



# Precinct Master Plan for the Wickepin Caravan Park – RFT-12-2021/2022

Quotation prepared by SGL Consulting Group

# OFFER FORM

The Chief Executive Officer  
SHIRE OF WICKEPIN  
77 Wogolin Road, Wickepin WA 6370

I/We

**SGL Consulting Group Australia Pty Ltd**  
**2A Mellor St, West Beach SA 5024**  
Australian Business Number (A.B.N.): **12 070 797 081**, registered for GST.  
Telephone No: **0400 339 687**  
Email: [dgreen@sglgroup.net](mailto:dgreen@sglgroup.net)

## **In response to RFT – 12 – 2021/2022 – Precinct Master Plan for the Wickepin Caravan Park**

I / We agree that I am / We are bound by, and will comply with this request and its associated schedules, attachments, all in accordance with the Conditions of Quotation contained in this Request signed and completed.

The Quotation price is valid up to thirty (30) calendar days from the date of the Quotation closing or forty-five (45) days from the Council's resolution for determining the Quotation whichever is the later unless extended on mutual agreement between the Principal and the Quotation in writing.

I / We agree that there shall be no cost payable by the Principal towards the preparation or submission of this Quotation irrespective of its outcome.

The Quotation consideration is as provided under the schedule of rates of prices in the prescribed format and submitted with this Quotation.

Date this: 3<sup>rd</sup> day of December 2021



Signature of authorised signatory of Quotation:

Name of authorised signatory : **PHILLIP GRAY**  
Position: **Director**  
Address: **2A Mellor St, West Beach SA 5024**

Witness Signature:



Name: **David Green**  
Position: **Senior Consultant**  
Address: **20 Killarney Avenue, Manly West QLD 4179**

## ORGANISTIONAL PROFILE AND REFEREES

|  |  |
|--|--|
| Attach your organisational profile.  | <b>Attachment 1</b><br><input checked="" type="checkbox"/> |
| Attach details of your referees. You should give examples of work provided for your referees where possible. | <b>Attachment 2</b><br><input checked="" type="checkbox"/> |

## AGENTS

|  |  |
|--|--|
| Are you acting as an agent for another party?                          | <b>Yes</b> <input type="checkbox"/><br><b>No</b> <input checked="" type="checkbox"/> |
| If Yes, attach details (including name and address) of your principal. | <b>Attachment 3</b><br><input type="checkbox"/>                                      |

## SUB-CONTRACTORS

|  |  |
|--|--|
| Do you intend to subcontract any of the Requirements?  | <b>Yes</b> <input checked="" type="checkbox"/><br><b>No</b> <input type="checkbox"/> |
| If Yes, attach details of the subcontractor(s) including the name, address, location of premise and the number of people employed. | <b>Attachment 4</b><br><input checked="" type="checkbox"/>                           |

## QUALITY ASSURANCE

|  |  |
|--|--|
| Does your organisation have any quality assurance system?  | <b>Yes</b> <input checked="" type="checkbox"/><br><b>No</b> <input type="checkbox"/> |
| If you propose to subcontract, does your subcontractor have a "third party" quality management system in place?                                    | <b>Yes</b> <input checked="" type="checkbox"/><br><b>No</b> <input type="checkbox"/> |
| Supply evidence or details of your quality assurance position and where relevant of your supplier's or subcontractor's position, in an attachment. | <b>Attachment 5</b><br><input checked="" type="checkbox"/>                           |

## RESPONSE TO SELECTION CRITERIA

### COMPLIANCE CRITERIA

|   |  |
|---|--|
| Have you complied with the Specification contained in this Request?           | <b>Yes</b> <input checked="" type="checkbox"/><br><b>No</b> <input type="checkbox"/> |
| Have you complied with the Conditions of Quotation contained in this Request? | <b>Yes</b> <input checked="" type="checkbox"/><br><b>No</b> <input type="checkbox"/> |
| Have you complied with and completed the price schedule?                      | <b>Yes</b> <input checked="" type="checkbox"/><br><b>No</b> <input type="checkbox"/> |

## QUALITATIVE CRITERIA

Before answering the qualitative criteria, Quotations shall note the following:

- (a) All information relevant to your answers should be contained within your Quotation to each criterion;
- (b) Quotations shall assume that the Evaluation Panel has no previous knowledge of your organisation, its activities or experience;
- (c) Quotations shall provide full details for any claims, statements or examples used to address the qualitative criteria; and
- (d) Quotations shall address each issue outlined within a qualitative criterion.

|   |                                  |
|---|----------------------------------|
| <p>Demonstrated experience by Quotation to meet the requirements as set out in specification:</p> <ul style="list-style-type: none"> <li>(a) Provide details of supplying similar goods and services; and</li> <li>(b) Demonstrate competency and proven track record of achieving outcomes.</li> </ul> | <p><b>Attachment 6</b><br/>☒</p> |
| <p>A maintenance service best suited to the Principal’s requirements that demonstrate a commitment to customer service and a professional corporate image.</p> <p>Supply details of relevant information additional to corporate profile, references and quality assurance information.</p>             | <p><b>Attachment 7</b><br/>☒</p> |
| <p>Demonstrated ability and procedures to ensure public and employee safety by way of Occupational Safety and Health, and adherence to the Traffic Management for Roadworks Code of Practice.</p> <p>Supply details of relevant operational policies and procedures.</p>                                | <p><b>Attachment 8</b><br/>☒</p> |

# PRICE INFORMATION

Quotations must complete clause 3.4.3 "Price Schedule". Before completing the Price Schedule, Quotations should read the entire Request.

## DISCOUNTS

|   |  |
|---|--|
| Are you prepared to allow a discount for prompt settlement of accounts?   | Yes <input type="checkbox"/><br>No <input checked="" type="checkbox"/> |
| If you are offering different discounts for different periods, or other discounts such as volume discounts, detail them in an attachment. | <b>Attachment 9</b><br><input type="checkbox"/>                        |

## PRICE BASIS

|  |  |
|--|--|
| Are you prepared to offer a fixed price? | Yes <input checked="" type="checkbox"/><br>No <input type="checkbox"/> |
|--|--|

## DISCOUNTS

|   |  |
|---|--|
| Are you prepared to allow a discount for prompt settlement of accounts? | Yes <input type="checkbox"/><br>No <input checked="" type="checkbox"/> |
|---|--|



## PRICE SCHEDULE

ALL PRICING MUST INCLUDE GST

### PRICE BASIS

|   |   |
|---|---|
| Are you prepared to offer a fixed price?  | Yes <input checked="" type="checkbox"/>         |
|   | No <input type="checkbox"/>                     |
| If no, please indicate your proposed price variation mechanism. Supply details and label it "Attachment 9". | <b>Attachment 9</b><br><input type="checkbox"/> |

## PRICE SCHEDULE

| Description                               | Cost (incl. GST)   |
|---|--------------------|
| <b>Phase 1: Review and Analysis</b>       |                    |
| Project commencement meeting              | \$2,545.00         |
| Document review                           | \$525.00           |
| Tourism analysis and best practice trends | \$875.00           |
| Caravan park assessment                   | \$700.00           |
| Stakeholder engagement                    | \$3,375.00         |
| Demand Assessment Report                  | \$1,050.00         |
| <b>Phase 2: Master Plan Development</b>   |                    |
| Design Brief                              | \$350.00           |
| Draft Concept Plans                       | \$8,500.00         |
| Council workshop                          | \$700.00           |
| Cost estimates                            | \$3,200.00         |
| Master Plan Development                   | \$5,170.00         |
| Final Master Plan                         | \$875.00           |
| <b>Total</b>                              | <b>\$27,865.00</b> |
| GST                                       | \$2,786.50         |
| <b>Total (including GST)</b>              | <b>\$30,651.50</b> |

# ATTACHMENT 1

## ORGANISATION PROFILE

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### SGL CONSULTING GROUP



SGL  
CONSULTING  
GROUP

Australia's leading  
sport and  
recreation facility  
planners

**SGL** is an innovative and progressive sport, recreation, leisure and tourism planning practice specialising in leisure, sport, tourism and community facility projects. We have been in business since 1988, trading under a range of company names, operating as a comprehensive Australasian network of companies.

Some 30 plus years from company formation we are now recognised as one of the leading sport, recreation and leisure consulting firms in Australasia. **SGL** over its history has successfully completed projects in Australia, New Zealand, the Asia/Pacific Region, the United Arab Emirates and the USA.

**SGL** is guided and operates in line with the companies six core values being:



**SGL** strives for client and community empowerment and best outcomes for all stakeholders. In all projects we emphasise client involvement and follow-up. We are interested in ensuring that the work we do not only results in an outstanding outcome, but also leaves a legacy of continuous capacity and skills. **SGL** has always focused on improving the lifestyle of Australians.

### WHY CHOOSE SGL?

CORE  
PURPOSE:

To create  
opportunities for  
people to enjoy an  
active and healthy  
life

**SGL** is a long established sport and leisure company that has developed a broad range of expertise and specialist skills in the sport, recreation and leisure industries. **SGL** is committed to providing the highest quality services and advice on all aspects of the sport, recreation and leisure industries.



The key reasons why you should choose SGL are simply:

| Key Attributes                  | SGL Offers:  |
|---------------------------------|--|
| <b>Quality of Service</b>       | A quality service tradition built on practical, client driven, results orientated solutions.   |
| <b>Leading Edge Expertise</b>   | Investment in research and benchmarking to update our knowledge of sport and leisure industry trends.  |
| <b>Innovative Solutions</b>     | A proven history of producing innovative solutions and adding value to projects.   |
| <b>Project Experience</b>       | Vast experience, completing in excess of 1,000 projects. SGL has completed assignments in all Australian States, in metropolitan, regional and rural locations.  |
| <b>Team Approach</b>            | A close working relationship with you and your team to get the best result, on time and on budget.   |
| <b>Reputation</b>               | A commitment to meeting client needs with satisfied clients and referrals that create practical and solid references.  |
| <b>Established Business</b>     | 32 years business establishment and brings to every project significant project experience and established business practices that work.   |
| <b>International Experience</b> | Australia's leading international leisure and lifestyle consulting firm. In addition to working in New Zealand, our team has successfully undertaken assignments in China, India, Malaysia, PNG and the USA. |
| <b>Industry Relationships</b>   | Ongoing strategic relationships with Australasia's best design, engineering and market research companies.   |

## SERVICES OFFERED

SGL offers specialist services in:

|                   |  |
|-------------------|--|
| <b>Planning</b>   | <ul style="list-style-type: none"> <li>• Area/facility master plans</li> <li>• Needs and demand assessment</li> <li>• Strategic and action plans</li> </ul>                                |
| <b>Facilities</b> | <ul style="list-style-type: none"> <li>• Opportunity and feasibility studies</li> <li>• Business and management plans</li> <li>• Establishment and funding plans and strategies</li> </ul> |
| <b>Sport</b>      | <ul style="list-style-type: none"> <li>• Development plans</li> <li>• Facilities strategies</li> <li>• Governance and management reviews</li> </ul>  |
| <b>Evaluation</b> | <ul style="list-style-type: none"> <li>• Policy development</li> <li>• Program evaluation</li> <li>• Policy and peer reviews</li> </ul>  |

## Tourism

- Facility feasibility
- Tourism area strategies
- Tourism facility feasibility studies

## KEY PERSONNEL

The Project Team will comprise consultants from **SGL** supported by our team of researchers and support staff.

**Phillip Gray**  
Director



### Qualifications

MS (Recreation and Parks), BS, A.U.A. (Dip PE), Dip T (Sec)

- Over 35 years' experience
- Experienced sport, recreation and open space planner and management consultant
- Completed many recreation and sport strategies, recreation and sport feasibility studies, business plans, reserve and open space master plans and planning studies.
- Prepared business case and business plans for many facilities across Australia and New Zealand. These reports include sophisticated financial models including whole of life costing.
- Over thirty-five years' experience, including working in State Government, Local Government and private practice
- Has extensive experience in dealing with the, often, conflicting interests of users of recreation and sporting precincts.
- Skills in developing strategic solutions to provide acceptable outcomes to stakeholders with different perspectives.
- Has successfully completed numerous master planning projects.

**Nathan Gray**  
Senior  
Consultant



### Qualifications

PhD (Commerce)  
B. Commerce (Hon),  
B. International Studies  
RABQSA (Internal Auditor)

- Nathan is an experienced strategic management executive who has worked across multiple industries including; sport and recreation, health and aged care.
- Nathan initially worked in the leisure industry. He has managed both golf courses and recreation centres and has also managed swimming programs and worked as a professional beach lifeguard.
- As a management consultant he has experience in preparing leisure strategies, feasibility studies, business plans, management audits and international management projects. He has undertaken assignments in all states of Australia, Asia, Europe and South America.
- Nathan approach is to work directly and intimately with clients to build rapport, understand and trust to deliver optimal results. He is also Managing Partner of AsiaAustralis an international strategic management advisory firm.
- Nathan offers a wide range of skills having been involved in market research, strategic planning, management planning, policy evaluation and situation

analysis.

**David Green**  
Senior  
Consultant



**Qualifications**

Bachelor of Business  
Administration (Tourism),  
First class honours.  
Certificate Level IV in  
Government.

- 
- David has over 15 years' experience in the Queensland State Government as Manager, Commercial Analysis, Sport and Recreation.
  - Highly developed skills in leisure policy development and major infrastructure facility development.
  - Played a key role in all aspects of development of the infrastructure and staging of the inaugural Townsville V8 Supercar event.
  - Evaluated major facility development proposals, including the 50m outdoor heated pool at the Sleeman Sports Centre, proposed expansion of the Queensland State Hockey Centre, the proposed Queensland State Netball Centre and managed an assessment of the performance of the facilities and operations of the Queensland Government's Active Recreation Centres.
  - Previously worked in Sport and Tourism in the Federal Government where he was involved tourism policy development and management of grant funding programs. Member of a taskforce established to investigate development of a code of conduct for inbound tourism operators.
  - Implemented the Commonwealth Government's Regional Investment Attraction Program during his time in employment with Invest Australia.
  - Delivered numerous recreation feasibility study and master plan projects whilst consulting for SGL, including delivery of a similar project in the Beachfront Tourist Parks Master Plan project for Fraser Coast Regional Council.

# ATTACHMENT 2

## REFERENCES

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### Contact person and details:

|                         |   |
|-------------------------|---|
| <b>Name:</b>            | Janet Campbell  |
| <b>Position:</b>        | Executive Manager Property and Commercial Services  |
| <b>Organisation:</b>    | Fraser Coast Regional Council   |
| <b>Contact details:</b> | (07) 4194 8101 <a href="mailto:janet.campbell@frasercoast.qld.gov.au">janet.campbell@frasercoast.qld.gov.au</a> |

Janet can provide comment on the work SGL has done in preparing four master plans for the four Fraser Coast Regional Council owned caravan parks.

|                         |   |
|-------------------------|---|
| <b>Name:</b>            | James Voght   |
| <b>Position:</b>        | Sport & Recreation Development Officer  |
| <b>Organisation:</b>    | Lismore City Council  |
| <b>Contact details:</b> | 1300 878 387 <a href="mailto:james.voght@lismore.nsw.gov.au">james.voght@lismore.nsw.gov.au</a> |

|                         |   |
|-------------------------|---|
| <b>Name:</b>            | Lucy Griffiths  |
| <b>Position:</b>        | Leisure Planner   |
| <b>Organisation:</b>    | City of Bayswater   |
| <b>Contact details:</b> | (08) 9272 0905 <a href="mailto:lucy.griffiths@bayswater.wa.gov.au">lucy.griffiths@bayswater.wa.gov.au</a> |

# ATTACHMENT 4

## SUBCONTRACTORS

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### DKJ PROJECTS . ARCHITECTURE

DKJ projects.architecture is regarded as a leading architecture and design consultancy. The company boasts over 40 years' experience of designing buildings and places for the inspiring and unique Australian environment.

DKJ projects.architecture work throughout Australia and readily adapt to new locations and challenges. The firm value relationships with Clients and focus on their objectives with a methodology that emphasises high quality, integrated services and tailor made solutions for all of their projects. DKJ projects.architecture people are creative designers and free thinkers with extensive experience in the development, property and construction industry. They are enthusiastic, hands on and mobile. Professional services are backed by solid business management.

Via their associated offices, media network and projects throughout Australia, DKJ projects.architecture bring current global and regional knowledge and thinking to projects. DKJ projects.architecture design philosophy is based on the interwoven activities of research, benchmarking, innovation and communication. Each project adheres to good project management practises, which provides clarity, understanding and certainty to the design and delivery process. Data capture and a robust testing of all ideas broaden the project teams' outlook which results in better projects. The end goal is to deliver designs which match aims and leave a lasting legacy for the broader community.

DKJ projects.architecture will be responsible for preparing the functional master plan drawings and designs for the caravan park structures including the alfresco kitchen and other building structures identified for the caravan park. The design work will be led by David King-Jones. David's CV is over the page.

**DAVID KING-JONES**  
Principal



**David King-Jones**  
Principal

During his thirty years of practice David has been involved as Director in Charge of multi-disciplinary teams on a range of major projects:

- Retirement & Aged Care
- Residential
- Tourism/Recreation and Hospitality
- Mixed Use Commercial
- Urban Development
- Public Buildings
- Education
- Industrial
- New Technologies.

#### **Awards**

1988 RAlA Northern Territory Civic Design Award – Todd Street Mall, Alice Springs, Northern Territory.

1998 Property Council of Australia Rider Hunt Award – Raddison Playford Hotel.

2000 South Australian Museum – Australian Institute of Building: State High Commendation – Project Management; National High Commendation – Project Management for South Australian Museum New Entry and Aboriginal Cultures Gallery.

2001 Urban Design Institute of Australia – Urban Design Award, Holdfast Shores Development, Glenelg, South Australia.

2008 SA Steel Awards, Australian Steel Institute; Adelaide Central Bus Station

2008 UDIA SA Awards for Excellence, High Density Development, Place on Brougham North Adelaide, SA

2009 AIA NT, Commendation Commercial Architecture, Imparja Digital TV Studio, Alice Springs

2009 Newport Quays Marina Cove, Port Adelaide SA, DIA Planning Award

2009 Residential Developments, Property Council of Australia: National Innovation and Excellence Awards; Place on Brougham, North Adelaide SA; AIA NT, Interior Architecture Award, Sustainability Award, Central Land Council Alice Springs 2010

David's role will be as project director.

#### **Qualifications**

- Bachelor of Architecture, Melbourne University, 1972

#### **Affiliations**

- Fellowship of the Royal Australian Institute of Architects
- Registered Architect, Northern Territory, Western Australia, South Australia, Tasmania, Victoria, Queensland and New South Wales
- Fellow of the Company of Directors Institute, Australia
- Tasmanian Building Practitioner Accreditation No : CC4689 FVAIA # 11538

#### **Expertise**

David is the director of DKJ projects.architecture.

David was a founding senior partner of Woodhead and during his 25 years with the company his corporate responsibilities included:

- Member of the Executive Management Board
- IT Director
- Principal in Charge – South Australia / NT
- Principal in Charge – Public Buildings/Civic Projects.

Now in his executive role, David assists with the management, development and growth of DKJ projects.architecture.

David has worked in England, the Middle East, Asia and throughout Australia and brings this experience to all projects he is involved with.

David's role is generally Project Director, responsible for the delivery of Design Team Services in accordance with the Project Brief, Budget and Programme.

# ATTACHMENT 5

## SGL QUALITY ASSURANCE

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# SGL Consulting Group

## Quality Management Principles



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SGL is a long established sport and leisure company that has developed a broad range of expertise and specialist skills in the sport, recreation and leisure industries. SGL is committed to providing the highest quality services and advice on all aspects of the sport, recreation and leisure industries.

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| <b>Team Approach</b>          | A close working relationship with you and your team to get the best result, on time and on budget.  |
| <b>Reputation</b>             | A commitment to meeting client needs with satisfied clients and referrals that create practical and solid references.   |
| <b>Established Business</b>   | 32 years business establishment and brings to every project significant project experience and established business practices that work.                        |



SGL  
CONSULTING  
GROUP

Australia's leading  
sport and recreation  
facility planners

|                                 |  |
|---------------------------------|--|
| <b>International Experience</b> | Australia's leading international leisure and lifestyle consulting firm. In addition to working in New Zealand, our team has successfully undertaken assignments in China, India, Malaysia, PNG and the USA. |
| <b>Industry Relationships</b>   | Ongoing strategic relationships with Australasia's best design, engineering and market research companies.   |

## Services Offered

SGL offers specialist services in:

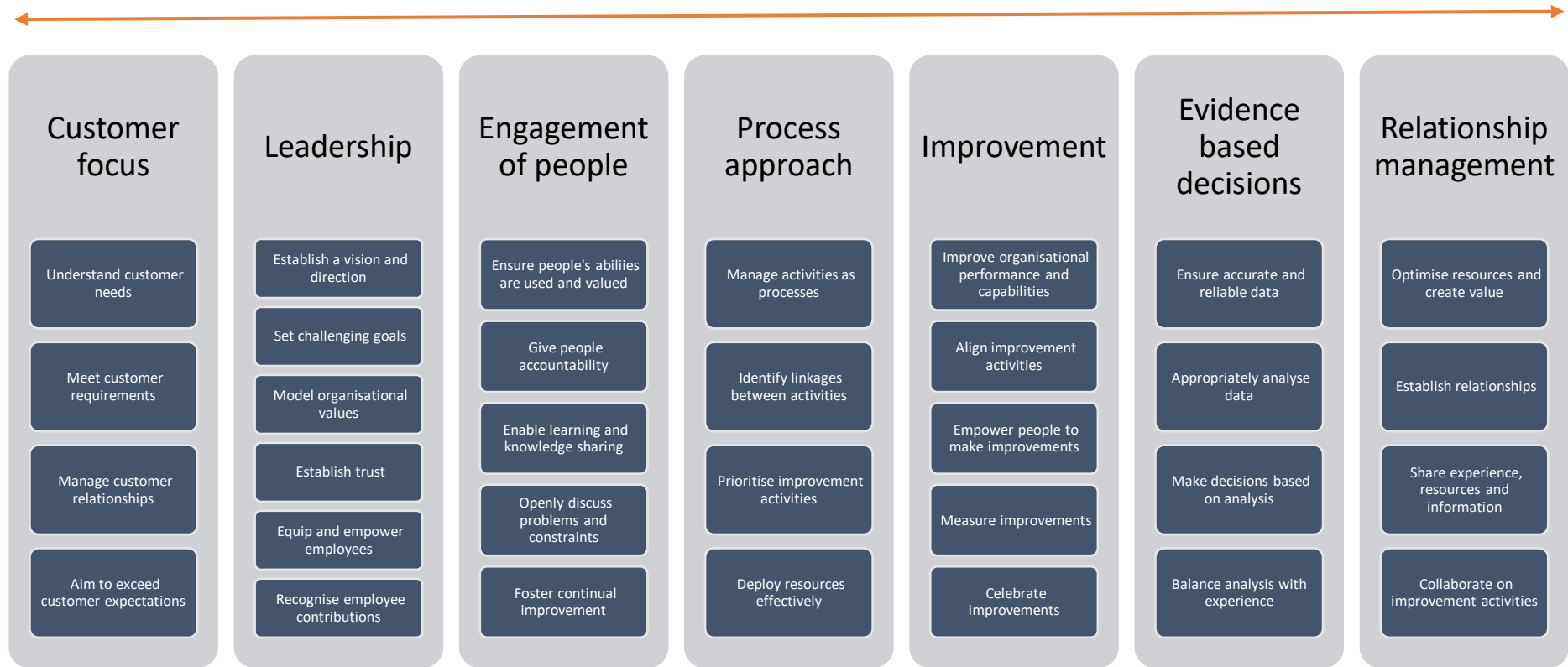


**SGL** Consultants operate in line with quality management principles identified in ISO9000:2015, with a focus on:

- our customers and understanding and delivering on their needs
- showing leadership in the sport, recreation, leisure and tourism industries with an aim of fostering development of a better life for our customers and the stakeholders they represent
- engaging with people, learning from them and sharing our knowledge
- following documented processes and working efficiently and effectively
- continually improving and learning
- making decisions based on evidence, backed by experience and prior learnings
- managing relationships and working in a collaborative manner.

SGL Consultants operate in line with following seven quality management principles, adopted from the ISO9000:2015 principles of Quality Management.

# Quality Management Principles



# ATTACHMENT 6

## DEMONSTRATED EXPERIENCE

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### PROJECT DELIVERY

Through delivery of a Master Plan project SGL utilises a suite of skills and approaches to ensure each project is delivered in line with the methodology to meet client expectations, timeframes and budget.

#### **SGL handles issues as they arise**

One of the biggest issues we have been confronted with during Master Planning projects is the unrealistic expectations of existing or potential user groups. Many people have preconceived ideas of what is needed, often based on their personal knowledge and history without understanding the bigger picture.

Consequently, we use an approach which “brings people along during the process”. We work with stakeholders to determine their true needs and basic requirements. From there we develop solutions which meet their expectation and also achieve triple bottom line outcomes.

Our main strategy in dealing with issues is to gather all stakeholders together and discuss possible outcomes in an open and honest environment. This approach works with most groups and in most situations.

#### **SGL has sound judgement**

We have completed many Master Plans which have been implemented. Often we find there is conflict between different stakeholder groups. Our approach has been to obtain accurate information on potential impacts of specific activities or developments. We then aim to establish management controls to eliminate or minimise impacts on the environment and residents.

#### **SGL achieves outcomes**

The project team, led by Phillip Gray have extensive experience in Master Planning projects. Phillip Gray has provided clients with viable solutions to their specific needs. He has successfully completed many projects that have been developed into successful facilities. We do not commence a project with a preconceived idea of the solution, instead, we work from demand and consumer needs to a viable and sustainable outcome.

### PREVIOUS PROJECTS

To demonstrate our experience and expertise we have provided a snapshot of our work and summarised a small number of similar caravan park master planning projects. A comprehensive list of all assignments undertaken by **SGL** can be obtained by visiting our website [www.sglgroup.net](http://www.sglgroup.net).

A major feature of all assignments undertaken by **SGL** is their practical nature, and the detailed analysis and assessment. We guarantee to provide clients with reports that meet your specific outcomes. Consequently, we work closely with our clients and relevant stakeholders to ensure the result satisfies all needs. The outcome is a high-quality report. At **SGL** we take pride in the readability of our reports, in fact we “craft” our

reports to ensure they are internally consistent and reach logical conclusions. We are confident that any of our clients will support this claim.

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## BEACHFRONT TOURIST PARKS MASTER PLAN

**Client:** Fraser Coast Regional Council



Fraser Coast Regional commissioned SGL to prepare four master plans for the four council owned caravan parks at Torquay, Scarness, Pialba and Burrum Heads.

The master plans include significant stakeholder and community consultation, development of a new site layout to accommodate modern day caravans and towing vehicles, new amenities and associated facilities, a new reception/manager residence and new services across each park.

To date two out of the four master plans have been completed and endorsed by Council. Consultation has commenced on the final two master plans before Council endorsement will be sought to complete the project early in 2022.

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## KEPPEL SANDS CARAVAN PARK MASTER PLAN

**Client:** Rockhampton Regional Council



This project involved development of a masterplan for future expansion of Keppel Sands Caravan Park for Rockhampton Regional Council. It involved reviewing the approach to management of the business, suggesting new marketing strategies and a long term investment plan for future development of the facility under a more commercial operational arrangement.

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## STRATEGIC REVIEW OF COUNCIL OPERATED TOURIST PARKS

**Client:** Queenscliffe Borough



Prepared for the Borough of Queenscliffe, the review included a situational and market analysis, and opportunity review and SWOT analysis of tourist parks and recommended a Tourist Parks Strategy.

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## MASTER PLANS FOR VICTORIA PARK AND POINT LONSDALE CARAVAN PARKS



**Client:** Queenscliffe Borough

The operational review of four caravan parks in the Borough of Queenscliffe identified the need to prepare master plans. Subsequently, SGL was commissioned to prepare master plans for Victoria Park and Point Lonsdale Caravan Parks.

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## WARBURTON CARAVAN PARK REDEVELOPMENT AND BUSINESS PLAN



**Client:** Shire of Yarra Ranges

This project, undertaken for the Shire of Yarra Ranges involved developing a new master plan for the Warburton Caravan Park, Warburton as well as completing a detailed business plan on the proposed improvements and new business ventures. Main outcomes included new accommodation options plus improved amenities and services and new recreation facilities.

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## ADELAIDE SHORES CARAVAN PARK AND HOLIDAY VILLAGE REDEVELOPMENT OPPORTUNITY REVIEW AND BUSINESS PLAN



**Client:** Adelaide Shores Management Trust

This project involved reviewing marketing and customer feedback to assist with new development improvements at the Adelaide Shores Holiday Village West Beach South Australia. Main outcomes included new recreation facilities, food and beverage services and day spa to compliment new family and couples accommodation units.



# ATTACHMENT 7

## CUSTOMER SERVICE

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### PROJECT BACKGROUND

The Shire of Wickepin is seeking development of a Master Plan for the Wickepin Caravan Park, 7 Fisher Street, Wickepin WA 6370.

The Master Plan requirements include:

- caravan sites with ensuite and other usual services;
- new campers alfresco kitchen and covered dining area;
- hard and soft landscaping;
- CBH seasonal accommodation;
- Areas for expansion at the current location.

Development of the Master Plan will be underpinned by the following objectives:

1. Considers the local, state and national trends, directions and tourism trends in caravan parks.
2. Identifies best practice approaches of the delivery and management of caravan parks.
3. Strategically reviews the condition and type of facilities at Wickepin caravan park.
4. Considers business development initiatives, including provision of accommodation for harvest casuals for the CBH Group and the role of the Shire of Wickepin.

### METHODOLOGY

The methodology has been developed to provide a staged approach in delivery of the Master Plan:

| Outcome/deliverable                       | Task   | Timeframe for completion |
|---|--|--------------------------|
|   | Phase 1: Review and Analysis   |                          |
| Project commencement including site visit | Task 1: Project commencement meeting<br><br>Upon appointment, representatives from the consultant team will meet with the Shire's project team to: <ul style="list-style-type: none"><li>▪ confirm the project brief,</li><li>▪ finalise the program and timeframes,</li><li>▪ confirm the Shire's expectations regarding key deliverables of the master plan</li><li>▪ identify and obtain key background information and data for the document review, and</li></ul> | December 2021            |



- undertake a site inspection.

It is proposed this meeting is held at Council offices before a site visit is undertaken.

The site visit will allow a visual inspection and record to be undertaken to document existing infrastructure and amenities. The aim of this visit is to develop an appreciation of the condition of the park and how it currently serves its markets.

Completion of the site visit in conjunction with the project commencement meeting will be dependent on the Western Australian border remaining open for business travel. At 3 December 2021, the consultant team is able to attend during December 2021. If this changes, the site visit will be rescheduled to be undertaken as soon as permissible, with the project commencement meeting to be held via Microsoft teams.

**Document review**

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Task 2: Relevant reports and studies reviewed

December 2021

All relevant policies, reports and studies will be reviewed to provide a baseline for development of the master plan. Key documents for review will be any:

- location and regional tourism strategies
- recreation strategies
- asset management strategies
- economic development strategies
- corporate and annual plans
- relevant accommodation information associated with the CBH co-operative.

A summary of will be prepared for use as a baseline for the master plan report.

**Tourism analysis and best practice trends**

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Task 3: Research industry trends and best practice

December 2021

A desktop review and analysis into industry trends will be undertake in this task. It will include facility development and provision, management arrangements and marketing trends, including implications associated with future trends due to the impacts of covid-19 in the caravan and holiday market.

This will be supplemented with an analysis of the local tourism market and competitor analysis. The competitor analysis will include a market scan to

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provide baseline information on other caravan parks, their distances from the Wickepin Caravan Park, facilities and services offered, pricing structure, development trends and management arrangements.

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**Caravan Park  
assessment**

Task 4: Caravan Park assessment

December 2021

An assessment will be undertaken of Wickepin Caravan Park to summarise the existing operation. This assessment will cover elements such as:

- facilities and amenities
- support services
- financial performance (if desired by Council)
- occupancy and usage levels
- pricing
- existing development or expansion/development plans
- the maintenance regime.

**Stakeholder  
Engagement**

Task 5: Key stakeholder engagement

January 2022

The consultant team will lead a stakeholder engagement process to seek input on future needs and demands for facilities and services at Wickepin Caravan Park.

Consultation is proposed to be undertaken via a number of means:

- Planning meetings will be held with Council officers to understand views about the park, its planning, development and growth opportunities. These are planned to be held via Teams, with meetings with Council officers held individually or as groups depending on availability
  - Representatives from the CBH Group. It is proposed that meeting with CBH Group is important to understand accommodation requirements for seasonal harvest staff that could be provided at the park
  - Caravan park management. Consultation will be undertaken with park management to ascertain views about the market and how it is changing and developing and what infrastructure improvements are required both now and in future to meet market demand
  - An online survey will be prepared to seek user group input on the caravan park. This survey will seek input from previous visitors to the park
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to understand their experiences and what is important for them to identify gaps for development at the park.

All the consultation will be undertaken with a view to understand future needs and requirements for Wickepin Caravan Parks to meet demand, including deficiencies, gaps or undersupply in the market.

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**Demand Assessment Report**

Task 6: Demand Assessment report

February 2022

The outcomes from the stakeholder consultation will be drafted into a Demand Assessment Report. This report will document all outcomes from Phase 1 and will identify initiatives that are proposed for inclusion in the master plan as it is developed.

The draft report will be submitted to Council's project team for review and comment. Amendments will be made based on Council input before the report is finalised and master plan development is commenced.

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**Phase 2: Master Plan Development**

**Design Brief**

Task 1: Requirements and design brief

February 2022

Results from the Demand Assessment Report will be used to specify the future vision for the caravan park. A written design brief will be prepared to meet identified demand in terms of the number and type of sites in each park, supporting facilities and other infrastructure and services.

The design brief will be provided to Council as a draft for review and comment prior to commencement of master plan drawings being prepared.

**Draft Concept Plans**

Task 2: Preparation of Concept Plans

February 2022

Draft concept plans will be prepared for the park based on the specifications outlined in the design brief.

**Council workshop**

Task 3: Presentation of Concept Plans

February 2022

Draft concept plans will be presented to Council officers where further amendments or refinements can be discussed and agreed.

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Following this meeting, any required amendments to the concepts will be made. It is proposed this meeting be held via Microsoft Teams.

**Cost Estimates**

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Task 4: Cost estimates for works

February 2022

Cost estimates will be prepared for any works identified in the caravan park concept plans.

**Master Plan Development**

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Task 5: Development of draft Master Plan

March 2022

The draft Master Plan will be prepared and will incorporate the concept drawings and cost estimates and will include:

- Executive Summary
- Overview of destination
- Review of stakeholder engagement
- Industry development opportunities
- Future vision for development of the site
- Master Plan concept.

The draft Master Plan document will be submitted to Council for review and comment, with the consultant team to present the report for discussion.

**Final Master Plan**

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Task 6: Final Master Plan

March 2022

The consultant team will make any further amendments to the master plan before the final document is submitted to Council to complete the assignment.

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# ATTACHMENT 8

## SGL HEALTH AND SAFETY POLICY

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# SGL Consulting Group

## Work Health and Safety Policy



**SGL** Consulting Group is committed to providing and maintaining a safe and healthy workplace for all workers (including contractors and volunteers) as well as clients, visitors and members of the public. Hazards and risks to health and safety will be eliminated or minimised, as far as is reasonably practicable.

The responsibility for managing health and safety ultimately rests with the person in control of the business or undertaking, directors and management. Workers also have important responsibilities for health and safety in the workplace.

We are committed to complying with the *Work Health and Safety Act 2011*, the *Work Health and Safety Regulation 2011*, codes of practice and other safety guidance material.

Management will:

- Ensure the business complies with all legislation relating to health and safety
- Eliminate or minimise all workplace hazards and risks as far as is reasonably practicable
- Provide information, instruction and training to enable all workers to work safely
- Supervise workers to ensure work activities are performed safely
- Consult with and involve workers on matters relating to health, safety and wellbeing
- Provide appropriate safety equipment and personal protective equipment
- Provide a suitable injury management and return to work program.

Workers will:

- Take reasonable care for their own health and safety
- Follow safe work procedures, instructions and rules
- Participate in safety training
- Report health and safety hazards
- Report all injuries and incidents
- Use safety equipment and personal protective equipment as instructed.

Our goal is to provide a safe and healthy work environment that is free from workplace injury and illness. This will only be achieved through the participation, co-operation and commitment of everyone in the workplace.

Name: David Green Position: Senior Consultant – Qld office

Signature: *D Green* Date: 10 January 2021

Review date: 10 January 2022



# INSURANCE DETAILS

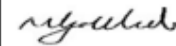


# Certificate of Currency

## Professional Indemnity

**This Certificate:**

- is issued as a matter of information only and confers no rights upon the holder;
- does not amend, extend or alter the coverage afforded by the policy listed;
- is only a summary of the cover provided. For full particulars, reference must be made to the current policy wording;
- is current only at the date of issue.

|                           |  |
|---------------------------|--|
| <b>Name of Insured</b>    | S.G.L. CONSULTING GROUP AUSTRALIA PTY. LTD. (ABN: 12070797081)<br>CASA PTY. LTD. (ABN: 18008014337)<br>The Trustee For THE CURTMEADOWS PTY. LTD. (ABN: 88051484176)<br>SGL Consulting Group (New Zealand)<br>SGL Funding Ltd |
| <b>Occupation</b>         | Consultancy Occupations <ul style="list-style-type: none"> <li>• Management / Business Consulting (excluding M&amp;A and Finance)</li> </ul>   |
| <b>Policy Number</b>      | S0B/08378/000/21/L   |
| <b>Policy Period</b>      | 4.00pm Local Standard Time on 05 January 2021 to 4.00pm Local Standard Time on 05 January 2022   |
| <b>Limit of Indemnity</b> | Professional Indemnity : AUD\$5,000,000 any one claim and in the aggregate. The overall aggregate limit is subject to the number of reinstatements on the policy.  |
| <b>Excess</b>             | Professional Indemnity : AUD\$0 each and every claim.  |
| <b>Reinstatements</b>     | 1  |
| <b>Interested Party</b>   | None Noted   |
| <b>Underwriter</b>        | DUAL Australia Pty Ltd on behalf of certain underwriters at Lloyd's in accordance with the authorisation granted under Unique Market Reference Number: B0775UPD05820A  |
| <b>Signature</b>          |   |
| <b>Name of Signatory</b>  | Michael Gottlieb<br>(BizCover)   |
| <b>Capacity/Title</b>     | Director   |
| <b>Date</b>               | 06 Jan 2021  |

**Please note**

This Certificate is issued subject to the policy's terms and conditions and by reference to the insured's declaration. The information set out in this Certificate is accurate as at the date of signature and there is no obligation imposed on the signatory to advise of any alterations.

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BizCover Pty Ltd (ABN 68 127 707 975; AFSL 501769).

**Mail to:** Level 2, 338 Pitt Street, Sydney 2000

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# Certificate of Currency

## Office Pack

**This Certificate:**

- is issued as a matter of information only and confers no rights upon the holder;
- does not amend, extend or alter the coverage afforded by the policy listed;
- is only a summary of the cover provided. For full particulars, reference must be made to the current policy wording;
- is current only at the date of issue.

|                          |  |
|--------------------------|--|
| <b>Name of Insured</b>   | S.G.L. CONSULTING GROUP AUSTRALIA PTY. LTD. (ABN: 12070797081)<br>CASA PTY. LTD. (ABN: 18008014337)<br>The Trustee For THE CURTMEADOWS PTY. LTD. (ABN: 88051484176)<br>SGL Consulting Group (New Zealand)<br>SGL Funding Ltd |
| <b>Policy Number</b>     | 118U141054BPK  |
| <b>Policy Period</b>     | 4.00pm Local Standard Time on 05 January 2021 to 4.00pm Local Standard Time on 05 January 2022   |
| <b>Interest Insured</b>  | Office Pack Insurance  |
| <b>Situation</b>         | 2A Mellor Street, WEST BEACH, SA, 5024   |
| <b>Sum Insured</b>       | <b>Public Liability:</b> \$20,000,000  |
| <b>Interested Party</b>  | None Noted   |
| <b>Underwriter</b>       | QBE Insurance (Australia) Limited  |
| <b>Signature</b>         |   |
| <b>Name of Signatory</b> | Michael Gottlieb<br>(BizCover)   |
| <b>Capacity/Title</b>    | Director   |
| <b>Date</b>              | 06 Jan 2021  |

**Please note**

This Certificate is issued subject to the policy's terms and conditions and by reference to the insured's declaration. The information set out in this Certificate is accurate as at the date of signature and there is no obligation imposed on the signatory to advise of any alterations.

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BizCover Pty Ltd (ABN 68 127 707 975; AFSL 501769).  
**Mail to:** Level 2, 338 Pitt Street, Sydney 2000  
**T:** 1300 249 268 (1300 BIZCOVER) **E:** support@bizcover.com.au