



BALRANALD CARAVAN PARK

48-78 COURT STREET, BALRANALD

EXPRESSIONS OF INTEREST



INTRODUCTION

Balranald, *Where the Wetlands Meet the Outback*, is strategically located on the Sturt Highway and is a four and a half hour drive from Melbourne, six hours from Adelaide and eight hours from Sydney. Just 6km away is Yanga National Park, and the World Heritage Listed Willandra Lakes Area which encompasses Mungo National Park is a mere 149 km away.

Visitors base themselves in the Balranald Caravan Park and enjoy day trips to the surrounding towns of Euston, Kyalite, Swan Hill and Mildura. A specially sign posted driving loop directs visitors to Mungo National Park. Daily ranger guided tours of the historical Yanga Homestead are a favourite with park visitors.

Council has recently constructed a \$1.2 million Interpretive Centre, to attract and extend the length of visitor stays in Balranald.

The endangered Southern Bell Frog is the town's mascot, with larger than life sculptures raising awareness of this precious resident. Avid bird watchers identify many species in the caravan park and can further indulge their passion at the Ben Scott Memorial Bird Trail.

The Balranald Shire boasts a diverse natural heritage and is located within an hour's drive of five major rivers of the Southern Murray-Darling Basin. These are the Murrumbidgee, Murray, Lachlan, Wakool and Edward Rivers. Council actively markets the Five Rivers Fishing Trail.

The rivers, together with a number of lakes in the area, provide for a wide range of water sports, such as waterskiing and wakeboarding, and attract fishing and bird watching enthusiasts throughout the year. The well-known Yanga Lake, located approximately 10kms east of Balranald is full and being well utilised by anglers, water-skiers and numerous visitor groups.

The Murrumbidgee Fishing Classic is held annually on the last weekend of March. All activities are hosted at the Caravan Park.

The Annual Five Rivers Festival which is held the week-end prior to the Melbourne Cup is also held in Balranald.

Primary production including sheep, cattle, cereal, oilseeds, almonds and cotton, an expanding horticultural and viticulture sector and primary production related industries are the major employers in the region. Balranald Shire is also home to a large organic industry.

Balranald regularly hosts a large number of governments, research and non-government organisation employees and corporate professionals.

Sporting activities and community groups provide the main social fabric for the town. Australian rules football and netball are the main winter sports, with cricket and tennis taking centre stage during summer. Pony Club, Swimming Club and Bowls are also popular and the Balranald Race Club holds two country race meetings per year.

The Gallery regularly hosts arts and craft exhibitions and workshops. Housed in the historic Masonic Lodge building in Mayall Street, *The Gallery* attracts high calibre artists, like renowned Aboriginal artist, Badger Bates.

1. THE BALRANALD CARAVAN PARK

The Balranald Caravan Park (Park) is situated on the banks of the Murrumbidgee River adjacent to the Sturt Highway and only 800m from the commercial centre of Balranald. It is in close proximity to the Ex-Servicemen's Club, hotel, restaurants and shopping.

The Park has access to about 4.85Ha including a significant stand of Red Gum and a pleasant river walk.

Balranald has also acquired *RV Friendly Town* status.

The park has 19 cabins with facilities of varying quality which range in price from \$60 - \$129 based on two persons per cabin.

The park currently has 30 powered sites and 30 plus un-powered sites. Powered sites start at \$30.00 for two people plus an extra \$8.00 for each additional adult.

Park site fees are set by Balranald Shire Council as part of Council's Management Plan which is reviewed annually. Site fees are for up to 6 days with longer term rates available as per the following information.

ENSUITE CABINS

Prices based on two persons per cabin plus \$7.00 for Extra Adult, \$5 for Child (up to 15yrs)

- Price Range from \$84 per night to \$129.

BASIC CABINS

Prices based on two persons per cabin plus \$5.00 for Extra Adult, \$3 for Child (up to 15 years).

- \$60 per night

SITE FEES (PER NIGHT)

\$30 Plus \$8 for each extra Adult & \$5 for each extra Child, \$28 for elderly pensioner	With power for two
\$20 Plus \$6.00 for each extra Adult & \$5.00 for each extra Child	Without power for two

LONGER TERM RATES

2-4 Weeks	10% Discount
4-6 Weeks	15% Discount

There are no long term or permanent sites at Balranald Caravan Park.

2. MARKETING AND PROMOTION

Large highway signs are located on the Sturt Highway approximately 40kms east and west of Balranald.

The Park has a web presence at www.balranaldcaravanpark.com.au and <http://www.balranald.nsw.gov.au/index.php/visitor-information/accommodation>

The Caravan Park is registered with the Automobile Association of Australia and has achieved a four star rating that will require a concerted effort from the successful Lessee to be sustained in future years.

Council provides for some joint advertising in its annual budget and may consider other marketing opportunities, subject to adequate consultation with the successful Lessee.

RMS Park Software is used at the Park to provide basic market research reporting opportunities. The successful Lessee will be required to provide a back-up of data each month to Council for storage off-site.

Recent search on WIKI Camps yielded a score of 4.4 out of 5 and is highly rated by users (29.04.2017 by 71 users).

3. BALRANALD VISITOR STATISTICS

Recent RTA traffic counts suggest that in excess of 500 vehicles a day travel on the Sturt Highway through Balranald. A significant number of visitors to the Balranald Visitor Information Centre are on their way to or from Mungo National Park and Yanga National Park.

The table below gives an outline of Visitors to the Balranald Visitor Information Centre

Walk-In Statistics				Serviced Enquiries
	<u>2014/15</u> 3 years ago	<u>2015/16</u> 2 years ago	<u>2016/17</u> Last year	Please note number of walk-ins actually serviced by staff at AVIC, rather than walk-in numbers
July	407	831	1113	
August	312	1015	1260	
September	535	1463	1595	
October	372	1400	14500	
November	207	949	1021	
December	400	663	698	
January	758	800	1129	
February	410	634	747	
March	871	1300	1170	
April	1110	1553	1630	
May	832	1337	1504	
June	908	1063	1073	
Year to Date	7122	13008	27400	

4. Lessee Payment

A fortnightly fee is made to the lessee based on income from fees and charges, currently 60%.

The Lessee is responsible for their own public liability insurance, electricity, gas, chemicals and general day to day maintenance costs. The Lessee is responsible for the supply of linen and all fees from linen hire go to the lessee. They will also supply any equipment needed for park maintenance such as mowers and trimmers.

The current Lessee has linen and other equipment they may wish to sell. This is a matter for the parties to negotiate.

Council is responsible for capital improvements, property insurance, its own public liability and rates.

5. PARK INCOME AND EXPENDITURE HISTORY & ESTIMATES

Details of the caravan park's income is expressed in the following table:

BALRANALD CARAVAN PARK RELATED INCOME AND EXPENDITURES			
	2016/2017	2015/2016	2014/2015
Operational Expenditure			
Management Fees	271,085.46	280,758.59	297,937.26
Repairs & Maintenance	47,102.87	26,060.63	43,105.34
Insurance	5,922.85	7,796.55	6,226.31
Rates & Charges	30,469.29	27,300.86	19,149.40
Telephone	2,800.55	2,710.20	2,637.04
Capital Expenditure	17,440.00	49,889.14	35,515.91
Income			
<i>Caravan Park</i>			
Gross Fees income	433,409.28	431,796.24	461,245.01
Washing Machine Charges	1,026.35	218.18	554.54
Caravan Rental [Caravan Park House Rental]	7,200.00	9,421.00	8,675.00

NOTES: All figures shown are net of GST.

6. RESIDENCE

The successful Lessee will enjoy the comforts of a well-kept modern residence with river views. Council charges a market rental for the caravan manager's residence and this amount will be calculated as part of the total fees and charges income. The residence includes front of house office and foyer space that is intended for use as a kiosk/retail outlet, for example, for grocery and personal supplies, drink or beverage machine, and fishing tackle and bait. All income generated through this facility will be available to Lessee.

The Lessee shall pay all electricity and gas charges in relation to the residence and office and shall pay the cost of telephone calls. Council will pay the cost of telephone line rental and water consumption to the dwelling. The Superintendent or his appointed delegate shall have right of entry for the purposes of inspection of the dwelling upon giving two days' notice in writing in advance to the Lessee.

7. LESSEES RESPONSIBILITIES

Lessee are responsible for the operations of the entire holiday park. While guests are enjoying themselves, Lessees have their work cut out for them taking care of the many behind-the-scenes tasks that contribute to an efficiently run, clean and comfortable facility in which guests can enjoy themselves.

Typical responsibilities include but are not limited to:

- Reception – Check-in/Check-out using RMS, answering emails, selling tours & kiosk items, taking phone calls, setting up free wifi accounts, offering information on the local area
- Customer service - developing a rapport with customers, backing caravans onto sites, sorting out complaints, assisting holiday van owners and park residents
- Back Office – data entry, banking, reporting, administration, purchasing, budgeting
- Amenity and Cabin cleaning
- Maintaining park grounds, security and OHS – mowing, landscaping, pool maintenance, waste management, conducting inspections, looking for potential hazards
- Sales & Local Marketing – park newsletters, running activities and social events, meeting with local businesses and tourism information centre
- Staff Management – recruitment, induction, training, payroll, and performance management.

What skills do you need?

Council seeks Lessees who can demonstrate:

- Passion for customer service and sales, great people skills and a willingness to exceed customer expectations
- A 'hands-on' management style – being visible to park guests at all times and jumping in when staff need your help
- Ability to think quickly and solve problems
- Drive and enthusiasm to approach managing the park as more than 'just a job'
- Experience in or ability to rapidly learn Reservation Management Software (RMS)
- Intermediate skills in Microsoft Office, Outlook, Internet Explorer & ability to troubleshoot basic computer issues
- Trade or handyperson skills
- Understanding of OHS Legislation and practical application in the workplace
- Exposure to staff management, recruitment, payroll and wage budgeting
- Administrative, organisational and time management skills
- Attention to detail
- Entrepreneurial flair
- A natural affinity with our corporate culture, values and service standards

8. LESSEE SELECTION CRITERIA

Written expressions of interest should address the following Lessee Selection Criteria

- Relevant business experience in the hospitality or similar sector.
- Demonstrated public relation experience and customer service skills.
- Relevant Tourism/Visitor Industry marketing and promotions skills.
- Relevant financial management skills and experience including use of specialised computer software.
- Knowledge of WHS legislation and other relevant government legislation.
- Knowledge of Local & Regional Tourism industry and attractions.
- Ability to comply with Council's Code of Conduct.

9. WRITTEN EXPRESSIONS OF INTEREST

Expressions of Interest should be marked CONFIDENTIAL and addressed to:

Caravan Park Lessee
General Manager
Balranald Shire Council
PO Box 120
BALRANALD NSW 2715

Expressions of Interest must be received by 12 noon on Tuesday 17th October 2017. Interviews could be held during the week of October 23rd 2017.

10. LEASE TERMS

This will be offered on a 2 year lease term.

11. FURTHER INFORMATION

Further information including a draft copy of the lease may be obtained by contacting Andre Pretorius at Balranald Shire Council on 03 5020 1300 or council@balranald.nsw.gov.au