



Broomehill Caravan Park

5 Year Plan

Table of Contents

Table of Contents	2
Introduction:	2
Occupancy Rates:	2
Current Works Identified	3
Other Proposed Upgrades & Improvements	3
Pricing & Bookings Policy	3
Aerial Photo (Current):	4
Customer Site Plan (Current):	5
Site Plan (Current):	6
Proposed Improvements (5 Year Plan):	7
Proposed Improvements (Site Plan)	8

Introduction:

Built in 2001, the Broomehill Caravan Park has 8 sealed/powerd caravan bays, a 1 bedroom cabin and a 2 bedroom cabin, located within a picturesque parkland setting. A barbecue & gazebo, picnic table on green grass and laundry (washing machine and dryer), all in close walking distance to the townsite, round out the facilities. A locked Dump Point (No Chemical Treated Waste) is also available. The park has an excellent reputation and is popular amongst travellers with little promotion being undertaken.

Two grass powered caravan bays also exist at the entry to the park, however, these are rarely booked out to customers. Unpowered sites, especially for modern, self contained van's are also not well defined.

This plan is the first step in identifying possible improvements that can be undertaken by the Shire of Broomehill-Tambellup and setting a timeline to achieve such improvements. This plan will be reviewed and updated every two (2) years, commencing in 2025.

Occupancy Rates:

Occupancy rates for the 8 powered sites for the previous three years are as follows:

	Capacity	2019/2020		2020/2021		2021/2022	
		Nights	%	Nights	%	Nights	%
July	248	4	2%	7	3%	4	2%
August	248	67	27%	6	2%	4	2%
September	240	67	28%	17	7%	27	11%
October	248	25	10%	83	33%	31	13%
November	240	11	5%	16	7%	77	32%
December	248	13	5%	13	5%	72	29%
January	248	11	4%	15	6%	52	21%
February	224	15	7%	22	10%	30	13%
March	248	5	2%	62	25%	53	21%
April	240	0	0%	41	17%	64	27%
May	248	0	0%	16	6%	27	11%
June	240	4	2%	9	4%	9	4%
	2920	222	8%	307	11%	450	15%

Occupancy rates for the 2 cabins for the previous two years are as follows:

	Cabins		
	Capacity (Nights)	2021/2022	
		Occupancy Nights	%
July	62	8	13%
August	62	14	23%
September	60	16	27%
October	62	19	31%
November	60	50	83%
December	62	56	90%
January	62	28	45%
February	56	52	93%
March	62	60	97%
April	60	36	60%
May	62	0	0%
June	60	24	40%
	730	363	50%

Current Works Identified

The following upgrades are either budgeted for, or have been discussed, for the Broomehill Caravan Park:

1. New sign at entry;
2. Make on-line booking system available for public use;
3. New Cleaners Storeroom;
4. Repaint Ablutions (External); and
5. Additional Cabins.

Other Proposed Upgrades & Improvements

The Shire's Senior Management Team have identified the following improvements, over and above those listed in the previous section, for the Broomehill Caravan Park:

1. Create non-powered, self-contained camping areas;
2. Create unpowered (tent) camping area;
3. Provide drive through caravan bays;
4. Additional tree plantings surrounding the park, to shelter from the road and provide more protection from the weather; and
5. Create guidelines for pricing & booking decisions.

Pricing & Bookings Policy

It has been identified that direction is need with regards to accepting bookings and setting prices for the Caravan Park. It is recommended that a pricing policy/position be developed by the Shire to give this direction.

To commence this process, the purpose of the Shire owning and operating a caravan park needs to be defined. For example, is it to encourage tourism? Or is it to provide short stay workers accommodation for local industry and construction projects?

Staff receive booking requests of a variety of lengths of stays and need direction on what is acceptable. For example, are we willing to accept a 7 month workers accommodation booking and tie up a cabin so that it is unavailable for other purposes, such as tourism? Or is the goal to maximise revenue and accept any booking that results in the best occupancy rates & financial performance? Alternatively, should pricing be discounted for short stays for caravan sites (e.g. first 48 hours free) to encourage tourism and its subsequent economic activity?

Shire staff will develop a Council Policy that addresses these issues for the Broomehill Caravan Park in accordance with this 5 year plan.

Aerial Photo (Current):



Customer Site Plan (Current):



Site Plan (Current):



Proposed Improvements (5 Year Plan):

It is proposed that the following initiatives and upgrades be undertaken, in the year indicated, to address the issues identified in this plan:

	2023/2024	2024/2025	2025/2026	2026/2027	2027/2028
1. Bookings / Map:					
a. Make on-line booking system available for customer use and promote widely	x				
b. New sign at the entrance comprising (in addition to existing details):					
i. Site plan to enable self-check-in;	x				
ii. QR code link to on-line booking software					
c. Creation of Council Policy on Pricing and Booking Guidelines	x				
2. Buildings/Infrastructure/Grounds:					
a. Extend Ablutions to create new cleaners storeroom.	x				
b. Repaint Ablutions (External).	x				
c. Plant trees in areas surrounding park and in non-powered, self-contained area	x	x	x	x	X
d. Re-surface road ways				x	
e. Formalise visitors parking area and signpost	x				
f. Convert 2 existing powered bays to 'Drive-through' bays (P1 & P4)	x				
3. Additional Accommodation:					
a. Construct gravel or crushed limestone road loop to the south to create an informal, non-powered self-contained area. Plant with strategically placed shade trees (such as peppermint trees - <i>Agonis flexuosa</i>) to create sections of large drive through bays.	x				
b. Level an area on the north-eastern side to create tent (non-powered) sites		x			
c. Investigate site requirements to create additional Cabin 3.	x				
d. Purchase and install additional Cabin 3.		x			
e. Investigate site requirements to create additional Cabin 4.			x		
f. Purchase and install additional Cabin 4.				x	
g. Investigate site requirements to create additional Cabins 5 & 6. Remove granite (if possible) and prepare site.				x	
h. Purchase and install additional Cabins 5 & 6.					x

Proposed Improvements (Site Plan)

