



Proposal for Councils to increase economic activity in remote and regional Australia by working with AMA Camps to support and cater for the expansion of the self-contained and self-reliant RV and caravan sectors.



INTRODUCTION

For many years now we've been working with local government across Australia to develop progressive policies to grow the camping sector by providing more options for families as they travel our beautiful country.

Through AMA Camps landowners affiliate with us through an upfront yearly fee. All campsite users join AMA Camps Pty Ltd (the membership company). Members book to camp through the AMA Camps booking program which directs the booking fee to the landowner. We stay out of the user/ landowner transaction altogether. Membership of AMA Camps Pty Ltd is \$50 for 2 years.

Under our model there are five different types of camps based on successful international examples.

Home Camps

Free overnight driveway or yard parking for your self contained RV. Make new friends and sleep soundly at an AMA Home Camp.

Private Camps

Campsites on private property that can accommodate a small number of caravans, motorhomes and tents. A more affordable way to get outdoors.

Club Camps

One of the main benefits of becoming a member of AMA Camps is the exclusive access you'll receive to our 'member only' sites. As soon as you stay on a club camp you'll be so pleased you joined. This is to do with the Association of Motorcycle and Automobile Camps Ltd securing and leasing land from Councils to establish our own campgrounds.

Member Camps

Properties owned by members for use by those members only. Share in the cost of buying land for camping and associated activities through an AMA Co-operative.

Holiday Camps

Camps for kids on school holidays to get outdoors and learn to drive and ride motor vehicles in off road areas.

Opportunities for Local Government

AMA Camps is a part of the broader national AMA family, which among others includes the Association of Motorcycle and Automobile Clubs Ltd (AMA Clubs) the parent body to its group of not for profit national, state, regional and local subsidiary companies. These organisations are about local grassroots participation in recreational vehicle and motor vehicle sport and recreation, education, and associated social activities. The AMA Clubs is officially a camping and caravanning club the mission of which is to develop, promote and protect the recreational vehicle and motor vehicle lifestyle.

“AMA Camps already works with landowners; but having a more strategic approach with your Council is our goal.”

The Australian Motorcycle Association for example is the national motorcycle sport subsidiary, which represents the interests of motorcycle riders and clubs across the following sectors: adventure, enduro, motocross, trials, road, scooter and ATV / quad bike. The AMA's motorcycle division is currently the fastest growing Association for the sector in Australia and is known for having the most progressive insurance platform for drivers and riders; with over 40,000 thousand members the motorcycle division insures hundreds of clubs and many thousands of participants every week.

We've proven time and time again that managing access to our natural environment and building relationships through education is the key to success; not locking people out of areas. Hence, based on both national and international examples AMA Camps would like to partner with local governments to develop innovative solutions that cost very little, yet bring huge amounts of economic activity to rural and regional towns.

CASE STUDY



The Blue Derby mountain bike facility in Tasmania is the brain child of four young locals who wanted to design and build a series of mountain bike trails through the old tin community of Derby.

The project officially opened on 7th February 2015 and now has over 125km of purpose built mountain bike trails.

What makes this project exceptional is that the lads started with nothing and now bring millions of dollars of investment into a town that was dying. Their moto all along: "BUILD IT AND THEY WILL COME." They sought government support for the lease of land and have since run legs of the World Enduro Mountain Bike Series creating a spectacle few thought possible.

We have one of the most progressive insurance platforms in Australia insuring hundreds of clubs and thousands of members every week.
It's called **PEACE OF MIND.**



LOCAL GOVERNMENT COME ON BOARD

Tablelands Regional Council

In January 2022 the Tablelands Regional Council (TBC) in Queensland sought public consultation and submissions into amendments to their Planning Act that would allow the following:

- Private land-owners to accommodate RV and self-contained vehicles and campers.
- Allow up to six self-contained RVs on-site (private land) at any one time without a development permit providing certain conditions are complied with.
- Council also highlighted that in some areas 20 self-contained vehicles will be able to stay without a development approval, but they must be on a site that is two hectares or larger.
- The maximum length of stay was codified as: 13 consecutive nights in the Rural Zone (Agricultural Investigation and Broad Hectare Precincts) and six consecutive nights in all other relevant zones.
- In terms of costs to private landowners, the proposal was couched under the heading of Nature Based Tourism with the TBC advising that the majority of Nature Based Tourism uses would only attract charges for Council-controlled roads and public open space, in which case the charges would be reduced (from \$2,500) to \$750.00 per accommodation site.

In our submission we supported the TBC. The initiative was very exciting and would bring millions of dollars of additional economic revenue into the area without the need of wholesale regulatory reform or large scale infrastructure investment. The proposal was exciting as it also supported many small and medium businesses and land-owners who were still recovering from COVID related restrictions.

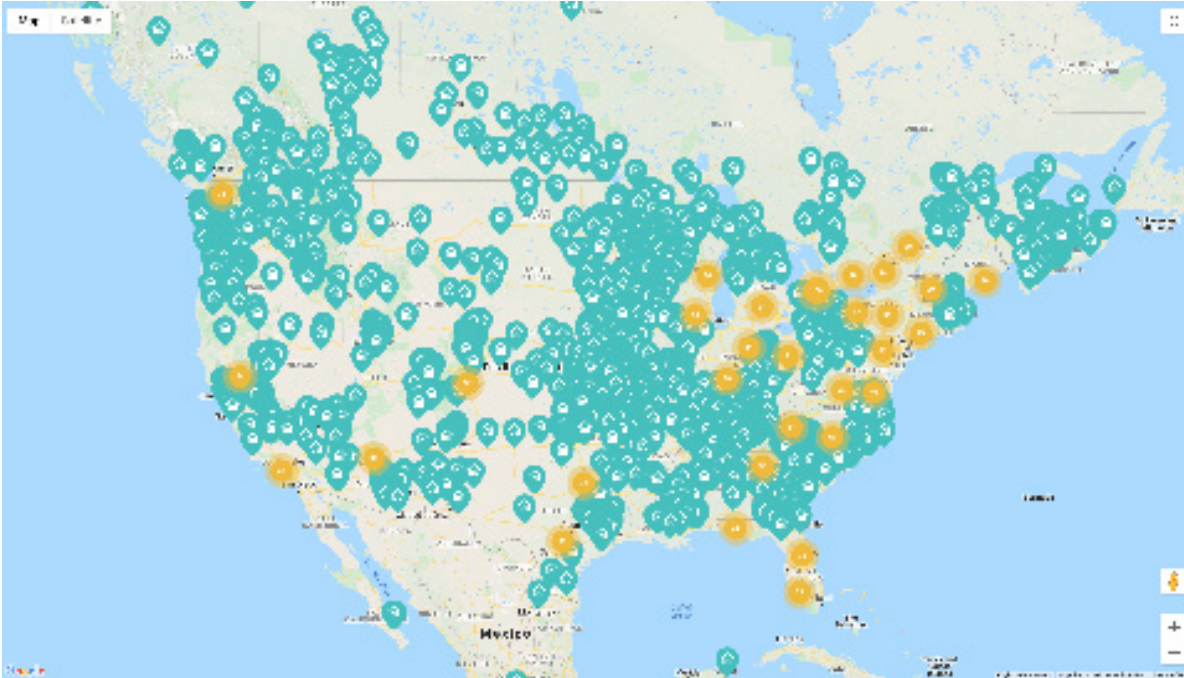


As the popularity of caravanning and camping increased internally due to COVID travel restrictions, traditional caravan parks couldn't cope with the demand. At the same time the desire from private landowners to welcome travellers onto their properties - similar to AirBnB - grew rapidly. Given the potential benefits of having grey nomads and other travellers staying on private land close to places where they might spend money, Gympie Regional Council in Queensland has also eased some of its restrictions. And so Council agreed to double the number of caravans, tents or cabins allowed on a private property without a development application approval.

INTERNATIONAL CASE STUDIES

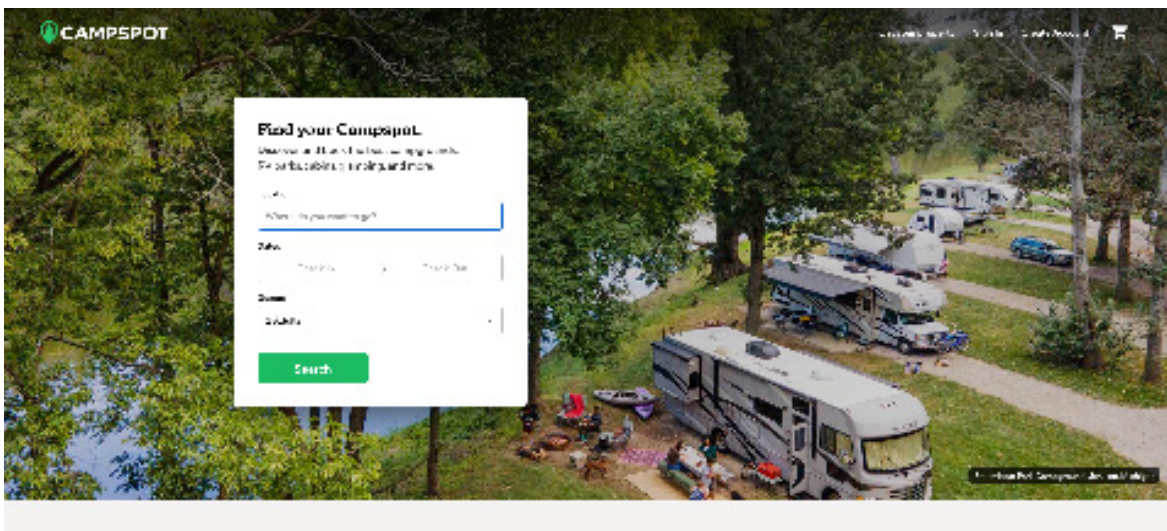
Boondockers - USA

Boondockers (<https://www.boondockerswelcome.com>) in the USA has a system where RV campers can stay at thousands of properties for free.



CampSpot

Campspot is the leading online marketplace for premier RV resorts, family campgrounds, cabins, glamping options, and more. Founded in 2015, Campspot was created to bring a modern booking experience to the camping industry. At that time, nearly half the campgrounds in the US were not taking reservations online and so the founders of CampSpot believed they could help more people experience the great outdoors if they brought a modern solution to this problem. It was this same problem-solving spirit that drove them to launch the CampSpot Marketplace in the winter of 2020, which has helped thousands of campers research and instantly book from over 130,000 campsites.



WHAT ISN'T WORKING?

There are a number of camping / outdoor platforms in Australia for 'free camping' options that are quickly becoming problematic for policy makers. We won't name them other than to say our focus is on delivering high quality self-contained options with the support of local government via a platform that delivers a seamless booking system.

In our view and similar to recent reforms in New Zealand the 'free camping' environment needs to be cleaned up. Users are constantly disappointed as the images and reviews don't match expectations. This is why we believe local government has a major role to play in increasing opportunities through creative regulatory reform, whilst ensuring strong rules apply.

Traditional Caravan Parks

Traditional caravan parks have served a great purpose and continue to do so. The caravan sector raised concerns about the expansion of self-contained RVs across the Tablelands Shire, citing a decline in business if the Shire was to go ahead with their proposal to allow RVs on private land. We disagreed as the policy, community and economic arguments they placed didn't stack up when you empirically look at the evidence.

1. Traditional caravan parks

Travellers are looking for an experience. Traditional caravan parks don't always provide that. We accept the traditional model is great for families - pool and playgrounds - but there is a larger demographic who want a less 'vanilla' and yet the more authentic experience that we provide.

2. Economic elements

We argued very clearly that the most salient and positive aspect of the Tablelands proposal was the spread of economic activity across the Shire. More self-contained options across the Shire meant the economic spend was felt more broadly by the small and medium business sector. Cafes that would not otherwise benefit from a fixed caravan park across town, now would as campers were located closer to them on private land.

Secondly, the argument that traditional caravan parks will lose business as private land is opened up to self-contained camping doesn't stack up. Currently in key areas across Australia fixed caravan parks are constantly full. Families need to book months in advance and often miss out, and yet the overall potential capacity - if additional venues were approved - is significantly more than current capacity. Just because a fixed caravan park has a capacity of 120 sites doesn't mean only 120 people want to visit the area. The increased economic potential of adding capacity is enormous for local government.

3. Social elements

The Victorian Government recently passed legislation to free up crown land - crown land controlled by farmers for decades - for the purpose of camping. The concept primarily targeted river frontage crown land. The decision has and will cause more problems than it solves. Alternatively, our model delivers so much more for the community:

- Our model is community focussed. By virtue of spreading self-contained camping across a shire, more community involvement takes place as people mingle and meet more often at the 'local' on a daily basis.
- Unlike in Victoria where farmers are furious, our model has broader community and business buy-in and support.
- It stands to reason that crime will decline as more people engage, interact and experience unique experiences more broadly throughout the shire.

Numbers of RVs and Caravans on site

When working with Shires we've argued that there should be a defined calculation of allowable self-contained campers based on the size of the property and number of sites offered by the landholder; as opposed to setting an arbitrary maximum number per property regardless of the properties size. We say this because in some instances a landholder may have a large property and four separate camp areas spread across hundreds of acres. On this basis the landholder may be able to accommodate six self-contained RVs at each location, adding up to 24 RVs at any one time. On this basis, arbitrarily capping the total number by property alone, regardless of property size and the number of camping options, doesn't make sense.

Fees and charges

We've argued to Shires / Councils that landholders wishing to invest and take advantage of planning changes - including organisations like us - will need to know up-front what Council will charge them prior to being a part of any program.

Demand on council infrastructure

Clearly increased patronage will add an additional demand on Council's infrastructure. What needs to be noted though is that we are talking about 'self-contained' and 'self-reliant' recreational vehicles. Many of them can stay on the road for weeks without accessing local infrastructure.

We've also argued that providing facilities like dump points, free of charge, actually helps ensure compliance and goes a long way to showing genuine support for those spending serious money throughout the Shire.

In New Zealand, rules forcing all free-campers in campervans to be self-contained were welcomed, but local government failed to support the initiative with additional infrastructure solutions. Whilst these RVs were legally obliged to have the mandatory 'self contained' sticker on the vehicle, campers were still forced to break the rules by parking overnight in shopping centre car parks. Local governments failed to provide simple yet cost effective support - in this instance areas for motorhomes and campervans to park self-contained overnight - in return for the millions of dollars of additional revenue tens of thousands of campers brought to regions. These mistakes can be easily avoided via simple yet cost effective solutions.

Lastly, there is no doubt that our initiative will increase economic activity across the region. In our view the economic benefits of this outweigh any need to charge additional fees. Our argument is that many small towns are dying due to a lack of patronage. We argue that a cafe owner does not start to charge patrons for the use of their toilets when they experience an increase in sales and patronage by 50%. They gratefully take the additional revenue and invest in additional infrastructure to support the increase in business. They don't penalise those spending money in their cafe.

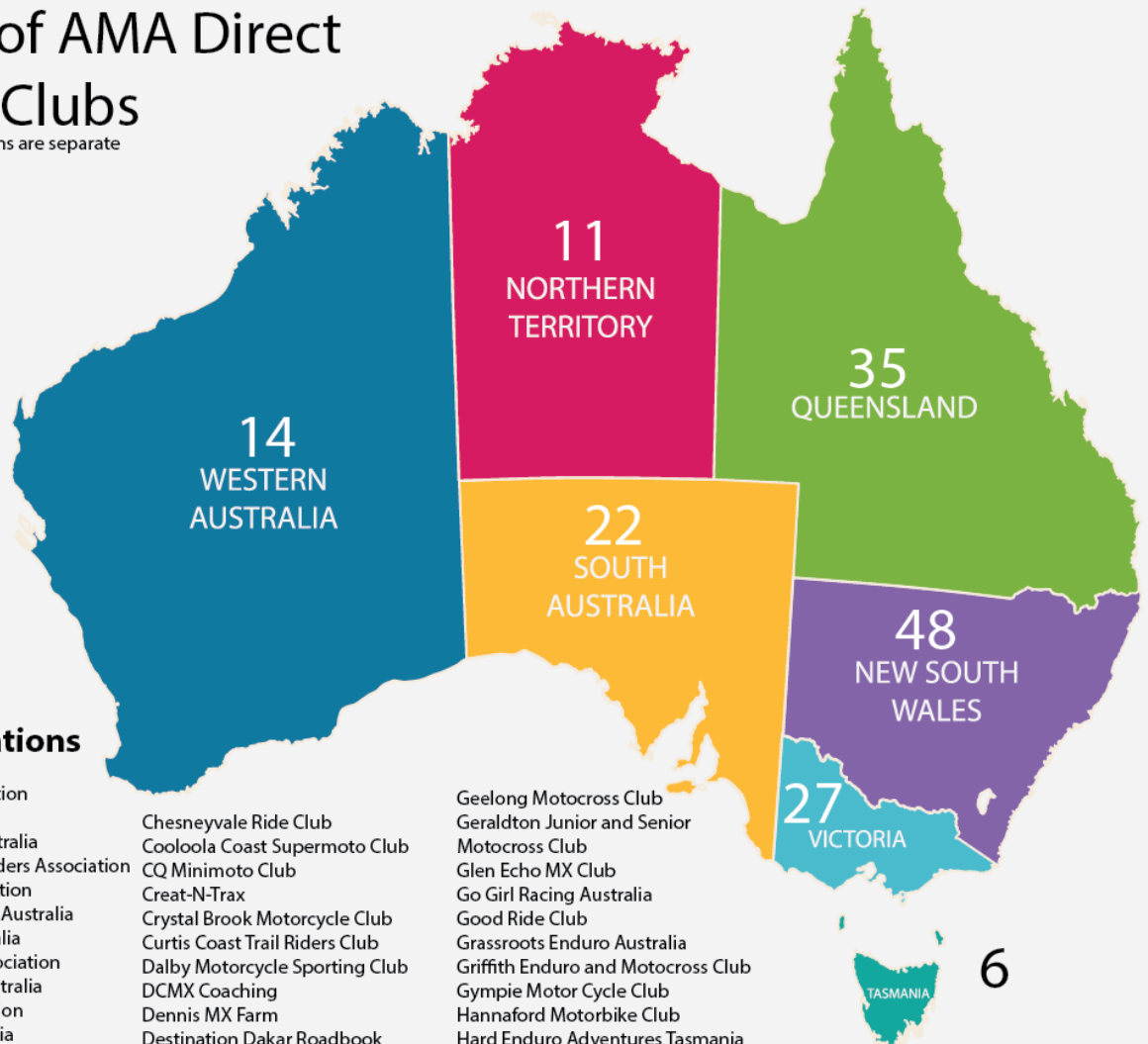
Environmental concerns

Allowing private landowners to accommodate self-contained RVs isn't a new concept. It has successfully been implemented around the world and has posed few concerns in areas where environmental regulations are strict. North America allows thousands of private properties to accommodate self-contained camping and with a strong focus on environmental sustainability, the model works.



Number of AMA Direct Member Clubs

Note: Clubs and Associations are separate entities



Affiliate Associations

- Eudunda Motorcycle Association
- 4WD Association of Australia
- ADV Rider Association of Australia
- Australian Motorcycle Trail Riders Association
- Bell State School P&C Association
- Camper Trailer Association of Australia
- Caravan Association of Australia
- Cooyar State School P&C Association
- Dual Sport Association of Australia
- Emerald Motorsport Association
- Enduro Association of Australia
- Eudunda Motorcyclist Association
- 100% Race Ready
- Adventure Riders Ranch
- Alpine Motorcycle Club
- Ararat Motorcycle Club
- Aussie Indian Ride Rally Record
- Australian Trials Academy
- AuStrom RidersAyr
- Motor Cycle Club
- Bairnsdale and District Motorcycle Club
- Bendigo Motorcycle Club
- Berrigan Motorcycle Club
- Big Bike Tours
- Bike You Riders
- Box Hill Motocross Club
- Broome Motocross Club
- Bundaleer Motorcycle Club
- Bywanna Brag Motorcycle Club
- Cambridge Ride Club
- Capricorn Dirt Riders Club
- Caslick Clinics
- Casterton Sporting Motorcycle Club
- Central Queensland Trials Club
- Central Vic MX Club
- Cessnock Motorcycle Club

- Chesneyvale Ride Club
- Cooloola Coast Supermoto Club
- CQ Minimoto Club
- Creat-N-Trax
- Crystal Brook Motorcycle Club
- Curtis Coast Trail Riders Club
- Dalby Motorcycle Sporting Club
- DCMX Coaching
- Dennis MX Farm
- Destination Dakar Roadbook
- Adventure Club
- Diamond Valley Motorcycle Club
- Dirt Dayz
- Edenhope Motorcycle Club
- Elite Ride Training
- Extreme Quad Riders NQ
- Flinders Ranges Motorcycle Riding
- Flat Track Association of Australia
- Glenmorgan State School P&C Association
- Kaimkillenbun State School P&C Association
- Kalbar State School P&C Association
- Kia Ora School P&C Association
- Hill Climb Association of Australia
- Historic Association of Australia
- Inglewood State School P&C Association
- Mini Moto Association of Australia
- Moto Gymkhana Association of Australia
- Moto Parks Association of Australia
- Motocross Association of Australia
- FNQ SXS Club
- Fuzz Farm Motocross

- Geelong Motocross Club
- Geraldton Junior and Senior Motocross Club
- Glen Echo MX Club
- Go Girl Racing Australia
- Good Ride Club
- Grassroots Enduro Australia
- Griffith Enduro and Motocross Club
- Gympie Motor Cycle Club
- Hannaford Motorbike Club
- Hard Enduro Adventures Tasmania
- Hartley Valley Owners Club
- Helping New Motorcyclists Club
- Hinterland Enduro Junior Development Club
- Ingham Dirt Bike Club
- JMIRB Motocross Club
- Jurien Motor Cycle Club
- King of the Hill Club
- Koondrook & District Motorcycle Club
- Krusics Motorcycle Club
- Ku-Ring-Gai Mini Wheels
- Logan River Motorcycle Trials Club
- Mallee Single Track Riders
- Meredith & District Motorcylce Club
- Midwest Enduro Club
- Miles Memorial Trail Ride Club
- Moonta Dirt Bike Club
- MORNINGTON PENINSULA MOTORCYCLE CLUB
- Motorcycle Endure Riders Club
- Motorcycle Friendly Town Wauchope
- Mount Gambier Junior Motocross club
- Myrtilford Speedway Club

- Nhill Motor Sports Club
- North Coast Enduro Riders
- North Queensland Vintage Motocross Club
- ClubNQ Dirt Bikettes
- Oakleigh Motorcycle Club
- Otway Enduro Club
- Motorhome Association of Australia
- Nanango Motorcyclist Association
- Personal Watercraft Association of Australia
- Powersports Association of Australia
- Quadriders Association of South Australia
- Road Rider Association of Australia
- Scrambles Association of Australia
- Southern Queensland Trials Association
- Supermoto Association of Australia
- Trail Rider Association of Australia
- Trials Association of Australia
- Wildwood Motorcyclist Association

LOCAL GOVERNMENT PARTNERING WITH AMA CAMPS

Partnering with AMA Camps

In our view the first step is zoning and ensuring the concept of self-contained RV and caravanning sits within a flexible yet compliant planning regime. The second element which is often missing is the linkage between the initiative and ongoing support from Council to grow the idea.

As noted, Councils around Australia are reshaping planning regimes to accommodate these ideas.

This has allowed App based booking systems like ours to take hold of the changes and work with landowners seamlessly. But there is one element always missing: there is rarely if ever a 'value-add' or educational component.

Local Councils have a genuine role to play in supporting the likes of AMA Camps to make these initiatives a success. In our view the partnership should not cease at the point of planning changes. We'd like to see Councils work with us, to explore how we can make these changes even more exciting and economically more successful for the region and your communities.

How does this look?

AMA Camps already works with landowners; but having a more strategic approach with your Council is the key to success as we map out broader infrastructure, marketing and tourism plans. For example:

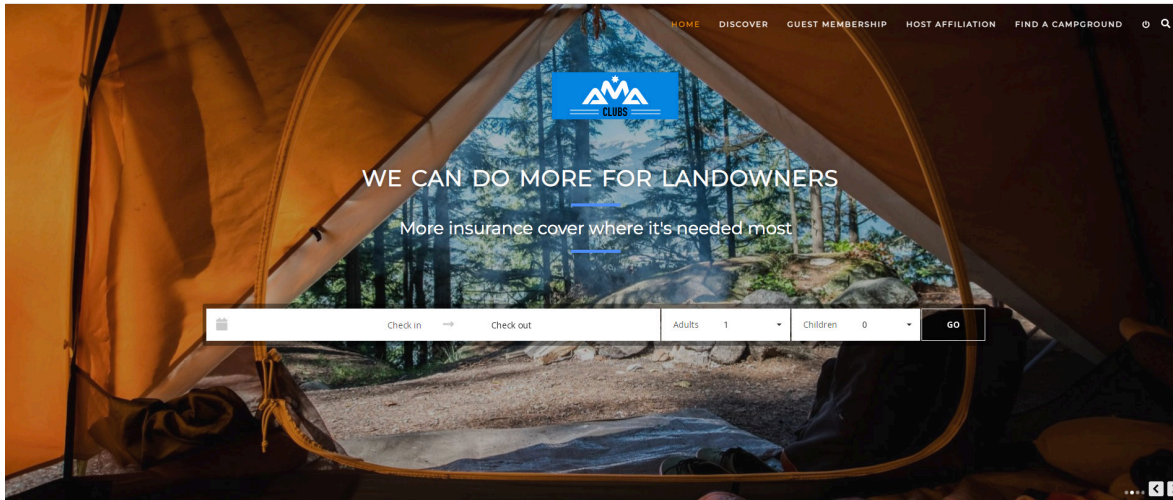
- Liaise with us so we can promote, through our national network, local events throughout your region. Let us promote jazz festivals, agricultural shows, wineries, breweries, art galleries etc, on a consistent basis; thereby bringing people to your region from across the country.
- Rather than just have an App based 'booking system' - which is what everyone has these days - work with us to educate campers on environmental issues. Let's talk about the environmental uniqueness of your region. In our view, engagement, relationship and ongoing education is the key.
- Our alliance with TREAD Outdoors is an amazing partnership and a great example of what can be achieved. TREAD Outdoors works with traditional Indigenous owners and Land Councils to secure preferential access to key camp areas on traditional lands. TREAD Outdoors has a certification process and all members must display a TREAD Outdoor sticker with a unique number linked to their registration. Poor behaviour means that members lose access all together; there are no exceptions.
- Moreover, whilst TREAD Outdoor members secure exclusive access to traditional land, traditional owners are asked through the initiative to run cultural awareness programs for campers. It's an amazing connection where traditional owners share what 'country' means to them to camping families and their children. Doing so builds relationship and ensures camp sites are left clean for the next traveller.
- In our view, similar ideas and programs around Indigenous history and culture - and not just exclusive to Indigenous people - to link campers with your region, can and should also be explored.

Summary

The TRC proposal in far-north Queensland has our full support. It is a great initiative with significant economic benefits. We will now reach out to landowners throughout Shire and continue to work with the TRC to ensure the project is a success.

The model can be easily replicated by other Councils and for those nervous about full scale planning reforms, even trialled. We would be delighted to support a trial project with Council. Sometimes taking small steps makes a lot of sense. We can then refine and adapt the program to suit your region.

OUR OWN BOOKING SYSTEM

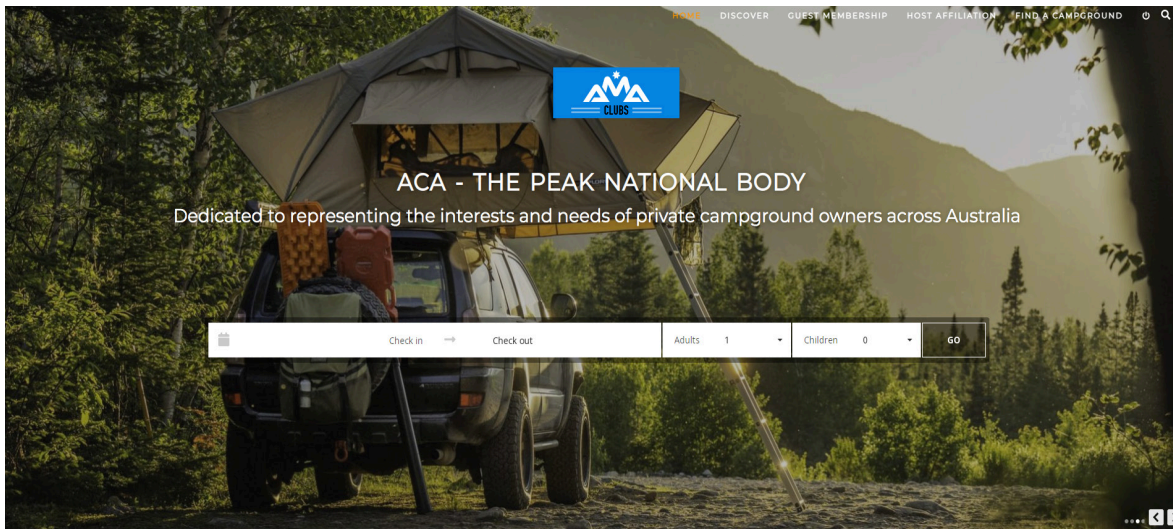


HOME DISCOVER GUEST MEMBERSHIP HOST AFFILIATION FIND A CAMPGROUND

AMA CLUBS

WE CAN DO MORE FOR LANDOWNERS
More insurance cover where it's needed most

Check in → Check out Adults 1 Children 0 **GO**




HOME DISCOVER GUEST MEMBERSHIP HOST AFFILIATION FIND A CAMPGROUND

AMA CLUBS

ACA - THE PEAK NATIONAL BODY
Dedicated to representing the interests and needs of private campground owners across Australia

Check in → Check out Adults 1 Children 0 **GO**

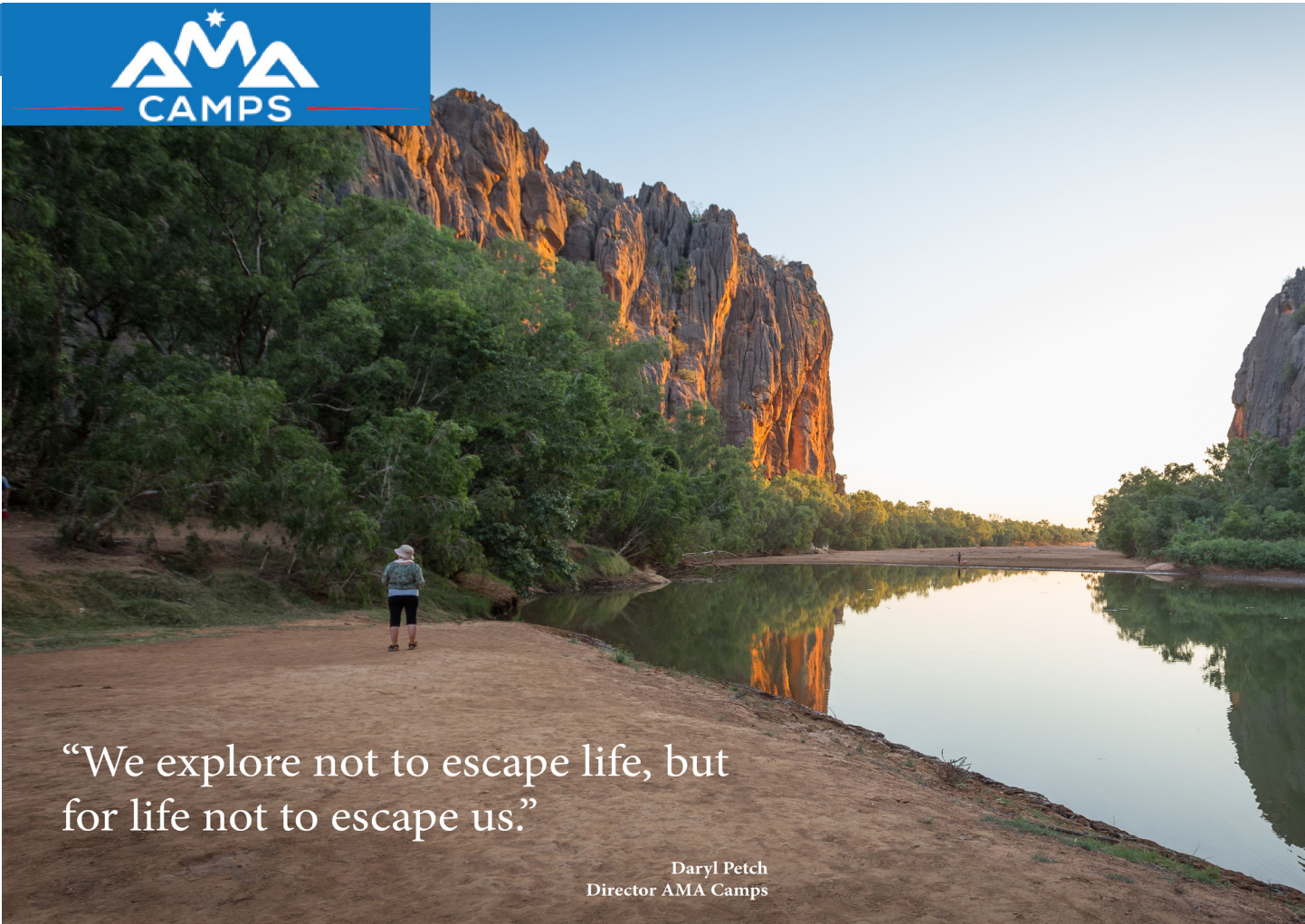


HOME DISCOVER GUEST MEMBERSHIP HOST AFFILIATION FIND A CAMPGROUND

AMA CLUBS

OWN LAND? EARN MONEY WITH AMA CAMPS
Host our community of good-natured members on your land

Check in → Check out Adults 1 Children 0 **GO**



“We explore not to escape life, but for life not to escape us.”

Daryl Petch
Director AMA Camps



The Australian caravan trade industry:

- Contributed \$4.5 Billion pa in revenue
- Generated 21,000 full time equivalent jobs across 4,300 trade businesses.
- In 2019 there were 679,393 RV registrations nationally.
- Those aged 55+ consumed 43% of total overnight stays.
- 42% of caravan occupancy numbers were on powered sites.

The economic value for local government is extremely significant.



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