



# NEW SOUTH WALES CROWN HOLIDAY PARKS TRUST

ABN: 26 087 692 248

13 March 2017

## EXPRESSION OF INTEREST FOR HOLIDAY PARK MANAGEMENT CONTRACT

REF: FY17\_0301

### INTRODUCTION

The New South Wales Crown Holiday Parks Trust (Crown Holiday Park Trust) operates 36 Holiday Parks, reserves and boutique accommodation on Crown Land throughout the State of New South Wales. Crown Holiday Park Trust is seeking Expressions of Interest (EOI) from suitably skilled and qualified applicants to manage one or more of the Holiday Parks in our portfolio.

Our coastal parks operate under Park Management Contract model which means the day to day operations are managed under a contract arrangement. Holiday park management is a rewarding and challenging business for the successful Contractor. To be considered for short-listing, the applicant needs to demonstrate key skills and competencies, as set in the EOI documentation.

The Trust has an exciting outlook as we deliver against our 10-year strategic plan. The Trust is in the process of consolidating 36 iconic holiday parks under a single brand proposition. The Trust also has approved capital works programs to deliver significant park redevelopments and generally improve facilities and services for customers and the communities in which we operate.

This EOI is the first step in a two-stage process. The EOI will only cover certain non-monetary aspects of the application. The second stage, Request for Tender (RFT), will be provided to shortlisted candidates based on the EOI evaluation.



## CALL FOR EXPRESSIONS OF INTEREST

Expressions of Interest (EOI) are invited from experienced hospitality, accommodation and/or tourism based operators seeking to enter a 10-year operating contract to manage one or more of our Coastal Parks. There are 7 contracts covered by this EOI process encompassing 13 Holiday Parks within NSW spanning from the far north to the south coast.

Previous park management experience will be highly regarded however is not essential. Crown Holiday Parks seeks applicants who can demonstrate:

- Extensive management of a business focused on customer service
- Excellent commercial and business acumen including management of sales revenue and working with approved operational budgets
- Enthusiasm for delivering a superior customer experience
- Proven capability with facilities management and grounds maintenance
- Passion for driving business performance including leading business innovation

The Park Management Contract fees are a combination of fixed retainer and performance based contract incentive payments. The incentives will be based on both financial and non-financial key performance indicators (KPI), these non-financial KPIs will include:

- Work Health and Safety
- Customer satisfaction
- Promotion at a local level
- Management and maintenance of park assets
- Financial performance



## **EOI DOCUMENTATION AND APPLICATION FORM**

The EOI is the first stage of a multi-stage tender process. The objective of the EOI process is to identify and short-list organisations that have suitable capacity, capability and experience to perform the contract.

Further details including the Condition for participating in the EOI process and the Application Form are available from the Crown Holiday Parks tender portal. Applicants must register to download the documentation via the **North Coast Holiday Parks** tender portal (administered by NSW Crown Holiday Parks Trust) at: <https://www.tenderlink.com/nchp/>. Applications for South Coast Holiday parks are lodged through the same North Coast Holiday Park portal.

Interested parties are asked not to contact or inhibit the day to day duties of the current operational staff at the Parks covered by the EOI process or other Parks within the Trust's portfolio. Further information on the Crown Holiday Parks Trust can be found on our website <http://nswchpt.com.au/>. Interested parties are to refer all requests for information about this EOI process to the following Contact Person:

Name: Jack Chaffey, Commercial Manager  
Email address: [tender@nswchpt.com.au](mailto:tender@nswchpt.com.au)