



# Media Release

9 January 2012

## Research project to explore value of caravan and camping parks

Holidaymakers at Warrnambool this month will be among the first participants in a benchmark research project to understand the value and highlight the importance of coastal caravan parks and camping grounds.

Acting Chair of the Western Coastal Board, Sue Mudford said that the research will help coastal managers and planners respond to the potential effects of climate change to Victoria's caravan parks.

"Caravan parks play a very important role on the coast. They provide affordable recreational and tourism options for all Victorians and make a real contribution to the economies, communities and environments of our coastal towns. They are generally located on areas of coastal public land which make the coast such a great place and often underpin the attraction for people to visit and live by the coast."

"This research is the first of its kind, and what differentiates this research from earlier studies into the impacts of climate change on our coastal areas is that it will focus specifically on coastal caravan and camping parks."

"This research will examine economic values of the parks and their adjacent environments such as nearby beaches, which have traditionally not had a dollar value attached.

"It will also look at people's perceptions of different responses to potential climate change impacts to ensure that social factors important to local communities are considered."

The research project is titled *A Value and Equity Framework for Climate Adaptation: Coastal Caravan and Camping Parks Case Study*, and is one of thirteen projects nation-wide funded by the federal Government's Department of Climate Change and Energy Efficiency (DCCEE).

Five sites on Victoria's west coast have been chosen for the research in consultation with caravan park managers, and include:

- Portarlington Holiday Park
- Barwon Heads Caravan Park
- Apollo Bay Recreation Reserve
- Surfside Holiday Park, Warrnambool
- Gardens Caravan Park, Port Fairy

Survey work will commence in each of the parks on January 14th, with 100 caravan park users at each location to be interviewed. This will be followed by a further survey of 100 people from the adjacent community at each location in early February.

"It is anticipated that the research will help caravan park managers make more informed decisions to better manage the social and economic issues that may arise when planning for adaptation responses," Ms Mudford said.

The Western Coastal Board is established under the *Coastal Management Act 1995* to advise the Minister for the Environment and Climate Change and oversee strategic coastal planning between Breamlea and the South Australian border. For more information see [www.wcb.vic.gov.au](http://www.wcb.vic.gov.au).

**Media enquiries:** Sue Mudford: 0458 542 296 and (03) 5599 5233