



MEDIA RELEASE

Wednesday, 21 September 2016

POPULAR HOLIDAY PARK GROUP CALLING FOR TENDERS FOR A REFRESHED BRAND

North Coast Holiday Parks (NCHP), South Coast Holiday Parks (SCHP) and Inland Waters Holiday Parks (IWHP) will take on a whole new outlook from next year with the NSW Crown Holiday Parks Trust (NSWCHPT) calling for Tenders to take on the extensive rebrand project involving 35 holiday parks and boutique accommodation throughout NSW.

NSWCHPT was formed to consolidate the operations of 26 coastal and nine inland holiday parks and reserves located on Crown land throughout NSW in some of the State's most iconic locations and incorporates the three holiday park brands under its corporate banner.

NSWCHPT CEO Steve Edmonds said the Trust has experienced dramatic growth in the last few years and is seeking a vibrant creative partner to assist with the redevelopment and repositioning of the NSWCHPT Brand as the leader in natural recreational destinations for both domestic and international visitors.

"We have amazing parks in spectacular coastal and inland locations and we would like our brand to reflect that at both a park and a corporate level," Mr Edmonds said.

NSWCHPT is seeking Tenders from suitably experienced and skilled agencies, and applicants are invited to Tender for the rebrand project in its entirety or for separate portions of the project.

Suitably experienced and skilled agencies can Tender for the entire Rebrand Project or for individual components which include:

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

Mr Edmonds said NSWCHPT is accepting Tenders Australia wide and is particularly interested in Tenders that demonstrate strategic thinking and show a creative approach to producing measurable, distinctive and memorable work.

The deadline for Tenders is 4:00pm, 30 September 2016 and can be submitted via TenderLink (reference NCHP-739188) or via post to Kat Ringrose, Marketing Manager at NSWCHPT, PO Box 332, Hunter Region Mail Centre, NSW 2310.

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

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