Colac Colac Caravan Park

Masterplan Project Brief

September 2019
Colac Colac Caravan Park Masterplan

Purpose
The purpose of this project is to produce a comprehensive plan for the sustainable development and operation of the Colac Colac Caravan Park.

Background
Colac Colac is situated in the Upper Murray region of Towong Shire on the banks of Nariel Creek. The Caravan Park is approximately 120km east of Albury/Wodonga along the Murray Valley Highway, and nearly 450km north-east of Melbourne. The Upper Murray has a population of 517 (2016 Census) and the closest service centre is Corryong, about 6km away.


Colac Colac Caravan Park is a very popular destination for visitors to the Upper Murray region and has 126 powered sites, 97 unpowered sites, and 11 cabins. The caravan park is a major contributor to the Upper Murray economy. In addition to accommodating visitors, the park also hosts a significant number of events and activities for the Corryong and Upper Murray communities, including community group meetings and functions and community events. Council is keen to explore options for capitalising on the potential of the Caravan Park as a key economic, tourism and social asset for Towong Shire.

The Colac Colac Caravan Park is situated on Crown Land and Towong Shire Council is the committee of management. The Park is currently leased to private operators until 2025.

The intent of this project is to thoroughly research target markets, demand and Park concepts. It will propose a framework for future development of infrastructure and identify evidence based operational and business models. It is anticipated that the end result will be a clear and implementable plan for the staged redevelopment of the Park into a unique and financially viable concern with a clear management and operational structure.

Strategic Context Reference Documents
The following is a list of key strategic reference documents that align with this project for consideration (but not limited to):

- Towong Shire Council Plan 2017 – 2021;
- Upper Murray 2030 Vision Plan
- Tourism North East Strategic Plan 2019/20 – 2021/22
- Economic Impact Analysis– Colac Colac Caravan Park Upgrade, Towong Shire Council, 2018

Project Scope and Key Components:
The key components of the Colac Colac Holiday Park Masterplan project will be as follows:

1. **Identify the options available for the reinvigoration and redesign of the site.** Options for consideration are environmentally sustainable accommodation and design features of the park e.g. Safari tents and environmentally sensitive design;
2. **Identify and recommend opportunities for family friendly infrastructure** (both accommodation and recreational) and the provision of Family/Children's activities for Park users and community members generally e.g. Regional playground;

   It is expected that in order to complete items 1 and 2 research will be conducted into:
   - Tourism infrastructure;
   - Caravan parks;
   - Market trends including niche and emerging markets;
   - Environmentally sustainable practices for infrastructure, accommodation and tourism.

3. **Develop and recommend appropriate Business Operating Models** including governance, management and marketing models;

4. **Develop a Feasibility Study** and detailed operational **Business Plan**;

   Items 3 and 4 will form part of the comprehensive and implementable plan for the management, governance, marketing and day-to-day operation of the Park immediately and into the future. This section of the planning study should include: site context, strategic context, relationship with existing infrastructure, site options, etc.

5. **Develop detailed conceptual site layout and design/architectural plans** including investment in family friendly infrastructure, exploring recommended themes, design ideas and recommended design features including types of accommodation, tourism product, waste management, etc;

6. **Develop detailed budget and capital works program** with indicative costs for the next 5-10 years. This should include costs associated with the recommended park upgrades / new infrastructure / rationalisation of existing assets/infrastructure;

7. **Map out the opportunities for Environmental Education** which could be inherent in the type of buildings recommended, through careful use of non-renewable resources, or education type facilities for community and park users alike; and

8. **Identify and quantify the social, environmental and economic returns** for Council and the Colac Colac community.

**Proposed Timetable / Project Milestones**

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<tr>
<th>Project Milestones</th>
<th>Date</th>
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<tbody>
<tr>
<td>• Engage consultants</td>
<td>October 2019</td>
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<tr>
<td>• Research and development commenced and ongoing – Consultants</td>
<td>October - November 2019</td>
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<tr>
<td>• Draft site and development plan, feasibility study and business plan completed</td>
<td>December – January 2020</td>
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<tr>
<td>• Council presentation of completed documents</td>
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<tr>
<td>• Final site and development plan, feasibility study and business plan completed</td>
<td>4 February 2020 Council Meeting</td>
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**Expressions of Interest Close:**

5pm, Monday 14 October 2019
Correspondence and enquiries should be addressed to:

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