

Breamlea Foreshore Management

Frequently Asked Questions – March & April 2022

On the 1st April 2022 the management of the Breamlea coastal reserves transfer from the City of Greater Geelong to Barwon Coast. This includes the management of the Breamlea Caravan Park.

Barwon Coast



WHO ARE BARWON COAST?

Barwon Coast is appointed by the Victorian State Government to manage 15km of coastal Crown land at Collendina, Ocean Grove, Barwon Heads, the Barwon Estuary and 13th Beach. We protect and enhance the natural environment and provide opportunities for the community to enjoy the coastline.

Our vision is that the natural environment of our coastline will flourish whilst meeting the needs of our engaged communities.

Committee members are appointed under the *Crown Land (Reserves) Act 1978* and are selected through a public skills-based 'expression of interest' process and oversee the business operations of Barwon Coast; having responsibility for:

- The natural values of the foreshore reserves
- Cultural heritage protection
- The Port of Barwon Heads
- Caravan parks and camping ground
- Commercial leases, licenses and permits
- Implementation of tourism, recreation and educational services and facilities

We have a local work force of around 55 skilled employees to deliver State Government policies on behalf of all Victorians. Our key strategic document that guides our work is the *Barwon Coast Coastal and Marine Management Plan 2020-2025*.

Our website is www.barwoncoast.com.au

HOW ARE BARWON COAST FUNDED?

Barwon Coast currently generates approximately \$8 million in direct revenue annually, with the majority derived through fees from the caravan parks we manage (Riverview Family Caravan Park Ocean Grove and the Barwon Heads Caravan Park). Other revenue is derived from a range of sources including lease, licence and permit fees, and supplemented by government grants for specific projects.

No recurrent funding is received from commonwealth, state or local government.

All incoming funds are reinvested back into maintaining and improving coastal Crown land, public infrastructure and caravan park and campground facilities. This same model of reinvestment will be applied to our management of the Breamlea Caravan Park and adjacent foreshore reserves.

Transfer of Management

WHY IS MANAGEMENT BEING TRANSFERRED FROM COUNCIL TO BARWON COAST?

The City of Greater Geelong Council gave in-principle support to a transfer of management of the holiday park and foreshore reserves in October 2019.

This followed an independent review that supported a change of management, and the acknowledgement that significant resources were required to run the City's only holiday park.

Barwon Coast has significant knowledge of the tourism accommodation sector and is

well placed to oversee all aspects of the caravan park and foreshore reserve.

With more than 55 highly skilled staff, we specialise in caravan park management, tourism accommodation, conservation of natural resources and coastal amenity.



WHAT WILL BARWON COAST BE DOING WITH THE BANCOORA BEACH PRECINCT MASTERPLAN CONCEPT?

Barwon Coast is working with Council to better understand the priorities of the plan and determine how the various aspects can be delivered.

WHAT WILL THE CHANGE OF MANAGEMENT MEAN FOR THE BANCOORA SURF LIFESAVING CLUB?

Barwon Coast knows the real value that surf lifesaving clubs bring to local communities and most importantly for the provision of beach safety. We will support the Bancoora Surf Life Saving Club in the same manner as the City have and consistent with our support of the Ocean Grove Surf Life Saving Club and the 13th Beach Surf Life Saving Club.

Caravan Park and Shop Operations

WILL THE BREAMLEA POST OFFICE AND SHOP CONTINUE TO OPERATE AFTER 1 APRIL?

Barwon Coast is very aware of how important the shop and Post Office are to the local community and visitors. We see it as a priority and are committed to the continuing operation of these important services.

WHY ARE YOU CHANGING THE NAME OF THE BREAMLEA HOLIDAY PARK TO BREAMLEA CARAVAN PARK?

To ensure consistency across all our accommodation businesses, we will be changing the name. We believe this change will also assist with strategic brand management and marketing to potential customers.



WILL BARWON COAST BE IMPLEMENTING THE BREAMLEA HOLIDAY PARK MASTERPLAN DEVELOPED BY COUNCIL?

Barwon Coast is currently reviewing the masterplan as part of a larger project to review business planning for all our caravan parks and campgrounds. Barwon Coast will engage with campers and the local community and other relevant stakeholders throughout 2022 during the review process.

WILL CAMPING RATES AT THE BREAMLEA CARAVAN PARK CHANGE FROM THEIR CURRENT LEVELS?

Barwon Coast charge consistent fees for camp sites, cabin accommodation and twelve-month permits across our existing caravan parks – the Riverview Family Caravan Park in Ocean Grove and the Barwon Heads Caravan Park.

These fees are reviewed annually by the Barwon Coast Committee of Management with consideration of current market expectations, the facilities and amenities within the park, the experience offered to guests and any increases in operating costs.

We will be assessing the fees for Breamlea Caravan Park through the same process and aim to align the fees at Breamlea Caravan Park to match similar offerings at our other parks. If changes are made this will be clearly communicated, in advance, with all campers and interested stakeholders.

More Information

HOW CAN I FIND OUT MORE ABOUT BARWON COAST AND THE TRANSFER OF MANAGEMENT?

Barwon Coast will be holding community consultation sessions on the transfer of management. All are welcome to attend.

Community Drop-In Sessions

Wednesday 16th March

9am to 12pm – come anytime

Breamlea Community Hall, Horwood Drive,
Breamlea

RSVP: www.breamleaone.eventbrite.com.au

Saturday 19th March

9am to 12pm – come anytime

Breamlea Community Hall, Horwood Drive,
Breamlea

RSVP: www.breamleatwo.eventbrite.com.au

Saturday 16th April

9am to 12pm – come anytime

Breamlea Community Hall, Horwood Drive,
Breamlea

RSVP: www.breamleathree.eventbrite.com.au

If these sessions are not suitable for you, please contact our office to connect with us.

WHERE CAN I FIND MORE INFORMATION?

Further information on the transfer of management can be found at

www.barwoncoast.com.au/breamlea-caravan-park and at

www.geelongaustralia.com.au/breamleaholidaypark

WHO CAN I TALK TO IF I HAVE QUESTIONS OR CONCERNS?

The Barwon Coast team can be contacted by ringing 5254 1118 during office hours or on email at office@barwoncoast.com.au

KEEP UP TO DATE

Barwon Coast distribute a quarterly community newsletter detailing current projects and issues of interest. You can sign up to receive it here:

www.bit.ly/BarwonCoastNewsletter

You can also follow us here:

Facebook @BarwonCoastVIC

LinkedIn

[@linkedin.com/company/BarwonCoast](https://www.linkedin.com/company/BarwonCoast)