

National Caravan Holiday Park Accreditation Workbook



CARAVAN/
HOLIDAY PARK

2026

Your guide to becoming an accredited Caravan Holiday Park in the Caravan Industry Association of Australia National Accreditation Program



Congratulations on taking the first steps to become an Accredited Caravan Holiday Park!

Deciding to become accredited should be congratulated. Your business success demonstrates you have a great deal of business savvy, you have a good team around you, good business practices and you all work hard to continuously improve and move on to greater rewards.

The elements of your success and the processes you already have in place will play a part in the accreditation application process.

This workbook is to help guide you along the way, assist in gathering the required evidence to meet criteria and explain why implementing the elements of accreditation into your park operations makes good business sense!

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Introduction

Caravan Industry Association of Australia is committed to lead and champion a safe, compliant & sustainable caravanning & camping industry.

As part of this commitment, they have developed a comprehensive national caravan/holiday parks accreditation program, which will identify those who participate, as industry businesses committed to the best practices in business management, operational policy and procedures and customer service.

To become accredited caravan holiday park, you will need to have documented policies and procedures relating to the efficient operations of your park and which conform to the accreditation criteria standards.

Program Outline

The Caravan/Holiday Parks Accreditation Program has the following characteristics:

- A single level program, based on self-assessment supplemented by an on-site assessment by an independent assessor within a three-year accreditation period.
- Subject to an annual renewal.
- Self-funded by the caravan industry.
- Managed by the industry at national level.
- Incorporates and adheres, at an absolute minimum, to the national standards established by Caravan Industry Association of Australia which issues the national Accreditation “key” logo.
- Consistent with the principle of continuous improvement, the national program will be reviewed regularly.

Management of the Program

The program is managed by Caravan Industry Association of Australia and overseen by Caravan Industry Association of Australia’s National Board. The board is made up of representatives across the whole of industry who are successful leaders and well regarded within the industry.

Caravan Industry Association of Australia will:

- Act as the issuing authority for accreditation certificates.
- Ensure the assessment and annual renewal of accreditation status.
- Maintain a national register of accredited operators.
- Conduct appeals and removes accreditation status.
- Review and improve the accreditation program.
- Report performance of the program to the Caravan Industry Association of Australia National Board.

The running of the Caravan Holiday Park Accreditation Program is the responsibility of the Accreditation Programs Manager – Mark Shipton.

If you have any questions related to the program or the application process, please contact Mark on:

Phone: 0404 719 563 or

Email: marks@cravanindustry.com.au

Where and How to Start the Process

First things first. To let us know of your intentions to become accredited, please complete [the Register of Interest online form](#)

To really get the most out of the process of becoming an accredited caravan holiday park, try to involve as many of your staff as possible. Your staff will be able to provide aspects of their roles that will be greatly beneficial to you as the owner/manager when formulating the necessary evidence needed to comply with the accreditation criteria.

Here is an opportunity for you to pull your team together and lift their performance. They may have good suggestions on how best to implement the program's requirements, so give them a chance to have their say and gain ownership of the process.

Of course, there will be documentation you will need to show as evidence that you comply with the accreditation criteria, and should you need some assistance with business templates to get a process documented, we may be able to assist with a selection of templates you can download and utilise.

Getting Organised

Having an organised approach to accreditation will be a big help. The best way to get started is to establish a file to hold all the required documentation. This file will be the framework for the program and may be requested by the assessor visiting your park.

The next thing to do is a gap analysis – working out where you comply with the requirements and where further effort is needed to reach compliance standard. Again, involve your team in assessing current standards against the requirements.

Depending on the size of your park, consider establishing a project team with the task of meeting regularly to review progress and keep all others informed on what is happening.

To access a range of business process templates, policies and to begin the online application, [complete this online form](#) to enable us to provide you access to our Industry Portal.

Accreditation Criteria

To become an accredited caravan holiday park, you will need to provide evidence that you can meet or exceed the accreditation criteria.

The accreditation criteria are made up of eight mandatory criteria elements and one non-mandatory criteria (which is an adoption of the National Principles – Child Safe Organisations)

Criteria Elements (Mandatory)

Section 1: Regulatory Compliance

Section 2: Business Planning

Section 3: Risk Management

Section 4: Infectious Disease Outbreak (Pandemic) Management

Section 5: Environmental Management

Section 6: Human Resource Management

Section 7: Marketing Section

Section 8: Customer Service

Criteria Elements (Non-mandatory, best practice)

Section 9: National Principles – Child Safe Organisations

Collaborating Partners

Additionally, park operators may also wish to explore specific accreditation in the areas of Eco Tourism and Accessible Accommodation through our collaboration with:

[Eco Tourism Australia](#), and

[The Accessible Group \(Accessible Accommodation\)](#)

Both organisations offer highly regarded accreditation and certification programs and provide discounts for park operators who are accredited in the National Caravan Holiday Park Accreditation Program.

Working Through the Eight Mandatory Criteria Elements

The following parts of the workbook will assist you in understanding what type of evidence is required to comply with each section of the accreditation criteria elements.

As you work through the sections of the accreditation criteria, you may not have the necessary evidence to cover the requirements. For example, you may not have any staff other than casual staff in your employ, so therefore don't conduct formal performance assessments. This is quite acceptable, and when you are completing your online application, you will be able to select "not applicable" and give a reason why.

Let's work through each of the sections.

Section 1. Regulatory Compliance

This section relates to all the licences and permits that you must have to operate your business and to comply with local, state and federal codes and legislation.

Can you produce evidence of compliance with the relevant government and statutory regulations, and the licences, permits or industry sector standards that enable you to legally conduct your business?

What licences and certificates you will need to show.

At a minimum, the following items will be required to operate legally and safely. This list is not exhaustive and should be used as a guide.

Australian Business Number (ABN)	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Business name registration (ASIC)	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Swimming Pool Licence/compliance certificate	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Food handling business licence	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Liquor licence	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Workers Compensation certificate of currency	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Other licence, permits or registrations applicable to their business.	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>

(This list is not exhaustive and should be seen as a guide only).

You will be asked to upload to the accreditation application, documentation or photo evidence of any licences or certificates required to run your business.

Section 2. – Business Plan

Instigating best business practices throughout your park operations, would highlight the need to understand where you are at present, where you wish to get to, and the path between the two.



In addition, items such as competitor analysis, business ethics or motivations are important considerations to manage how the business operates and undertakes its activities.

If you don't already have a business plan, or it has been quite a while since your last business plan, now is the time to take a good hard look at where you currently are in your business, where you would like to be, and how you are going to get there!

Having a business plan provides structure and defines business management objectives. It becomes a reference tool to keep the park operations on track and reminds you, the owner/operator, of the bigger picture and the steps needed to achieve your goals. When used properly and consulted regularly, it can help measure and manage your priority areas of focus.

As an example, it is recommended that your business plan outlines information relating to your business such as:

- Period the business plan will operate. Generally, it's common to have a plan that spans a 3–5-year period at a maximum. Life can change very quickly so you need to be aware that plans will most definitely need to change or at least tweaked over the course of the plan term.
- How long you have managed/owned the business.
- What attracts people to your business? Is there a point of difference? Unique Selling Proposition (USP).
- What are your short- and long-term goals.
- What influences (inside and outside the business) affect the on-going operations of the business.
- Any key projects or initiatives that may be currently underway or are planned.
- Strengths, Weaknesses, Opportunities and Threats (SWOT Analysis).
- Your financial projections, both expenditure and expected revenue for the term of the business plan.

What you will need to show.

It is a requirement of our accreditation program that you can provide evidence of a business plan:

2.1 My business has an updated business plan.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
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***Resource available:** We can supply a template, available on our [accreditation portal page](#) that can assist you if you do not have this already in place.

Section 3. – Risk Management

We live in a litigious society, and it is important to manage business risk so that your assets and the people you are personally liable for, have an element of protection.

This section deals with appropriate policies and procedures you have in place for your business operations to deal with minimising some of the risks your business may face, and to promote workplace health and safety so that your employees are provided a safe and lawful working environment.

If you require help, Risk Management templates can be downloaded from our [accreditation portal page](#).



What you will need to show.

The following information outlines in this section areas of the criteria which you will be asked to provide evidence in your application and an explanation of what evidence you will need to provide and why this is needed:

<p>3.1 At the minimum, you can show evidence (records) of a documented basic systematic & periodic risk assessment of the workplace has been carried out at least once a month.</p>	<p>Yes <input type="checkbox"/></p>	<p>No <input type="checkbox"/></p>
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3.1 At the very minimum, you should conduct a thorough risk assessment of your entire park operations every 12 months. We recommend either monthly, quarterly or six-monthly assessments be conducted due to the ever-changing landscape that caravan holiday parks can go through due to many factors, such as:

1. The large amount of land area taken up by a park means there are many sections that need to be checked on a more regular basis to ensure risks and hazards are identified and actioned.
2. Weather events can cause many hazards and risks to guests and residents of your park. Early identification of risks and hazards after these events helps mitigate the risk of injury.
3. Seasonal changes means that risks and hazards can be evident at different times of the year such as tree maintenance or build-up of mould or moss which can cause health or slip hazards.

Conducting, actioning and recording regular risk assessments, ensures you, your assets, your staff and your guests and residents are all kept safe from damage and injury.

Government regulators such as Work Safe will ask for these if you are ever audited.

You will be asked to upload documentation or photo evidence of how these assessments are recorded at your park for your application.

***Resource available:** We can supply a template or recommend digital options on our [accreditation portal page](#) that can assist you if you do not have this already in place.

<p>3.2 Evidence that an Emergency Evacuation plan is in place (in line with local emergency service requirements) and this is displayed prominently within your business and a Chief and Deputy Fire Warden has been nominated for the business.</p>	Yes <input type="checkbox"/>	No <input type="checkbox"/>
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What you will need to show and why

3.2 Your park should have a plan to evacuate all guests and residents in the event an emergency occurs. This plan, at a minimum, should outline:

1. The responsibilities of each staff member in the event of an emergency evacuation.
2. Emergency services contacts.
3. What actions are required to be performed dependant on the type of emergency (i.e. an emergency evacuation due to bushfire can be very different to an evacuation due to flooding or cyclone).
4. A map of the park outlining the location of fire hoses and extinguishers and the evacuation muster points.

Please note: The above is only a guide. Your emergency evacuation plan should first and foremost, be in line with the requirements of your local emergency service authorities. Contacting your local SES or Fire Service is recommended to ensure you are appropriately prepared.

You will be asked to upload photo evidence of emergency evacuation maps displayed at your park for your application.

***Resource available:** We can supply a template, available on our [accreditation portal page](#) that can assist you if you do not have this already in place.

<p>3.3 Evidence that a documented process exists for reporting any incidents or injuries to an appropriate manager and reported incidents and injuries are investigated and when appropriate, preventative actions implemented.</p>	Yes <input type="checkbox"/>	No <input type="checkbox"/>
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What you will need to show and why

3.3 Incidents and accidents do and will happen in your park. To ensure you are acting responsibly you must have a recording process for when these incidents occur.

When an incident, accident, injury or near miss occurs you will need to gather information to investigate effectively.

An incident and injury report form should be a part of your WHS administration tools:

1. Ensure that all essential questions (what, where, when, why, and how) are covered in the incident report.

2. Record not only the people who were injured and what caused the accident to happen but also include details such as people who witnessed and reported the incident or those who will investigate.
3. The form is a record of the facts and is very important should future litigation be instigated by persons injured.

You will be asked to upload documentation or photo evidence of an incident and injury form for your application.

***Resource available:** We can supply a template, available on our [accreditation portal page](#) that can assist you if you do not have this already in place.

<p>3.5 An appropriately stocked First Aid kit/cabinet is placed in a conveniently deemed area of the park with items regularly checked for expiry and/or replacement if used. It is recommended at a minimum, one staff member has a current First Aid qualification.</p>	Yes <input type="checkbox"/>	No <input type="checkbox"/>
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What you will need to show and why

3.5 At a minimum, your park should have at least one appropriately stocked first aid kit. It is highly recommended to have a first aid kit in areas of your park where persons may be injured such as:

1. housekeeping storage and work area,
2. groundskeeper workshop and
3. reception.

As an added precaution, first aid kits can be placed in housekeeping and grounds keeper buggies and should be considered as an effective way to provide first aid quickly.

Another very effective piece of first aid which is now very commonplace within caravan holiday parks is an Automated External Defibrillator (AED or Defib). If your park does not have a defib it is highly recommended to install one as it is a proven lifesaver. Remember, minutes count and ambulance services may not be within a couple of minutes of your park.

Having a defib onsite can and has saved lives in the past. Please consider purchasing one if you don't currently have one. You will be asked to provide photo evidence for your application.

No evidence will be asked for your application for this section, but first aid kits will be viewed during periodic accreditation visits by our accreditation team.

3.7 Regular maintenance records are kept on, cleaning, infrastructure maintenance, plant and equipment

Yes

No

What you will need to show and why

3.7 There is always something to maintain when running a park. Keeping a record of regular maintenance that is ongoing and needed to ensure park assets, plant and equipment are kept in the best condition is an important aspect of WHS records and procedures.

Any plant and equipment that requires regular maintenance should be recorded and reminders set when servicing is required. This would include, but not limited to:

1. Vehicles used in the business (including buggies).
2. Tools or gardening/landscaping machinery, including mower, brush cutters, chainsaws and similar.

The same applies to the park assets. Keeping a record of the maintenance and scheduling important servicing is vital for best practice in WHS procedures. This would include, but not limited to:

1. Cabins, deep cleaning, test and tag and smoke alarms.
2. Camp kitchen fixtures and fittings such as fridges, stoves, BBQ's cleaning and test and tag.
3. Pool pump and self-chlorinator equipment
4. Playgrounds, inflatable pillows, pump tracks, ensuring Softfall is maintained appropriately and equipment is serviced regularly and recorded.

Maintenance and recording your maintenance is an important part of your WHS obligations.

You will be asked to upload documentation or photo evidence of your maintenance scheduling for your application.

3a.1 Businesses must provide evidence of a "Tree Audit and Risk Assessment report" from a qualified arborist and the scheduled works

Yes

No

What you will need to show and why

Park operators are responsible for the safety of all guests, visitors, staff and contractors whilst within your park. Knowing the health status of the trees in your park is an important part of keeping everyone safe so that appropriate maintenance work can be performed.

An essential part of your tree maintenance process is to employ the services of qualified arborist (minimum of a AQF Level 5 (Diploma level) in Arboriculture) to conduct a Tree Audit and Risk Assessment Report which will outline a site analysis and observations together with a schedule of works.

[Having a qualified arborist report is a requirement of park operators to become accredited. This link will provide you with a list of level 5 arborists we have collated to assist.](#)

You will be asked to upload documentation or photo evidence of your tree management report for your application.

Section 4 – Recreational Facility Risk Management

This section of the accreditation application will look more in depth as to the processes you have in place to minimise the likelihood of injuries when guests use your recreational facilities. If your park has one or more pools, playgrounds and or inflatable jumping pillows or pads, then this section will ask you for evidence of how you maintain a safe environment for your guests.



If you have a pool/s, you will be asked:

Does your pool/s have depth indicators displayed?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Does your pool/s have clearly readable CPR signage displayed within the pool enclosed area?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Do you test the pool gates each day to ensure they auto close and lock correctly?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Do you test and record chemical levels in your pool at least daily and more frequently in busy times?	Yes <input type="checkbox"/>	No <input type="checkbox"/>

If you have a playground, you will be asked:

Do you regularly check the playground equipment to ensure there are no hazards which may cause injury?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Is the soft fall checked regularly ensuring it is at an appropriate level around the playground, especially in areas where a fall from height may occur?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Do you keep a record of your regular checks of your playground equipment and soft fall?	Yes <input type="checkbox"/>	No <input type="checkbox"/>

If you have an Inflatable jumping pillow or pad, you will be asked:

Do you have CCTV monitoring your pillow area?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Are there any hard surfaces (such as posts or seating) within 3 meters from the edge of the pillow or pad?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
If there is a hard surface within 3 meters from the edge of the pillow or pad, has this hard surface been covered with protective padding?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Is the soft fall surrounding the pillow or pad extend to at least 2.5 metres from the edge of the pillow or pad and is it appropriately maintained (sand soft fall to be at least 200mm deep)?	Yes <input type="checkbox"/>	No <input type="checkbox"/>

Is the pillow or pad deflated overnight and when raining?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Is there signage warning users of the dangers of unsafe behaviours such as somersaults and jumping close to the edge of the pillow or pad?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Is there fencing in place where the pillow or pad is immediately adjacent to a road?	Yes <input type="checkbox"/>	No <input type="checkbox"/>

What you will need to show and why

The evidence you will be asked to provide will show the accreditation assessor with some certainty, you as a park operator have in place good risk mitigating measures to keep guests safe and minimise the risk of litigation.

You will be asked to provide the following evidence for your application:

Photo evidence of your pool area showing:

- Depth indicators
- Clearly readable CPR signage
- Regular pool chemical readings

Documentation and photo evidence of your playground area showing:

- Recorded playground equipment checks
- Photo evidence of the soft fall cover of your playground

Photo evidence of your Inflatable Pillow or Pad area showing:

- The soft fall cover and surrounding area around the pillow or pad
- Photo evidence of safe use signage

Section 5 – Environmental Management

This section looks at some simple sustainable practices park operators can instigate to improve their environmental impact. Of course, there are many more practices that can be adopted than what is a requirement under our accreditation criteria, and if a park operator wants to further their sustainability goals and be recognised for it, we would recommend investigating further certification through our partner program – [Eco Tourism Australia](#).



What you will need to show and why

Does your business employ environmentally sustainable practices, to maximise the effective use of resources and reduce the consumption of water and electricity? Examples could include the implementation of; solar panels, solar lighting, water saving showerheads and taps, use of bore water and rain tanks, converting lighting to energy efficient LED.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Does your business have effective waste management procedures and recycling procedures in place?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Does your business have effective management procedures in place to dispose of hazardous waste and other notifiable substances, such as; fuels, oils, poisons?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Does the impact of your guests on the natural environment require you to be proactive by; providing local environmental information around flora and fauna, erect barriers and/or defined pathways or boardwalks to protect adjacent bushlands.	Yes <input type="checkbox"/>	No <input type="checkbox"/>

Some of the practices that are now commonplace within the community and many caravan holiday parks are simple actions that can have a positive impact on the environment. This includes but not restricted to:

1. Reducing the use of resources such as water through water saving devices installed in taps and showers, installing water tanks, using bore water where available to water gardens.
2. Reducing the use of electricity through the installation of LED lighting, solar lighting of paths and roads, solar panelling
3. Recycling of plastics, glass and cardboard waste together with mulching and re-using green waste on gardens
4. Contribute to the protection of surrounding natural environment and wildlife using barriers, boardwalks, defined paths, signage and information for guests about preserving wildlife that may inhabit the park.

You will be asked to provide the documented and/or photo evidence of your environmental management initiatives in your park for your application.

Section 6 – Human Resource Management

This section looks at the policies and processes you have in place to look after your staff.

Of all the assets a park owner/operator has, the most important asset is their employee base. While there are strict legislative parameters surrounding the employment of individuals, and an organisation's obligations towards these employees, there are also good business practices which assist in managing the risk profile of any business.



Implementing these good business practices assists employers in boosting morale, retaining valuable staff (probably one of the most important resources a park operator can have in the current economic climate), as well as ensuring you are complying with your legislative responsibilities.

1. Having an induction process in place and documented for all new employees. This would include providing information and policies on equal opportunity, anti-discrimination, sexual harassment and bullying in the workplace.
2. Providing training to all employees and ensuring records are kept in employee's confidential files.
3. Employees having a clear understanding of their areas of responsibility and what is expected of them. This would be in the form of clear job descriptions with measurable and achievable KPI's.
4. Regular employee communications, either via team or toolbox meetings with clear outcomes and responsibilities.
5. Providing all employees, supervisors and managers with information related to policies and procedures regarding anti-discrimination within the workplace.
6. Putting in place a clear process to investigate any complaints regarding any discrimination or bullying within the workplace.

These very important practices are vital for you as a park operator to instigate to ensure you are upholding your legal obligations under federal legislation but also to ensure you are creating a harmonious, productive and safe working environment for everyone under your employment.

What you will need to show and why.

The following information outlines elements of the criteria in this section which you will be required to upload evidence for your application:

6.1 Evidence of an induction program is in place for all new employees and details of induction is documented	Yes <input type="checkbox"/>	No <input type="checkbox"/>
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6.1 Important human resource practices include having an induction plan in place for new employees which outlines areas such as; WHS policy and procedures, park layout and facilities overview, guest relations and service standards, any role specific duties and standard operating procedures and HR, compliance and code of conduct expectations.

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You will be required to upload documentation or photo evidence of your new employee induction plan/schedule.

***Resource available:** We can supply a template, available on our [accreditation portal page](#) that can assist you if you do not have this already in place.

6.6 Regular employee communication is evident via team and/or toolbox meetings with clear outcomes and responsibilities emerging from these meetings.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
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6.6 Regular team meetings and toolbox talks provide clarity for your staff completing the day's tasks and in a safe and efficient manner. It should outline management's expectations and give an opportunity for staff to provide input and/or raise any concerns.

You will be required to upload documentation or photo evidence of a team meeting or toolbox talk notes

6.7 Evidence that the business has a policy in relation to equal opportunity, anti-discrimination and bullying in the workplace that reflects government legislation.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
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6.7 All of your employees should have access to your HR policy which will outline your business's compliance to legislative requirements in relation to equal opportunity, anti-discrimination and bullying in the workplace. This policy will need to align with the relevant government legislation which include, Fair Work Act 2009, National Employment Standards and WHS Act 2011 (and the state variants). It is recommended you seek legal advice to ensure you are compliant.

You will be required to upload documentation or photo evidence of your HR policy outlining your compliance to equal opportunity, anti-discrimination and bullying.

Section 7. – Marketing

This section looks at how you promote your park to your target audience.

Social media has completely changed the way we market to the consumer. Having a dynamic and engaging approach to your marketing strategy fits perfectly into our social media hungry consumer market. Whilst many parks enlist the help of outsourcing businesses to assist in navigating the best approach to promote your park, there are some good business practices that should be employed to make the most of your marketing spend.

What you will need to show and why

The following information outlines questions asked in your application which should form the basis of your marketing plan:

Do you have social media marketing strategies in place that engage people interested in your park and its local area offerings?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
When you advertise and promote your business, it is always truthful and does not intentionally or unintendedly deceive the consumer.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Your social and third-party media pages are regularly monitored (e.g. Facebook, Instagram, Tripadvisor, booking.com etc) to ensure customer comments are responded to professionally and in a timely manner.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Your marketing plan outlines at the minimum; identification of key markets, promotional strategies you use to attract guests, an evaluation of you competitors and if you have a unique selling proposition (USP), and a clear identification of what your customer needs are.	Yes <input type="checkbox"/>	No <input type="checkbox"/>

You will be required to upload documentation or photo evidence of your Marketing plan for your application.

Section 8. Customer Service

When it comes to the caravan holiday park industry, good customer service forms the foundation for every successful park. Providing your guests with an exceptional experience when they stay with you is all about how you and your staff communicate and connect with your guests.

By providing personalised, warm and respectful customer service, you and your staff can turn ordinary stays into extraordinary memories. Not only is that great for your guests, but your business will also benefit from the word-of-mouth (WOM) marketing.

Loyal customers in the hospitality and tourism area, on average spend 67% more than new customers. It is cheaper to keep your loyal customers than to spend money on marketing and advertising in order to find new ones.



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Good customer service may start at the front reception counter but shouldn't just stop there. All your staff, including housekeeping and grounds people play an important part in making guest feel valued and appreciated.

Good customer service practices include:

1. Having clear and concise bookings and cancellation terms and conditions on your website and also provided to the guest when confirming a booking.
2. All staff are easily identifiable, either by a uniform or name badges identifying the staff member and the park name.
3. Front reception trained in communicating face to face or over the phone, email and social media, in a language and 'tone' which has been approved by the park management.
4. Having reference manuals or 'cheat sheets' for staff to refer to surrounding cash handling, EFTPOS operation and reservation system operations.
5. Providing guests with information about activities within the park and local area attractions together with sufficient information related to any rules and regulations, reception hours of operation and A/H contact whilst staying in the park.
6. Asking for and responding to feedback from guests via all channels (i.e. Face to Face, phone, email and social media) by portraying a professional and friendly demeanour with any response to feedback dealt with in a courteous and timely manner.

What you will need to show and why

The following information outlines questions you will be asked in your application:

Do your front of office staff (reception) have procedures in place to ensure the efficient, friendly and informative welcoming of guests to your park?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Do these procedures/instructions include aspects such as; the appropriate tone and language endorsed for answering calls, emails and/or social media?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Do your staff have appropriate information to operate reservation systems (i.e. instruction manuals/cheat sheets), EFTPOS operation and/or cash handling?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
You can provide information relating to the terms and conditions for bookings and cancellations both at time of customer booking (confirmation email) and on business website	Yes <input type="checkbox"/>	No <input type="checkbox"/>
You provide the customer with sufficient information related to any rules and regulations, reception hours of operation and A/H contact whilst staying in the park.	Yes <input type="checkbox"/>	No <input type="checkbox"/>

You will be required to upload evidence such as; examples of front of office instructions for staff, communications examples via email or social media to customers and your booking terms and conditions.

Conclusion

We hope this workbook has proved to be useful in your process of gathering the necessary information and evidence to become an accredited caravan holiday park.

Remember, if you have any questions related to the program or the application process, please contact our Compliance and Accreditation Manager – Mark Shipton. Mark is more than happy to chat with you and provide advice that can assist with your accreditation application.

Mark Shipton

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