



Tourist parks and tourism planning

Our services

The team at Locale Consulting has specialist knowledge, experience and a significant track record in providing advice to tourist park operators and on tourism projects. We can deliver the right skills mix to meet your project needs. Our services include:

/ Business planning

We have completed a number of strategic and detailed business plans and business cases for council operated tourist parks and related areas. These projects are typically designed to improve financial performance and to establish a mechanism for measurement and reporting of their success.

/ Concept plans and master plans

Locale Consulting has developed a wide range of concept and master plans for tourist parks and tourist projects. To inform the design process, we are always responsive to critical environmental, social and economic issues whilst balancing the functional and aesthetic expectations park operations.

/ Planning assessments and advice

Many tourist parks require regulatory approvals under the planning or local government legislation. We have prepared numerous documents for approval including reviews of environmental factors and statements of environmental effects. We also provide planning advice on other tourism related projects.

/ Plans of management

Locale Consulting has a significant track record in developing Plans of Management (POM) for council owned and managed land including Crown land. Often these locations have a tourism focus, being located on prime coastal or foreshore land - as we see with many coastal tourist parks.

Our recent experience

Locale Consulting have been involved in a wide range of destination and tourism related projects for both State and local government providers in NSW.

Holiday Haven Tourist Parks

Business development plans

Locale prepared combined business and strategic plans for 12 tourist parks located throughout the Shoalhaven. This included the development of five-year master plans setting out the key development opportunities, indicative land uses and exploration of recreational and site values. Park performance was measured, and models established to provide a clear picture of future potential and the capital works required to achieve them.

Huskisson Beach Tourist Park: Recreation hub masterplan

Locale prepared concept plans and a outline case for a 'flagship' recreational hub at the Huskisson Beach Tourist Resort. This envisaged the comprehensive redevelopment of part of the site to integrate new recreation and entertainment facilities for park users.

Planning advice and approvals

We provide ongoing planning services to ensure all master planned upgrades to Holiday Haven Tourist Parks are approved under Part 4 and Part 5 of the *Environmental Planning & Assessment Act 1979*.

Reflections Holiday Parks

Planning advice and approvals

Locale Consulting has recently completed Reviews of Environmental Factors for Reflections at Evans Head, Clarkes Beach and Bonny Hills. We have also provided advice on the upgrade of Whites Cottage - with complex issues relating to heritage and coastal management.

Eurobodalla Shire Council

Narooma Destination Master Plan (incl. foreshore & sports precinct landscape master plans and plan of management)

As part of an integrated project across a larger project area, Locale worked with the Eurobodalla Shire Council to undertake a Destination Master Plan for the "Narooma Flats" foreshore area.

The project included a range of activity areas, including a range of sporting, caravan park and community facilities. The project seeks to establish a long-term vision for the area from an economic development perspective and through a "visitor lense".

Shoalhaven Tourism

Regional Growth - Environment and Tourism Fund

Locale assisted Shoalhaven Tourism to develop an initial EOI followed by detail application / business case for the major projects round of the Environment and Tourism Fund. This required identification of suitable and deliverable projects that could best meet the requirements of the fund - with a focus on tourism, economic development and environment. The comprehensive works package, valued at more than \$8 million, received more than \$5 million through the successful grant process.

Shoalhaven events guidelines

Locale worked with Shoalhaven Tourism to review and update the process and documentation relating to events in public spaces of the Shoalhaven. The project evolved from the decision to make events exempt development on public land, meaning that development applications were no longer required.

Destination Sydney Surround South

Destination weddings project

Locale Consulting is currently working with Destination Sydney Surrounds South (DSSS) reviewing the land use planning approaches to destination weddings / conferencing opportunities in DSSS's six LGAs.

The project explores the barriers and opportunities for the area in relation to the high value industry. This has involved in depth research, analysis and consultation in order to find a way forward on a deceptively complex issue, but great rural tourism opportunity.

Our approach

We approach projects with our local government clients in a deliberate and considered way. We understand the difficulties of balancing community, councillor and industry desires - often being very different from each other.

With this in mind, our approach is:

- / **Tailored to the local context** - We take time to visit and appreciate the context of the site or area, speak with relevant council staff and other stakeholders where necessary. Most importantly, we listen and respond to your ideas and the community.
- / **Responsive to your needs** - Locale is a reactive and nimble organisation and we are well positioned to work co-operatively and flexibly with you. We believe a partnership is required to capitalise on the skills and available local knowledge.
- / **Realistic and feasible** - We know that our approach must be consistent with the brief and available resources. We work with you to ensure that our services are well targeted, offer value for money and are within your budget constraints.

A core strength is our community engagement expertise, with four staff holding formal qualifications from the International Association for Public Participation Australasia (IAP2).

Combined with our mix of technical, practical and theoretical skills ensures that we approach planning proposals with a unique depth of knowledge and the ability to communicate these with our communities.



400+

COMPLETED
PROJECTS



30+

LOCAL COUNCIL
CLIENTS



Our team

Our team is committed to improving the outcomes for our regional communities and delivering fundamentally good planning results. Together we bring a strong skill set that covers strategic and statutory planning, community engagement and project management.



Steve Thompson
Director Planning & Strategy

For more than 20 years Steve has worked across many areas of strategic and development planning, transportation, consultation, economic development and urban design. From initial professional experience in architectural offices, to being employed as a policy advisor to the Lord Mayor of Sydney, senior positions with GHD and now having established Locale Consulting, Steve brings together many of the skill sets that are required to understand tourism and economic development opportunities. Steve holds formal qualifications in planning, government administration and public consultation



Cinnamon Dunsford
Principal Planner

Cinnamon is a Registered Planner and experienced community engagement practitioner with 20 years' experience in the local government sector. She has a range of strategic, coastal, rural, environmental and economic planning experience.

Cinnamon holds the leading qualifications in community engagement from IAP2 and is known for her fantastic facilitation and communication skills. Cinnamon is also valued for her experience and skill in holistically managing all stages of planning projects. This includes preparing strategic planning documents, then moving through the consultation phases and into the development implementation.



Katrina Burbidge
Principal Planner

Katrina is a highly regarded planner with over 20 years' experience. She has worked on a broad range of projects with her experience taking her internationally, as well as within state government, local government and the private sector.

She joined the Locale team in 2019 after five years as a Senior Planner with the Department of Planning and Environment where she was responsible for leading the development of the North Coast Regional Plan and New England North West Regional Plan, as well as assessing gateway determinations and advising on the planning legislation and system.

Contact us

To discuss how we can assist your council or organisation with your next tourism project, contact:

Cinnamon Dunsford:

T 0401 447 603

E cinnamon@localeconsulting.com.au