



NEW SOUTH WALES CROWN
HOLIDAY PARKS TRUST



MEDIA RELEASE

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NSW Crown Holiday Parks Leaps into Exciting Rebrand with Winning Tender Appointed

Following an extensive tender and pitch process NSW Crown Holiday Parks Trust (NSWCHPT), which incorporates North Coast Holiday Parks (NCHP), South Coast Holiday Parks (SCHP) and Inland Waters Holidays Parks (IWHP), has announced their decision to award their extensive rebrand project to Melbourne-based creative agency LEAP.

NSWCHPT was formed to consolidate the operations of 27 coastal and nine inland holiday parks and reserves located on Crown land throughout NSW and incorporates the three holiday park brands under its corporate banner.

NSWCHPT CEO Steve Edmonds said LEAP had the right strategic mix and talent, backed by a wealth of experience within the tourism and leisure industry, which will take the wider brand to the next level.

“We are excited to partner with LEAP in the redevelopment and repositioning of our brand as the leader in recreational destinations for both domestic and international visitors,” Mr Edmonds said.

“The money spent at spend at our parks goes directly back into the facilities, community and the surrounding reserves and we are looking forward to LEAP incorporating our unique commitment into our brand identity.

“As we continue our Mission to transform our portfolio of traditional caravan and camping parks into some of the most iconic holiday destinations in the state, it was important to find an agency who share our values.

“Appointing LEAP as our creative partner brings us one step closer to fulfilling this Vision.”

LEAP will work across the rebrand on five key projects:

1. Brand Development and Implementation
2. Rebrand Awareness Campaign
3. Style Guide Direction and Design
4. Website Development and Design
5. Loyalty Program Development

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LEAP Agency Partner Tony Prentice said they were proud to have the opportunity to deliver on the fully integrated requirements of the extensive rebrand project and praised the Trust's desire for creative excellence from LEAP.

“With recent substantial growth and strategic plans now in place, the Trust is in a perfect position to build their brand and our experience in tourism and destination marketing makes us the perfect creative partner to make this happen.

Mr Edmonds said he looked forward to seeing the development of the Trust's brand under LEAP's guidance.

For more information about NSWCHPT and the holiday parks under its management head to www.nswchpt.com.au, www.northcoastholidayparks.com.au, www.southcoastparks.com.au or www.inlandwaters.com.au.

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