RV Friendly Town requirements:

- Install RV parking signs in relevant areas.
- Install directional signage for RV parking from the highway in both East and West directions.
- Incorporate RV Friendly parking into the Scarr Street Redevelopment project.
- Designated RV parking areas identified on local town map

2. Short Term – Low Cost Overnight Parking

Provision of short term, low cost overnight parking (24/48 hours) for self-contained recreational vehicles, as close as possible to the CBD. Short term low cost overnight parking is an essential criterion for the RV Friendly Town Program.

Short term, low-cost overnight parking is considered less than 14 nights. Most Council run RV Parks have overnight stays of less than 72 hours.

Councils across Australia run all of their short-term camping sites differently. Most offer little to no facilities with no cost to a maximum of \$10. They are managed different with free areas unmanaged (however checked by Council staff) while others have ticket machines or VICs that sell permits.

A large number of areas are located within a short distance to the town centre as per the criteria to be a RV Friendly Town. Often located in park areas or beside rivers. Anecdotally speaking the distance to the town centre has an impact on the success of the area in terms of spend in the local community. The parks being close to shops, allowing the guests to walk or ride rather than decamp to get supplies or go out for dinner encourages spending in shops.

CMCA have collated the following figures in terms of their self-run parks in terms of spend in the local town:

- Those parks in larger centres tend to have a higher average nightly spend:
 - Bundaberg \$250.90
 - Port Pirie \$168.95
 - Innisfail \$147.17
 - Ingham \$152.21
 - Railton \$57.81
 - Geeveston \$61.19
 - Batchelor \$47.50
- All our parks are walking distance to retail centres so it is difficult to provide data to support the benefits of being close. I know our guest feedback supports the parks being close to shops, allowing the guests to walk or ride rather than decamp to get supplies or go out for dinner etc.

With such a vast comparison a number of overnight parking areas have been put in the table on page 17 for consideration.

Possible Location Options for Cloncurry (map on page 19)

- Cloncurry Equestrian Centre
- Cloncurry Recreation Grounds
- Cloncurry Saleyards
- Daintree/Isley Street area / near the Anabranh bridge
- Mary Kathleen Park
- Mary Kathleen Park – Adjacent (Lot 51)
- Old Golf Course Area

There are seven options listed for potential self-contained RV sites that can be run by Cloncurry Shire Council. There is alternatively option for CMCA to run a park if a location fits within their criteria. Below table outlines locations and whether they have access to the following. A number of these criteria are not essential for these locations for example power or free Wi-Fi these would be considered a bonus in the area.

Colour Guide	Explanation	Points
●	Access to criteria, location is optimal	2
●	May have access (distance not perfect), in the process or can be easily sourced	1
●	Not in the best location or does not have access	0

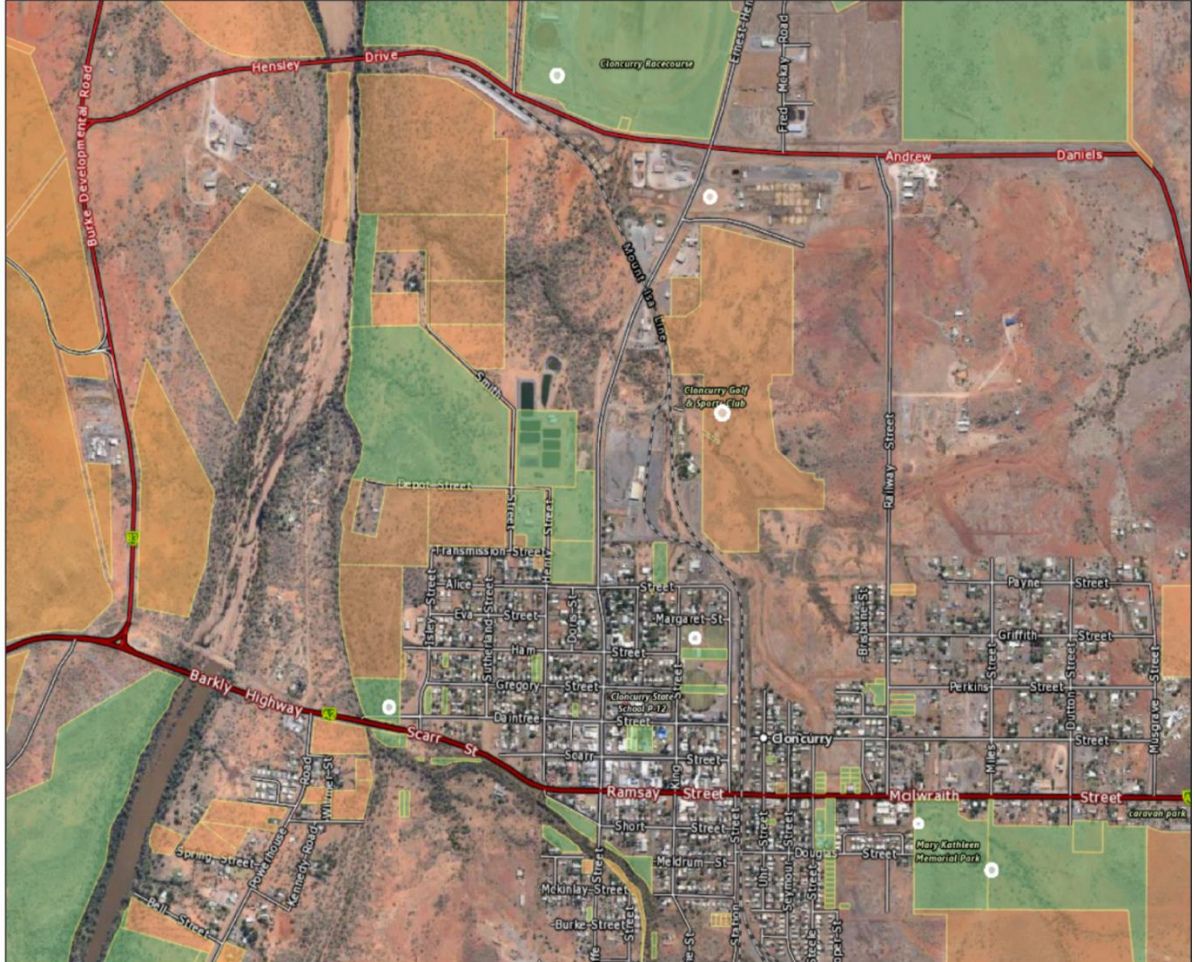
	Amenity / Scenery	Power / Bollards	4G	Free Wi-Fi	Café / Coffee	Shopping	Dump Ezy	Water point	Proximity to CBD	Ease of Admin	Points
Cloncurry Equestrian Centre	●	●	●	●	●	●	●	●	●	●	9
Cloncurry Recreation Grounds	●	●	●	●	●	●	●	●	●	●	13
Cloncurry Saleyards	●	●	●	●	●	●	●	●	●	●	5
Daintree/Isley Street area / near the Anabranh bridge	●	●	●	●	●	●	●	●	●	●	14
Mary Kathleen Park	●	●	●	●	●	●	●	●	●	●	17
Mary Kathleen Park - Adjacent (Lot 51)	●	●	●	●	●	●	●	●	●	●	17
Old Golf Course Area	●	●	●	●	●	●	●	●	●	●	12

While both locations at Mary Kathleen Park are rated the highest these locations are pushed down to not suitable for the following reasons:

- Land in Mary Kathleen Park would hinder the functionality of the outdoor museum.
 - o In close proximity to housing with access through back streets.

- Gate access would need to be changed
- Land in the lot adjacent to the park would be hindered by trees that create shade in the area
 - Access not easily corrected

The next locations would be near the Anabranck Bridge/Chinese Cemetery. This location has been identified as the most easily accessible and ease of set up for the pilot RV short term stay.



Current:

Cloncurry Shire has a number of caravan parks that have a combined capacity of 248 powered and non-powered sites which range in price from \$20 to \$40. Low cost is considered \$15 or less. Given this threshold, the privately owned locations do not meet this price criteria.

Council hosts free-camping at Clem Walton Park, with approximately 20 unmarked sites in frequent use. These sites have access to male and female toilets. This site is 40+ kms from town and would not qualify for this criterion on the basis of proximity.

There are two free areas not on Council land, Corella Park Dam (State Government, unregulated) and Mary Kathleen Mine Township (Private land, unregulated). These sites are 40+ kms from town and would not qualify for this criterion on the basis of proximity.

Actions/Improvements:

- Council to review locations for creating short-term (max 48 hour) RV Parking in the Cloncurry township.
- Council to progress detailed options analysis + costings to progress the establishment of a new short-term RV Parking site.

- Council to progress the identified location and complete a pilot program commencing in the 2023 Tourism season.
- Investigate an arrangement with CMCA, for the creation of a CMCA RV Park to be owned and operated by CMCA.

Site	Council	Power	Dump Point	Amenities	Permit	Rate	Amenity/Scenery	Distance from Town Centre
TYTO 48Hr Self Contained RV Park	Hinchinbrook Shire Council (QLD)	No	No	No	VIC permit system (only during opening hours)	\$10 (per night)	Located on the TYTO Wetlands area	700m
RV Friendly Rest Stop	McKinlay Shire Council (QLD)	No	No	No	Camphosts (April to Sept) at VIC from Oct to Mar	Free (maximum of 96 hours)	Located along the water's edge of Julia Creek	1.3km
Kingston SE RV Park	Kingston District Council (SA)	No	No	Yes	Ticket machine at the gate	\$15 (for 72 hour stay)	Located on the beach front adjacent to a park	Within the town centre
Childers	Bundaberg Regional Council (QLD)	No	Yes	Yes	No permit system	Free (overnight or max 20 hours)	Across the road from a park	One street away
Cooktown RV Rest Area	Cook Shire Council (QLD)	No	No	No	No permit system	Donation optional (maximum of three nights)	Located at the Racecourse	2km
Branxhom Park	Dorset Council (TAS)	No	No	Yes	No permit system	Free (maximum of 14 days) Showers coin operated	On the banks of the Ringarooma River	Within the town
Tatura RV Rest Stop	Greater Shepparton City Council (VIC)	No	Yes	No	No permit system	Free (maximum stay of 48 hours)	Park area	Within the town centre
Barcoo Riverside Camp	Blackall-Tambo Regional Council	No	No (nearby)	No (showers and toilets within walking distance)	VIC permit and after hours at honesty box	\$10 per night (maximum three night stay)	Barcoo River	One street away

Most of these locations request guests to keep noise to a minimum especially between the hours of 9pm and 6am

3. Potable Water

Access to potable water is an essential criterion for the RV Friendly Town Program.

Current:

Council currently provides potable water in the location of the dump point at Mary Kathleen Park site allowing visitors access to free water.

Actions/Improvements:

- Continue to provide access to potable water for visitors.
- Consider provision of access to potable water at any new location dedicated to RV parking (overnight, 48 hr, long-stay).

4. Dump Points

Access to a free dump point at an appropriate location with appropriate signage. A free dump point is an essential-criteria for the RV Friendly Town Program.

Current:

Council currently offers two free dump point locations in the Cloncurry township. One is located at the Mary Kathleen Park and at the Cloncurry Equestrian Centre.

Actions/Improvements:

- Continue to provide free access to dump points.

5. Long Term – Self-Contained RV

Provision of long-term parking for self-contained recreational vehicles. Long term self-contained RV Parking is under the desirable criteria for the RV Friendly Town Program.

Long-Term, self-contained RV parking exists in a number of formats. This can be existing caravan parks as some offer up to 6 month stays. There are a number of RV overnight stays that are contributing to increase length of stay and an increase in spend in communities.

CMCA RV Parks provide low-cost, no-frills accommodation for CMCA members and non-members whose vehicles meet the requirements of the CMCA Self Contained Vehicle (SCV) Policy.

Typically, Parks are set up with the following (however can vary dependent on the venue):

- You can book a site for up to 14 nights (in any 21-day period) at our parks (this can vary across the parks)
- \$3.00 per site per night and an additional fee of \$2.00 per person per night (members) or \$15.00 per site per night (non-members)
- Each park provides a safe parking area for all RV sizes, within easy walking distance to shops
- Access to potable water
- Access to a dump point
- Happy hour shelter to relax and catch up with other travellers

Full list of CMCA RV Parks is provided.

These sites are run and operated by CMCA, leasing land and doing minimal work as they are a low cost self contained RV park only.

When CMCA identifies land for RV parks the following attributes are considered:

- a) Required (essential) attributes
 1. In a safe and sustainable location
 2. Provides ease of access for all vehicles including large motorhomes and fifth wheelers
 3. Access to potable water
 4. Access to reticulated gravity sewer main
 5. Access to national electricity network

6. Acceptably flat land of approximately 10,000m² (approx. 40 recreational vehicles)
7. Will receive a permit to operate as a low-cost camping ground
8. Likely to receive all other necessary consents and approvals
9. Adjacent to or within easy access of major roads or highways
10. Fits with the long-term objective of an integrated national RV accommodation network

b) Preferred (non-essential) attributes:

1. Away from residential neighbourhoods
2. Provide a tranquil and scenic setting
3. Adequate fencing and security
4. Reasonable proximity to tourist attractions and recreational facilities
5. Within reasonable walking distance of retail outlets and community centres

Possible Location Options for Cloncurry (map on page 18)

- Cloncurry Equestrian Centre
- Cloncurry Recreation Grounds
- Daintree/Isley Street area / near the Anabranche bridge
- Near the Visitor Information Centre
- Old Golf Course Area

Current:

Cloncurry Shire has a number of caravan parks that have capacity of 248 powered and non powered sites which range in price from \$20 to \$40. In regards to low cost overnight parking there are no options within the Cloncurry township. There are two free areas not on Council land, Clem Walton (State Government, unregulated) and Mary Kathleen Mine Township (Private land, unregulated).

Actions/Improvements:

- Arrangement with existing Cloncurry-based operation (Oasis, Discovery, hotel/motel operator) to operate/manage an RV Park on Council land.
- Arrangement with CMCA, for the creation of a CMCA RV Park to be owned and operated by CMCA.

CMCA RV Parks

Site	State	Max number of nights	Dump Point	Water Access	Other	No. of Sites	Rate	Amenity/Scenery	Distance from Town Centre
CMCA RV Park Temora	NSW	14	Yes	Yes		40	Members \$3.00 per site plus \$2.00 per adult Non-members \$15.00 per side	Park area	Located within the town centre
CMCA RV Park Gunnedah	NSW	14	Yes	Yes	<ul style="list-style-type: none"> • Fire Pit • Happy hour shelter 	30	Members \$3.00 per site plus \$2.00 per adult Non-members \$15.00 per side	Park area	Three streets away from the town centre (walking distance)
CMCA RV Park Innisfail	QLD	7	Yes	Yes	<ul style="list-style-type: none"> • Happy hour shelter 	40	Members \$3.00 per site plus \$2.00 per adult Non-members \$15.00 per side	Located on the banks of the Johnstone River	800m from town centre
CMCA RV Park Bundaberg	QLD	14	Yes	Yes	<ul style="list-style-type: none"> • Happy hour shelter 	40	Members \$3.00 per site plus \$2.00 per adult Non-members \$15.00 per side	Park area	Close to shops
CMCA RV Park Charleville	QLD	14	Yes	Yes	<ul style="list-style-type: none"> • Camp fire • Happy hour shelter 	100	Members \$3.00 per site plus \$2.00 per adult Non-members \$10.00 per side	Park area	2km from the town centre
CMCA RV Park Ingham	QLD	5	Yes	Yes	<ul style="list-style-type: none"> • Happy hour shelter 	45	Members \$3.00 per site plus \$2.00 per adult (members only park)	Park area	700m from the town centre
CMCA RV Park Port Pirie	SA	14	Yes	Yes	<ul style="list-style-type: none"> • Happy hour shelter 	40	Members \$3.00 per site plus \$2.00 per adult Non-members \$15.00 per side	Park area (Port Football Club)	Located within the town centre

CMCA RV Park Penola	SA	14	Yes	Yes	• Happy hour shelter	25	Members \$3.00 per site plus \$2.00 per adult Non-members \$15.00 per side	Park area (located within the MacCorquindale Sports Grounds)	Close to the town centre
CMCA RV Park Geeveston	TAS	14	Yes	Yes	• Happy hour shelter	40	Members \$3.00 per site plus \$2.00 per adult Non-members \$15.00 per side	On the bank of the Kermandie River	400km
CMCA RV Park Railton	TAS	14	Yes	Yes	• Happy hour shelter	40	Members \$3.00 per site plus \$2.00 per adult Non-members \$15.00 per side	Park area	Close to the town centre
CMCA RV Park Humpty Doo	NT	14	Yes	Yes		39	Members \$3.00 per site plus \$2.00 per adult Non-members \$15.00 per side	Park area located at the back of the Humpty Doo Hotel	Close to the town centre
CMCA RV Park Batchelor	NT	14	Yes	Yes	• Fire Pit Happy hour shelter	50	Members \$3.00 per site plus \$2.00 per adult Non-members \$15.00 per side	Private property on the water	2km

6. Overflow Policy

While this is not a requirement of the RV Friendly Town Program, an overflow policy is worthwhile regarding large scale events or for busy times of the year where all appropriate accommodation is not available.

Current:

There is currently no policy surrounding overflow camping in Cloncurry. In the hiring forms if you have livestock you are able to pay a small fee to camp at the Cloncurry Recreation Grounds or use it as overflow if all other caravan parks are full.

Actions/Improvements:

- Create a policy surrounding overflow camping locations once existing caravan parks become full for major events or busy periods.
- Advertise the Overflow Policy in relevant networks in an effort to reduce numbers turning away.

7. Health Facilities

Access to medical facilities or an appropriate emergency service. Access to a pharmacy or a procedure to obtain pharmaceutical products. Access to health facilities is under the desirable criteria for the RV Friendly Town Program.

Current:

In the Cloncurry township there is access to a hospital, medical centre, Community Health (child health nurse, dieticians, dental) and a pharmacy. All of the essential health facilities are available in the township of Cloncurry.

Actions/Improvements:

- Continue to list all the services available in the tourism brochure and online.

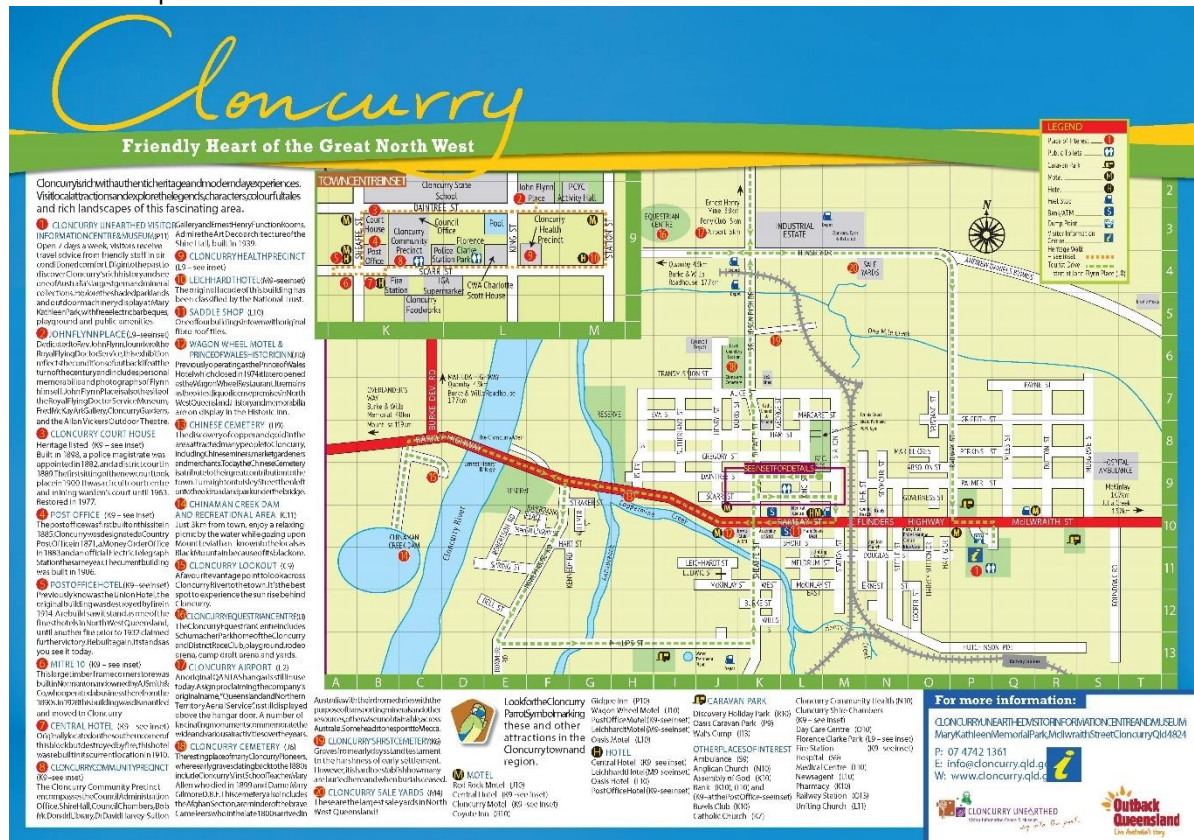
8. Information

Visitor Information Centre (VIC) with appropriate parking facilities. VIC to provide a town map showing essential facilities, such as short- and long-term parking areas, dump point and potable water. Visitor Information Centre is under the desirable criteria for the RV Friendly Town Program.

Current:

The Cloncurry Unearthed Visitor Information Centre and Museum has appropriate RV friendly parking. The upgrade has made the information centre more accessible for visitors to the Shire. Currently there

is a town map that shows the essential services.



Actions/Improvements:

- Continue to provide VIC services at the Cloncurry Unearthed Visitor Information Centre and Museum. Incorporate short and long term parking areas (once they become available), dump point and potable water in the new design for the Tourism Brochure which will house the tourist map.

9. Consultation

Consultation with industry stakeholders, local residents and businesses is key in activating the strategy and successfully reaching the RV Friendly Town status.

Current:

At the time of writing this strategy there has not been any specific consultation carried out regarding the RV Friendly town status and the actions proposed.

Consultation to be carried out with the caravan parks and Cloncurry Local Business Network.

Actions/Improvements:

- Carry out a consultation process with stakeholders to gauge insight into the project and action items.

Action Plan

Action plan as triggered by the RV Friendly Town criteria:

Action Areas	Actions	Responsibility	Key Performance Indicator	Outcome
1. Designated Parking and Signage	Activate plans from the Scarr Street Redevelopment project for designated RV parking.	Council (Projects)	<ul style="list-style-type: none"> - RV Parking added to plans - RV Parking installed with redevelopment 	
	Install RV parking signs at the designated areas.	Council	<ul style="list-style-type: none"> - Signs installed 	
	Install directional signage for RV parking from the highway in both East and West directions.	Council	<ul style="list-style-type: none"> - Signs installed 	
	Designated RV parking areas identified on local town map	Council (Community Services)	<ul style="list-style-type: none"> - Addition of RV Parking locations added to new local town map (tourism brochure) 	
2. Short Term – Low Cost Overnight Parking	Council to review locations for creating short-term (max 48 hour) RV Parking in the Cloncurry township.	Council (Community Services)	<ul style="list-style-type: none"> - Locations identified 	Identified in RV Strategy
	Council to progress detailed options analysis + costings to progress the establishment of a new short-term RV Parking site.	Council (Community Services)	<ul style="list-style-type: none"> - Options identified with key location and costings outlined 	Key location identified in RV Strategy
	Council to progress the identified location and complete a pilot program commencing in the 2023 Tourism season.	Council (Community Services)	<ul style="list-style-type: none"> - Complete signage at identified location - Promotion on identified location - Assess at the end of 2023 Tourism Season (October 2023) 	
	Investigate an arrangement with CMCA, for the creation of a CMCA RV Park to be	CMCA & Council (Community Services)	<ul style="list-style-type: none"> - Coordinate with CMCA to investigate possible site options 	

	owned and operated by CMCA.			
3. Potable Water	Continue to provide access to potable water for visitors.	Council	- Continue to provide potable water at the Information Centre dump point	Completed
4. Dump Points	Continue to provide free access to dump points.	Council	- Access to free dump points at visitor centre and equestrian centre continues	Completed
5. Long Term – Self-Contained RV	Arrangement with existing Cloncurry-based operation (Oasis, Discovery, hotel/motel operator) to operate/manage an RV Park on Council land.	Council & Local Businesses	- Arrangement for a long term – self contained RV stay is completed	
	Arrangement with CMCA, for the creation of a CMCA RV Park to be owned and operated by CMCA.	CMCA & Council		
6. Overflow Policy	Create a policy surrounding overflow camping locations once existing caravan parks become full for major events or busy periods.	Council (Community Services)	- Adoption of policy by Cloncurry Shire Council	
	Advertise the Overflow Policy in relevant networks in an effort to reduce numbers turning away.	Council (Community Services)	- Addition of overflow options in all tourism accommodation marketing including brochure, website and social media	
7. Health Facilities	Continue to list all the services available in the tourism brochure and online.	Council (Community Services)	- Health facilities continue to be listed in tourism brochure and website	Completed
8. Information	Continue to provide VIC services at the Cloncurry Unearthed Visitor Information Centre and Museum. Incorporate short and long term parking areas	Council (Community Services)	- All services listed in new Tourism Brochure/Map	

	(once they become available), dump point and potable water in the new design for the Tourism Brochure which will house the tourist map.			
9. Consultation	Carry out a consultation process with stakeholders to gage insight into the project and action items.	Council (Community Services)	- Consultation carried out with Local Business Network and Caravan Park businesses	Completed

Attachments

- RV Friendly Town Status Criteria
- RV Friendly Town Assessment Form
- About the CMCA
- Growth and Trends in the RV Sector
- CMCA RV Parks – Project Overview