



REVIEW OF
TWO-YEAR TRIAL OF
RV FRIENDLY
OVERNIGHT PARKING
AT NUMURKAH
JANUARY 2023

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Executive Summary

Following significant community consultation, Moira Shire Council (hereafter Council) adopted the Recreational Vehicle (RV) Friendly Strategy in 2016. In 2020, Council received a petition to make Numurkah RV Friendly once again under the Caravan Motorhome Club of Australia (CMCA) accreditation scheme. On 25 November 2020 – following a review of the RV Friendly Strategy – Council endorsed a trial of RV overnight parking at Numurkah. This report provides a review of this two year trial.

Council endorsed a two year trial of RV overnight parking at the Numurkah Showgrounds and the Lion's Park, Numurkah. As part of the trial, welcome/conditions, directional and tourism signage were installed.

The Numurkah Showgrounds Community Asset Committee (CAC) is of the opinion that the trial location within the showgrounds did not work. The CAC, however, would be happy for the continuation of the RV overnight parking at the Numurkah Showgrounds, but only on the condition that the location is shifted to the South Western corner of the Showgrounds and significant works are completed to make that location suitable for RV parking.

There have been minimal issues reported for the Lion's Park location, with some reports that the RV Overnight Parking site has reduced community concerns for this area by keeping "drug traders away from the creek area" and maintaining the areas in neat and tidy condition.

The review of the trial included a desktop review and review of the measures of success including usage of the RV dump point, website statistics, monitoring of littering, coffee card program statistics, Why Leave Town vouchers program statistics, complaints, a community survey, registrations for the use of the overnight parking sites and a RV visitor economic impact survey. The following provides a brief overview of each of these success measures:

Council received 14 registrations for the use of the Numurkah dump point during the trial period.

Council's website page for Caravan, Camping and RV Facilities page had a total of 804 page views during the trial period with the majority of visitors from Melbourne and Sydney.

Both sites have remained in a clean and neat state and have not resulted in an increase in littering.

The Coffee Card program, which was implemented by the local tourism association Numurkah Love Our Lifestyle Inc. resulted in a total of 122 coffee cards being redeemed across five of the seven participating cafes.

Over the trial period, a total of 570 Why Leave Cards were purchased and loaded to the combined value of \$32,840.

During the trial period, Council received a total of 23 complaints about campers (RVs and tents) at a number of locations within the Moira Shire, only two of these were in relation to camping in Numurkah.

The community survey, which contained 16 questions, had a total of 306 responses. Less than half of the responses (40%) were Moira Shire locals with 91 responses received from the Numurkah community and 16 responses from Numurkah business owners and/or operators. The overwhelming response from the community survey (97% of responses) was that Numurkah should continue to be RV Friendly.

Council only received a total of eight registrations during November and December, with the potential that many more stayed but did not register.

A total of 17 responses were received to the RV Visitor economic impact survey, which contained 11 questions. These RV visitors spent on average \$238 in total per day, spread across fuel, food and beverage, retail, accommodation (some would extend their stay at commercial accommodation) and other items.

Remplan modelling highlighted the significant impact and potential impact on the local economy from RVers coming into the region and staying for a day or two through three scenarios:

- Status quo of 2,700 RVs visiting per annum for an average of 1.65 days, resulting in a total expected RV visitor expenditure of \$788,149.
- Future scenario of 5,000 RVs visiting per annum for an average of 1.65 days, resulting in a total expected RV visitor expenditure of \$1,963,500.
- Future scenario of 10,000 RVs visiting per annum for an average of 1.65 days, resulting in a total expected RV visitor expenditure of \$3,927,000.

As all success measures considered indicated that the trial was a success overall, it is recommended that Numurkah continue to be a RV Friendly Town, which requires the continued provision of free overnight parking (up to 48 hours) for self-contained RVs close to the CBD.

Three options were explored:

- Option one: Continuing status quo with two overnight parking options (i.e. Numurkah Showgrounds and Lion's Park, Numurkah);
- Option two: Continuing with overnight parking at Numurkah Showgrounds but discontinuing overnight parking at Lion's Park, Numurkah
- Option three – preferred option: Continuing with overnight parking at Lion's Park, Numurkah but discontinuing overnight parking at Numurkah Showgrounds

The recommended option is to continue to provide short term, free overnight parking (up to 48 hours) for self-contained RVs at the Lion's Park, Numurkah and to discontinue the provision of free overnight parking (up to 48 hours) for self-contained RVs at the Numurkah Showgrounds.

Introduction

Following significant community consultation, Moira Shire Council (hereafter Council) adopted the Recreational Vehicle (RV) Friendly Strategy in 2016. In 2020, Council received a petition to make Numurkah RV Friendly once again under the Caravan Motorhome Club of Australia (CMCA) accreditation scheme. On 25 November 2020 – following a review of the RV Friendly Strategy – Council endorsed a trial of RV overnight parking at Numurkah. This report provides a review of this two year trial and makes recommendations going forward.

The two year trial

Locations

Council endorsed a two year trial of RV overnight parking at the following two locations in Numurkah:

1. The Numurkah Showgrounds; and
2. Lion's Park

The Numurkah Showgrounds

The first location under the trial was the Numurkah Showgrounds. Image 1 shows an aerial overview of the Numurkah Showgrounds. Image 2 shows the North Eastern section of the Numurkah Showgrounds with the RV Friendly overnight parking sites marked out.



Image 1: Overview map of the Numurkah Showgrounds



Image 2: Map of trial site in Numurkah Showgrounds. In red is the recommended site, the blue dots create a delineation between the road and proposed site, and the green dots are suggested tree plantings to create avenues for future shade.

The location of the trial site within the North Eastern section of the Showgrounds was chosen due to its: 1) more aesthetic appeal; 2) green space reducing tree hazards; 3) side entry access; 4) proximity to the walking track and the Broken creek with easy access by foot to town, the Broken Creek walking circuit and exercise stations and Kinnaird's wetlands; 5) distance from the residential areas; and 6) distance from the more highly used areas of the Numurkah Showgrounds.

Feedback from the Numurkah Showgrounds Community Asset Committee

The Numurkah Showgrounds Community Asset Committee (CAC) has provided the following feedback on the trial:

Has the trial of the overnight parking at the Numurkah Showgrounds been a success?

Not working as signed; Vans Park all over the place

Is it the right location with the showgrounds? Would another location be more suitable?

Wrong location:

- Wet in winter and rain events;
- Bindi eye and khaki weed in summer, which is trying to be eliminated is being spread on tyres;
- Not near toilets or dump point;
- There is an excessive use of the tracks by people looking at options;
- The area is a secondary area used only on show day therefore not being maintained to a high standard all year round; and
- It will be outside the levee protection area when it is installed therefore a suitable crossing for large vehicles will be required.



Image 3: Bog holes on tracks near the trial site in Numurkah Showgrounds

What issues, if any, have arisen by having a RV Overnight Parking location within the showgrounds?
Parking all over the reserve sometimes in groups and on extended stays.

What benefits, if any, have arisen by having a RV Overnight Parking location within the showgrounds?
NIL

Would the Committee like to see the RV Overnight Parking at the showgrounds continued?
Yes, under stricter circumstances

If RV Overnight Parking was to be continued at the showgrounds, are there any additional requirements to what currently is there?

Shift to our preferred location on a properly constructed/designated site:

1. Rock pad;
2. Drained;
3. Improved track access;
4. Rubbish disposal; and
5. Site policed to eliminate random parking.



Image 4: Preferred location map (red delineates the proposed area in the South Western corner of the Numurkah Showgrounds) and image from site

The Lion's Park

Given that overnight parking at the Numurkah Showgrounds may not be ideal when events are on; it was proposed that the two-year trial of free RV Friendly Overnight Parking of up to 48 hours was also provided at the Lion's Park, McNamara Drive, Numurkah.



Image 5: Map of the trial site at Lion's Park, Numurkah

This site was chosen due to its: 1) beautiful location on the Broken Creek; 2) proximity to toilets; 3) presence of picnic tables; 4) close walking distance to town and wetlands; and 5) proximity to activities nearby such as bowling club, tennis courts and indoor swimming pool.

Issues experienced at the Lion's Park

The only issue experienced at the Lion's Park in relation to bogs/pot holes from the additional traffic of heavy vehicles through this area.

Bogs/Potholes

With wetter than normal seasons caused by La Niña, the site at the Lion's Park did experience some bog holes during the wetter months in autumn, winter and spring. The site was assessed several times to see if the issue could be resolved. Each time the assessment remained that it was best to wait to fill the holes with clean fill when the holes had all dried up after some drier weather. Once fully dry, the Operations team would then be able to add soil and compact to fill the depressions. Adding rocks to the site were considered, but would be adding something that is not naturally there and could create future issues for mowing the site.



Image 6: Bogs/ potholes at Lion's Park (Image credit: Dianne Hill, 2022)

Should this issue re-occur in the future it can be dealt with in two ways:

1. Continue to add fill, compact and level when site is conducive to such works; or
2. Make the site more permanent for RV parking.

Signage

Three types of signs were installed to assist with the promotion of the RV Friendly overnight parking trial, including welcome signage, directional signage and tourism signage.

Welcome signage

The RVers are greeted at both sites with welcoming conditional signs, highlighting what is and what isn't allowed within the RV overnight parking area.

Welcome
Recreational Vehicle (RV) Overnight Parking Area

moira
SHIRE

Conditions of stay:

- 15 MAX**
A maximum of 15 RVs parked on site at any time - If site is fully occupied please move on to another approved location or stay at a Caravan Park.
- 48**
Overnight parking of up to 48 hours only allowed.
- RV Icon**
Only fully self-contained RVs are allowed - i.e. The RV must carry its own on-board water supply, washing and toilet facilities, and waste water tank.
- Dog Icon**
Dogs on a leash allowed within the designated overnight parking area.
- Fire Icon**
Any fires to be within contained fire pits and within fire regulations.
- Laundry Icon**
No laundry - i.e. no clothes drying outside the RV.
- Tent Icon**
No tent camping permitted.
- Waste Icon**
No disposal of solid waste or discharge of waste water must occur. A RV dump point is available at the Numurkah Showgrounds.
- Conditions Icon**
Any breaches of the conditions for the use of the RV overnight parking site may incur an infringement notice (\$200).
- Lock Icon**
Please secure your vehicle and belongings at all times.

Image 7: Welcome/conditions sign



Image 8: Photos of welcome/conditions signs at the Numurkah Showgrounds



Image 9: Photos of conditions signage at the Lion's Park, Numurkah

Directional signage

Directional signage was installed at each location to direct RVers to the exact location for the RV overnight parking.



Image 10: Artwork for the directional signs (right, straight and left arrows)



Image 11: Photos of directional signs at Numurkah Showgrounds and Lion's Park

Tourism signage

Tourism signs were installed at Lion's Park to provide a warm welcome to the region and encouraging the RVers to explore our region.

The tourism sign includes:

- Introduction and map of the region; and
- Promotion of
 - o Nature Escapes with walking tracks in Numurkah, Kinnairds wetlands and the Barmah Forest Heritage and Education Centre highlighted
 - o The Murray Farm Gate Trail
 - o The North East Silo Art Trail
 - o Local RV Friendly stops; and
 - o Why Leave Town gift card
- Visitor Services information
- Emergency number and;
- Social media handles

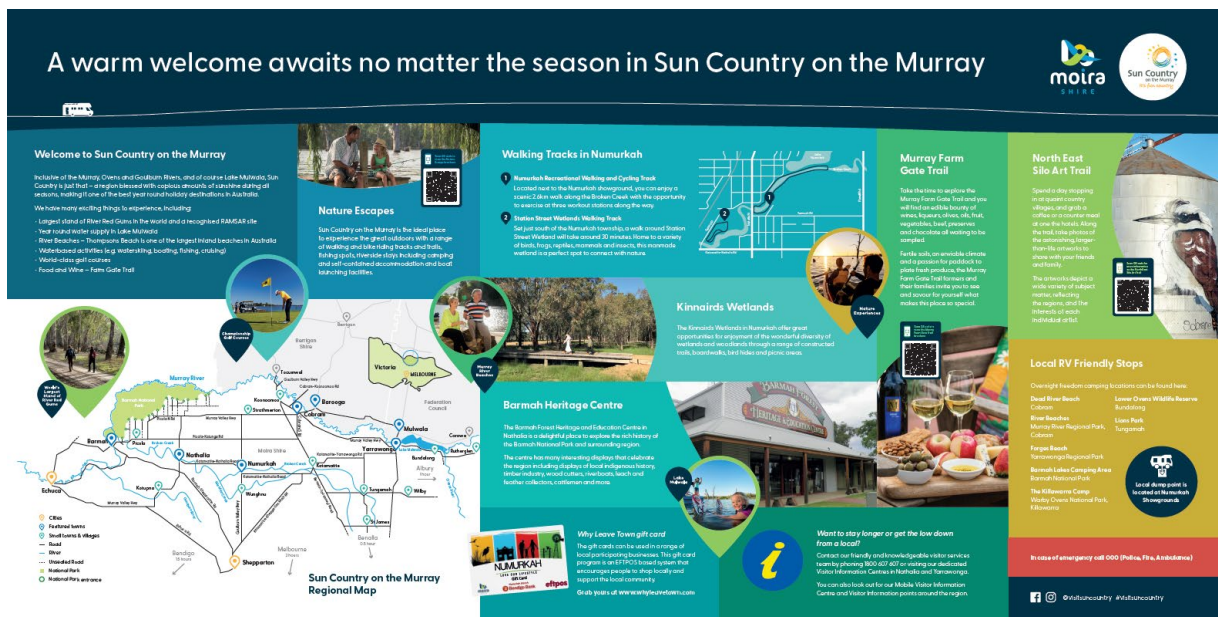


Image 12: Artwork for the tourism signage



Image 13: Photos of the tourism signage within the Lion's Park

Measures of success

Usage of the Numurkah dump point

Visitors and residents are allowed to use the Numurkah Dump Point under the following conditions of use:

- Only dump wastewater and liquid waste from caravans and other vehicles with mobile toilet and sanitation fixtures;
- If dumping both black and grey water, please let the black water go first, followed by the grey;
- Do not allow any vehicle other than your own to dump;
- Leave it cleaner than you found it; and
- Lock the dump point again after use.

For the period 14 April 2021 to 13 December 2022, Council received a total of 14 registrations for the use of the Numurkah dump point. There may have been more users of the dump point as the lock at some stage had been removed and not replaced.

Website page

The Caravan, Camping and Recreational Vehicle (RV) Facilities page (see:

<https://www.moirav.vic.gov.au/Visitors/Caravan-Camping-and-Recreational-Vehicle-RV-Facilities>)

that provides an overview of access to facilities and amenities such as low-cost RV overnight parking, potable water, dump points and long vehicle parking on Council's website went live on 30 August 2021.

Up until 13 December 2022, this page has had 804 page views, with 3.07 minutes average time spent on the page. The traffic to the page has mainly come from Google from the following top five geographic locations:

- Melbourne (385)
- Sydney (171)
- Brisbane (41)
- Adelaide (12)
- Geelong (6)

Monitoring of litter

The trial has proven positive in terms of littering. The sites have remained in a clean and neat state and Council has not seen an increase in littering at any of the two sites.

Coffee card program

The local tourism association Numurkah Love our Lifestyle Inc. implemented a coffee card program, where visitors were given a coffee card that provided them with a free coffee when they bought one coffee from one of the seven participating cafes. The free coffee was subsidised by the local tourism association.

The coffee cards were distributed to visitors in the region via the RV sites, local accommodation providers and events.

From 01 January 2022 through to 04 November 2022, a total of 122 coffee cards had been redeemed across five of the seven participating cafes.

Table 1: Breakdown of Coffee Card distribution

Where Visitors Stayed	Qty	%
RV Friendly Sites	50	41
Numurkah Caravan Park	48	39
Numurkah Apartments	9	7
Numurkah Motel	4	3
Yarrawonga Dance Weekend*	11	9
Total	122	100

*Yarrawonga Dance Weekend 15th July to 17th July, 2022. 30 Coffee Cards were given out on Saturday night, 11 were redeemed. Approximately 80 people attended, many from interstate but also some locals. Unable to track which accommodation they stayed at.

Table 2: Break down of Coffee Card Redemptions

Café Redemption	Qty	%
Cherish Brews & Bites	52	43
Numurkah Bakery Cafe	47	39
Rush Foods	16	13
Brereton's Numurkah Bakery	5	4
Take Away On Melville	2	2
Numurkah Café Bar Restaurant	0	0
Wunghnu Cafe	0	0
Total	122	100

Anecdotal data identified that the participating cafes who have accepted coffee cards have been happy with the Coffee Cards with spending varying from the \$5 for the paid coffee to \$30 or \$40 for a meal.

While the coffee cards were distributed to RVers staying at the Lion's Park (up to four to five times a week), some frequently asked questions included:

- Where is the cheapest fuel;
- Van parking near the town CBD;
- Why there is no dump point in this area;
- Tyre repairs, mechanical repairs, van repairs, electrical repairs
- Best place to eat
- Visitor information such
 - Information centre
 - Historical museum
 - Bats
 - Historical exhibits and information
 - Pubs
 - Golf clubs
 - Gardens and sporting facilities
 - Coffee shops; and
 - Op shops

There were also general comments made including:

- The friendliness of the people; and
- [Tourism] Map is great but no mention of the smaller towns like Katunga, Waaia, Bearii and others.

Why Leave Town vouchers

Since the inception of the Why Leave Town vouchers in Numurkah, a total of 972 cards have been purchased and loaded to the total value of \$61,705.

Between January 2021 and 19 December 2022, a total of 570 cards were purchased and loaded, with 373 in 2021 and 197 in 2022. The total load value in 2021 was \$22,005 and in 2022 it was \$10,835. A combined total load value of \$32,840.

Table 3: Why Leave Town Numurkah – Program Summary, December 2022



Number of complaints received

During the trial period, Council has received a total of 23 complaints about campers (RVs and/or tents) at a number of locations within our shire – see Table 4 for an overview.

Only two of these were complaints in relation to camping at Numurkah. One was regarding campers overstaying at Numurkah; the other was in relation to alleged theft of property by people camping at the Lion’s Park RV Overnight Parking site.

The Safety and Amenity Department also received two enquiries from residents about whether Council were going to stop free camping during COVID restrictions and one enquiry about camping by the Murray River if you do not have a home.

Table 4: Complaints about campers (RVs or tents) from 01 January 2020 through to December 2022

Town	Location (if specified)	Number of complaints
Cobram	Scott's Reserve	3
	Thompson's Beach	2
Koonoomoo	Koonoomoo Recreation Reserve	3
Nathalia	Nathalia Recreation Reserve	1
Numurkah		1
	Lion's Park	1
Tungamah		1
Yarrawonga	Woodland's Park	5
	Yarrawonga Foreshore/Yacht Club	3
	Yarrawonga Showgrounds	2
	Cullens Rd	1

Community survey

A community survey containing 16 questions was developed. The survey had logic applied, so certain questions were automatically skipped depending on the answer to previous questions. For example, respondents that didn't live in Moira Shire Council skipped the question in relation to whether they lived in Numurkah. The various logics only applied to the online survey. Any hard printed copies did not have the logic applied.

The community was encouraged to have their say via this community survey. The survey was live for two months and closed on 30 November 2022. The following sections provide an overview of how the community survey was promoted and the key findings of this survey.

Promotion of the community survey

The community survey was advertised online on Council's [website](#) on 30 of September 2022 with a media release distributed to the local media.

The community survey was promoted in the Numurkah Leader through a display ad (5 October 2022) and in Council's corporate ad (12 October 2022).

The survey was also promoted on social media and in Council's community newsletter. The survey was promoted on Facebook on 03 October 2022. There were some more social media posts about the review of the Numurkah RV Friendly Trial and the community survey, but the posts were not up very long due to the flood event dominating Facebook. The September edition of Council's community letter that was distributed in October featured an article about the community survey.

A Council officer also distributed a flyer containing information about the community survey and the economic impact survey to local businesses in Melville Street on 25 October 2022.

Key findings of the community survey

A total of 306 surveys were completed. This section presents the key findings of the survey through the following sections:

- Where are respondents from;
- RV ownership;
- Numurkah business community;
- Impact of Numurkah being RV Friendly;
- Suitability of sites; and

- Casual observation of patronage;
- Benefits and costs;
- Continuation of Numurkah as a RV Friendly Town; and
- Ideas for attracting more visitors to Numurkah.

Where are respondents from

Less than half of the respondents (40%) were local to Moira Shire. Of the 123 Moira Shire responses, 91 responses were from community members from Numurkah.

Q1 Do you live in Moira Shire?

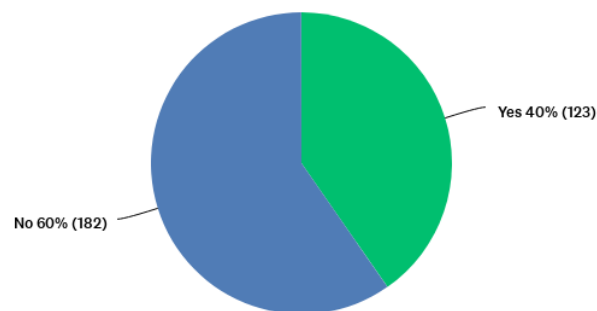


Figure 1: Pie chart illustration of the responses to question one of the community survey

Q2 Do you live in Numurkah?

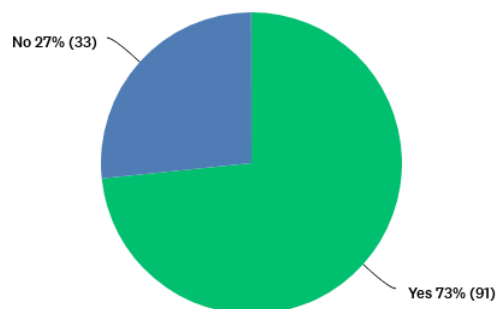


Figure 2: Pie chart illustration of the responses to question two of the community survey

There were 207 respondents that provided their postcode. The more popular post codes having between three and ten mentions are highlighted in the word cloud, with not surprisingly Numurkah taking the lead followed by Yarrawonga. There were responses from Victoria, New South Wales, South Australia and as far away as Western Australia, Queensland and Tasmania.

Q3 What is your post code?

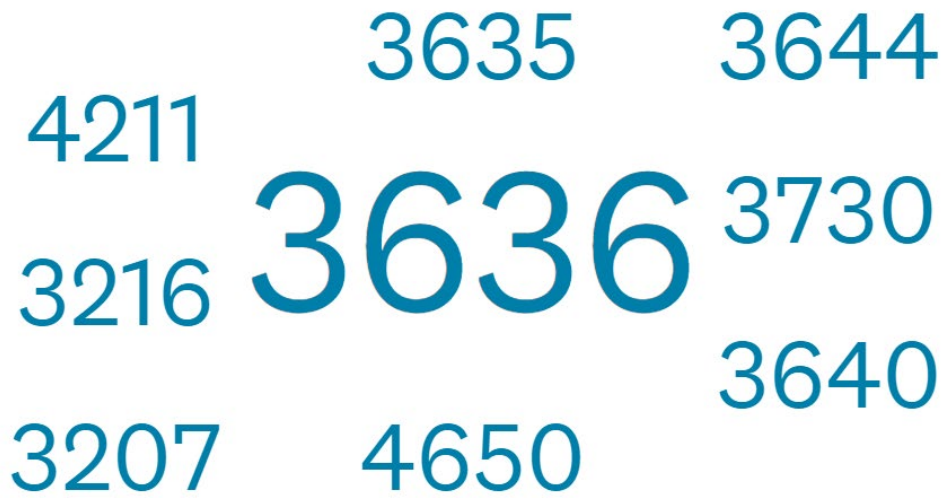


Figure 3: Word cloud illustration of the most popular responses to question three of the community survey

RV ownership

The vast majority of respondents (84%) owns a RV. Of the respondents who lives in Numurkah, close to three thirds (71%) own a RV, and for the Moira Shire respondents only less than a third (29%) owns a RV.

Q4 Do you own a Recreational Vehicle?

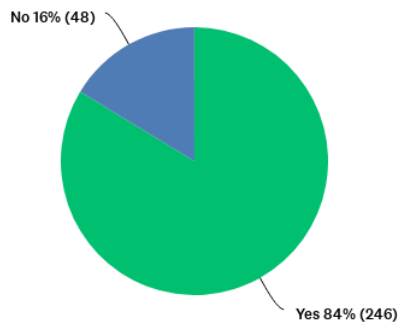


Figure 4: Pie chart illustration of the responses to question four of the community survey

Business Community

A total of 16 responses were received from business owners or operators (i.e. the owner and/or manager who also runs the day-to-day operations of the business) in Numurkah. Of these responses, close to half (seven) owns a RV.

Q5 Are you a business owner or operator (i.e. the owner and/or manager who also runs the day-to-day operations of the business) in Numurkah?

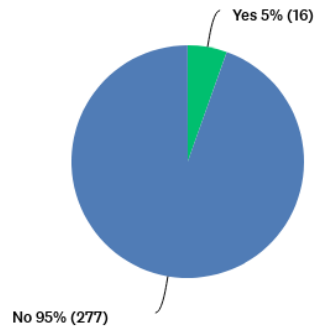


Figure 5: Pie chart illustration of the responses to question five of the community survey

Of these 16 Numurkah business owner/operators, 12 were in retail.

Q6 If yes, are you a retailer in Numurkah?

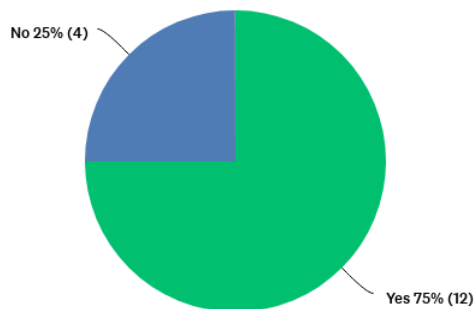


Figure 6: Pie chart illustration of the responses to question six of the business survey

Impact of Numurkah being RV Friendly

Each of the business owner/operators were asked to assess what financial impact RV visitors had on their business.

Over half of the business responses (63%) highlighted a positive impact through increased sales. Only one business noted that RV visitors had a negative impact on their business by decreasing sales. Another business believed there was no impact with maintained sales, and two businesses were not

sure what impact the RV visitors have on their business.

Q7 What is the financial impact you have experienced from RV visitors?

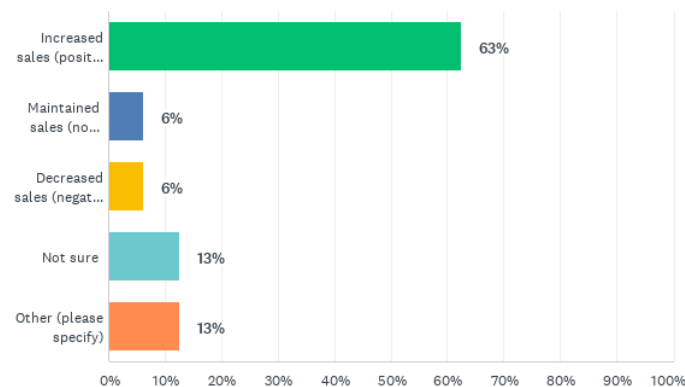


Figure 7: Horizontal bar chart illustration of the responses to question seven of the community survey

None of the retail businesses responding to this survey saw RVers having a negative impact on their business. In fact, 83% of the retail businesses saw them increasing their sales and having a positive impact), with one retail business unsure of the impact and another retail business not convinced what they sell would be of relevance to the RV market.

The vast majority of respondents (91%) thought that Numurkah had benefited from becoming a RV Friendly Town (i.e. offer overnight parking of up to 48 hours, parking close to shopping precinct, potable water and RV dump point). This was also mirrored by the business community with 94 per cent of the business owners/operators of a similar view that Numurkah has benefitted.

Q8 Do you think Numurkah has benefitted from being made a RV Friendly Town (i.e. offer overnight parking of up to 48 hours, parking close to shopping precinct, potable water and RV dump point)?

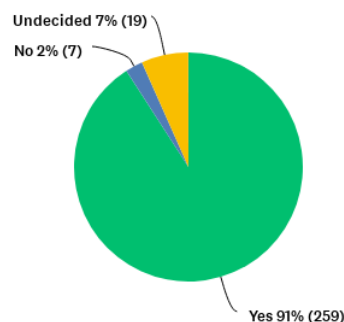


Figure 8: Pie chart illustration of the responses to question eight of the community survey

Council received 239 answers to why these respondents thought that Numurkah had benefitted. The following provides a brief overview of the key themes that came through in this data and a couple of examples of each:

- *Promotion of Numurkah:* “I often meet up with visitors staying in RVs at the free campsites in Numurkah, when they are in town shopping. It has also built on Numurkah’s reputation as a friendly community. I also know people who found Numurkah through their RV travels and have since purchased homes in the town” and “We stayed at your beautiful town for the first time and will definitely be back. Great amenities, clean, welcoming. Stocked up on groceries and filled with petrol while there. Love your town and will share this through WikiCamps.”
- *Economic benefit:* “Visitors to the town = spending in the town. Win win !!!! [sic]” and ““We love staying in Showgrounds or overnight spots and regularly spend money in the town where we stay average \$200-\$300” and “We have had regular customers instore commenting on the option for the town and that they stayed in town because of this – ate at the cafes, shopped at the supermarket and shopped with the stores. WIN WIN.”
- *Brings new visitors to Numurkah:* “I take my children walking along the creek and majority of the time there are caravans and we always get chatting to the visitors. They comment how much they like this little town and most have stated they walk into town and spend money and support our local businesses. A lot also comment that they have never stopped or stayed in Numurkah but because of the program they are able to stop for a couple of nights and enjoy it.”
- *Community pride:* “Encourages people to stop overnight when they might not have done so before and helps bring people to tge [sic] town. The dump point is very useful as well and I feel a sense of pride that we have these options in our little town, great to see and meet new people”
- *Enhances locations:* “We live close to site near netball courts and see how frequently used. Area is cleaner than before and an educated guess would tell me those staying (often for more than 1 night) are spending I [sic] town. Whether that be coffee or groceries or general supplies, This can only be beneficial”

Council also received 29 answers to why these respondents thought that Numurkah had not benefitted from being made a RV Friendly Town. The following provides a brief overview of the key themes that came through in this data and examples of each:

- *Not applicable* – the majority of responses had N/A or Nil;
- *Local businesses need support* – “I think accommodation should be paid for to support local business” and “These free loaders don’t spend any money in town”;
- *Ratepayers pay* – “Unable to see why ratepayers a [sic] footing the bill for waste/water ect, [sic] for cashed up RV users when there is a perfectly good Caravan park in town”; and
- *Positive impact* – “I personally think travellers have a limited budget and if all this goes on a caravan park, then the other little businesses in town miss [out]. So hopefully there can be a variety of offerings and everyone can be accommodated, and we can share the tourist \$ with all the service providers, and from the local point of view, you will have a number of profitable places to get coffee and snack, because the tourist add to the money spent in town”.

Suitability of sites

The majority of respondents (248) provided their view of each of the two sites’ suitability to continue as RV Friendly sites for overnight parking of self-contained vehicles for up to 48 hours.

Of these responses, 93% thought that the Lion’s Park was suitable to continue and 92% thought the Numurkah Showgrounds were suitable.

Q11 The Lion's Park and Numurkah Showgrounds were included in the trial of overnight parking of up to 48 hours within Numurkah. Do you think these are suitable to continue as locations for overnight parking of self-contained RV vehicles of up to 48 hours?

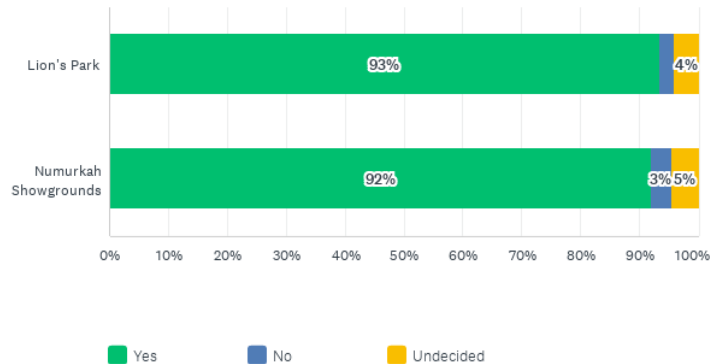


Figure 9: Stacked horizontal bar chart illustration of the responses to question eleven of the community survey

Drilling down to only the responses from residents living in Numurkah, three thirds of the respondents thought both sites were suitable, with 77% (75 responses) noting Lion's Park as suitable and 76% (72 responses) noting the Numurkah Showgrounds as suitable.

Casual observation of patronage

Respondents were asked to provide their view based on observations as to how many RVs were parked at each location on average per night.

A total of 238 respondents answered this question. Based on 98 observations from Numurkah residents for the Numurkah Showgrounds and 99 observations from Numurkah residents for the Lion's Park, the following are the reported averages:

Table 5: Average number of RVs per night observed at Lion's Park and Numurkah Showgrounds (question 12 of the community survey)

Location	Average number of RVs per night
Lion's Park	2.5 RVs
Numurkah Showgrounds	3 RVs per night

Benefits and costs

The 247 respondents that answered this question believed that Numurkah being RV Friendly has resulted in the benefits of increased visitor numbers (94%) and increased expenditure (92%).

Q13 Do you think making Numurkah an RV Friendly Town has provided the following benefits to town?

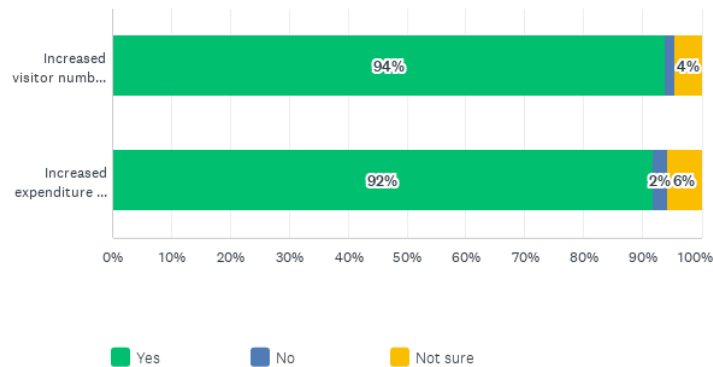


Figure 10: Stacked horizontal bar chart illustration of the responses to question 13 of the community survey

There were 27 comments providing additional information, which included examples as well as other benefits not highlighted in the survey.

Some examples below:

- *Increased visitor numbers:* “Brings people to your town that may not have stopped otherwise.”
- *Increased expenditure:* “Satisfied visitors pass on good reports to other travellers...also have noticed a marked increase in number of customers visiting and buying goods in the local Op shops.”
- *Reduces community concerns:* “Keeps the drug traders away from creek area”
- *Builds community spirit:* “Sharing kindness to others and represents solid values for our community.”
- *Promotes the town:* “More awareness of what a great little town it is. I think it would be ideal for a retirement location people”

The 248 respondents that had answered this question overwhelming believed that Numurkah being RV Friendly has not resulted in major costs to the community, only seven per cent thought that there may have been an increase to compliance costs and less than four per cent thought Numurkah being RV Friendly may have caused complaints from local businesses (4%), complaints from local residents (4%), and littering (3%).

Q14 Do you think making Numurkah an RV Friendly Town has caused any of the following?

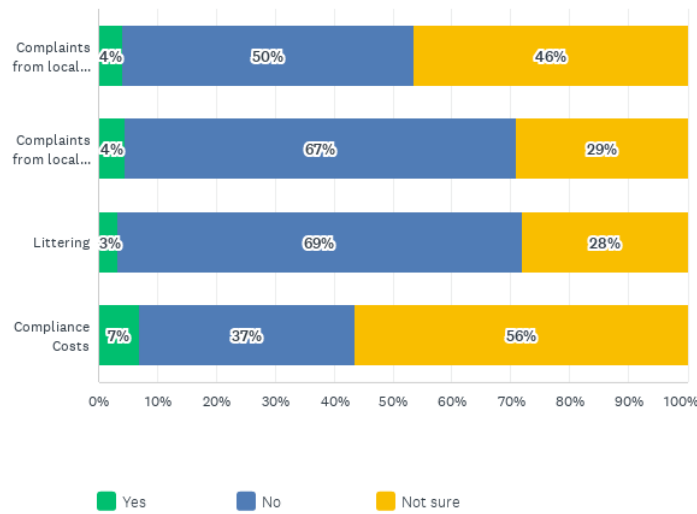


Figure 11: Stacked horizontal bar chart illustration of the responses to question 14 of the community survey.

Of these responses, 17 provided further information including:

- **Compliance:** “Caravans have parked at the netball courts at the Showgrounds despite this not being an allowed area” and “Unrestrained dog roaming along the creek near the showgrounds and the owners not picking up after their mess”
- **Littering by locals:** “Any littering I have seen at the Lions Park has been by locals” and “Have witnessed locals dumping rubbish near bins...”
- **Positive impact:** “However given the revenue this would be bringing to local business I think other cost out ways ut [sic]”

Continuation of Numurkah as a RV Friendly Town

Apart from seven responses (six responses against and one undecided), the overwhelming response to the community survey (97%) is that Numurkah should continue to be RV Friendly.

Q15 Do you support Numurkah continuing to be a RV Friendly town?

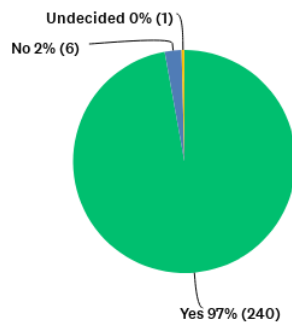


Figure 12: Pie chart illustration of the responses to question 15 of the community survey.

A total of 61 respondents provided further comments. Comments have been grouped into the following categories:

- *Offers a positive experience of Numurkah:* “To see people camping on the creek and walking up to town is fantastic and have also the advantage if people decide they want to have a longer stay they have the caravan park for that purpose”
- *Economic benefit to town:* “Many towns have quite large free camp areas having seen the benefits these options bring. Hay in NSW estimated their free camp was worth over \$1 to the Hay economy. Hay also has commercial Caravan Parks showing the 2 options can work well in unison”
- *Label potable water:* “Label the potable water taps as potable. We have travelled extensively and always appreciate labelled taps”
- *Retain only Lion’s Park as RV Friendly:* “As long as the showgrounds is removed”
- *Enhance the lake:* “Dig the mud out of the creek to make the place fishable as the lakes stuffed!”
- *Promotion:* “The town should promote these options/facilities more”
- *Extend length of stay:* “Make the time caravaners are allowed to stay longer up to 96 hours, they will spend more in the town. If there are attractions in town visitors will come e.g. Silo Art, Museums, unusual scenic items eg [sic] The Big Things” and “maybe increase stay time to 72 hours”
- *Provide more facilities:* If toilets and shower were available at both locations for a small free [sic] it would encourage many more visitors to town I believe” and “Put in a dump point at the Lions Park toilets”.

Ideas for attracting more visitors to Numurkah

Just under half of the respondents (124) provided ideas and suggestions for how to attract more visitors to Numurkah. Here’s an overview of what they said:

- *Arts and Culture:* “Festivals with Food, Music and The Arts; Hobby events to cater for all ages and all interest; Bush markets so businesses in town benefit, as well as the market stall holders”
- *Enhancements to RV Friendly Overnight Parking Sites:* “The sites need some minor upgrading. The Lions Park area is subject to waterlogging after even small amounts of rain. The showgrounds need better signage as to where park and the parking area is not optimum”
- *External menus and deals:* “It is important for hotel and cafes to have their menus available to be seen from outside. If you can’t you don’t go in because you don’t know if you can afford it...” and “Pub happy hour and cheap meals. Free stuff”
- *Promotion of RV tourism:* Advertise these free/donation RV camps on FB pages”
- *Develop attractions:* “Attractions. Take a look at Kimba for ideas”
- *Enhance the lake:* “Let’s invest in the lake and clean it up, create loop track and build a launch deck. It is the ideal spot to promote paddleboarding/kayaking and like-minded activities. The river’s current is dangerous and the creeks are litted with debris. There is no local area for these activities within the council that is safe for people of all ages. Australians are looking more to outdoor family activities and we should be investing in the town’s future”
- *Make Numurkah an accessible and inclusive town:* “Aim to make Numurkah the most ‘accessible and inclusive’ town in Victoria. Currently insufficient and inappropriately located

disabled parking for locals and visitors. None of our parks have appropriate built to standards access for locals and visitors. Locate appropriate built to standards disabled parking access adjacent to public toilets and ensure disabled toilets are signposted (easily seen from a vehicle and for those with poor vision), properly. Eg [sic] there is a wheelchair toilet sign in Harbison Ave pointing to the showgrounds, then no more signage, finally when you find the disabled toilets down at the rec centre... they are locked! I'd be really pissed off (local or visitor) if I'd gone to the effort of transferring my loved one from a car to a mobility assistance device only to find the toilet locked. Apparently this toilet is only unlocked on football days! ... but there's a sign on the road. The grey nomads have the most disposable income atm [sic] but they may have special needs when it comes to access and inclusion. There isn't a pub in town which has a properly constructed wheelchair toilet and there are no disabled parking bays near them. Make Numurkah inclusive and accessible."

- *Continue to be RV Friendly:* "Keep it RV friendly. We love the shire and the people. We have always been welcomes and feel warm and fuzzy when staying in your town"
- *Signage:* "Signs on main roads pointing to RV rest areas and caravan park"

RV registrations

During November and December 2022, a total of eight RVers registered their stay in Numurkah with six at the Lion's Park and two at the Numurkah Showgrounds. More may have stayed during the months of October and November and just not registered on Council's website.

In case of an emergency, please register your attendance through the following short questionnaire:

Name **(required)**

Phone Number **(required)**

Vehicle Registration Number 1

Vehicle Registration Number 2

Please select your location **(required)**

Tell us where you are visiting from (Postcode)

Image 14: Online RV registration form from Moira Shire Council's website

These eight visitors came from as far away as New Zealand, Queensland (4575 and 4224) and NSW, (2010, 2456 and 2762) and as close as Melbourne (3796), Victoria.

RV visitor economic impact survey

The RV visitors staying at both the Numurkah Showgrounds and the Lion's Park during the month of October and November 2022 were asked to complete an economic impact survey. The economic impact survey contained 11 questions.

Promotion of the RV visitor economic impact survey

The RV visitor economic impact survey was promoted via a printed flyer attached to the tourism signage at each location and printed flyers distributed directly to RVers, with the support of volunteers from the Numurkah Love our Lifestyle.



Image 15: Photos of flyer promoting the surveys and RV registration at the Numurkah Showgrounds and Lion's Park

Key findings of the RV visitor economic impact survey

Council received a total of 17 responses to the economic impact survey. This section presents the key findings of the survey through the following sections:

- Visitor origins;
- New visitors or repeat visitors;
- Demographics;
- Length of stay;
- Visitor expenditure;
- REMPLAN economic modelling;
- Use of public facilities;
- Use of commercial facilities;
- Tourist attractions visited; and
- Word of mouth promotion.

Visitor origins

Survey respondents were from Victoria (3152; 3186; 3228; 3350; 3629; 3910 and 3934) , New South Wales (2429; 2456; 2506; and 2570) and as far away as Queensland (4000; 4224; 4402 and 4500), South Australia (5108) and Western Australia (6155).

New visitors or repeat visitors

Of the 17 completed surveys, the vast majority (65%) were visiting Numurkah for the first time.

Q1 Is this your first time to Numurkah?'

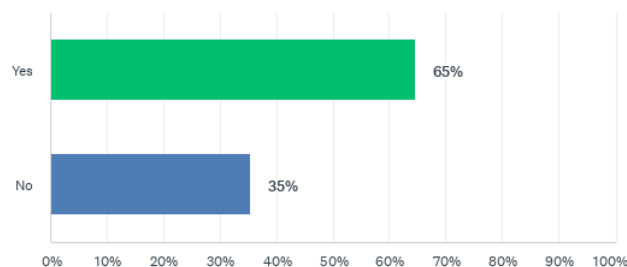


Figure 13: Horizontal bar chart illustration of the responses to question one of the economic impact survey

Demographics

The RV visitors that completed this survey was above the age of 45 years old with the largest age group being 55+ (88% of the surveys within this age group).

Q3 What is your age group?

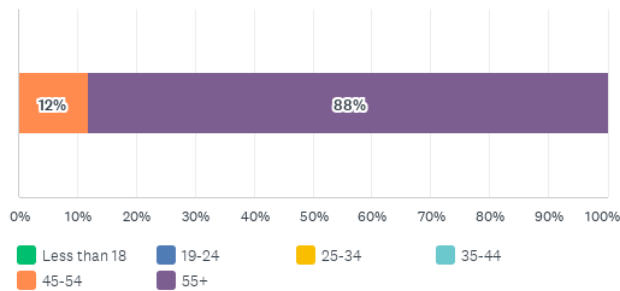


Figure 14: Stacked horizontal bar chart illustration of the responses to question three of the economic impact survey

Length of stay

The majority of the visitors stayed two nights (65%) with close to a quarter (24%) planning on extending their stay by staying in a commercial caravan park or other commercial forms of accommodation. This means on average, these visitors stayed 1.65 nights at the RV Friendly Overnight Parking sites in Numurkah.

Q4 How many nights have you stayed or are you intending to stay at the RV Friendly Overnight Parking Site?

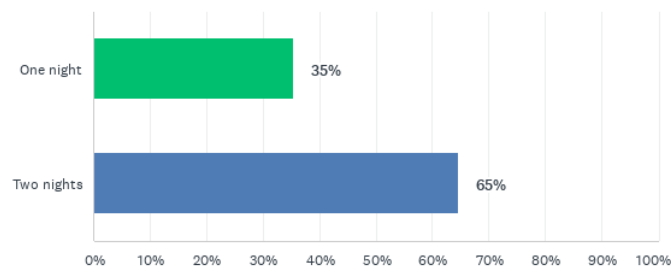


Figure 15: Horizontal bar chart illustration of the responses to question four of the economic impact survey

Q5 Will you extend your stay in Numurkah and stay in a caravan park or other form of commercial accommodation?

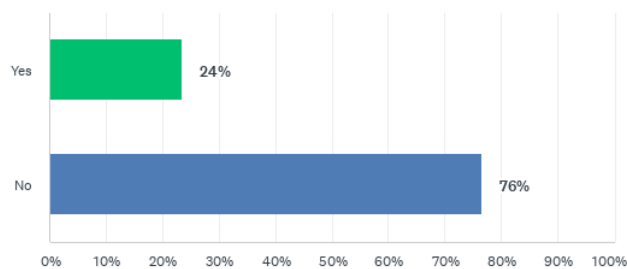


Figure 16: Horizontal bar chart illustration of the responses to question five of the economic impact survey

Visitor expenditure

The RV respondents spend on average \$238 in total per day, with main spend being on fuel (\$75), food and beverage (\$60) and retail (\$40). The expenditure for accommodation (\$31) would relate to the RVers that extended their stay and stayed in commercial accommodation. Another \$32 were spent on other items, not covered by the above mentioned categories, but not specified by the respondents.

Average spend: How much did you spend on each of the following?

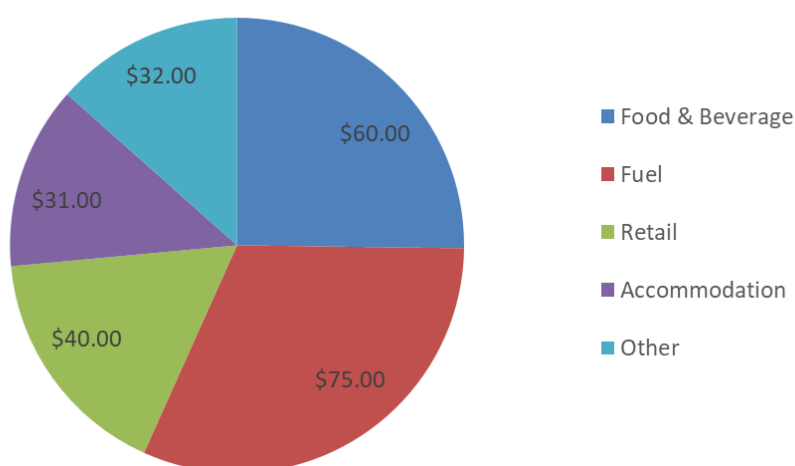


Figure 17: Pie chart illustration of average spend of various items. (Extracted from the responses to question six of the economic impact survey)

REMPPLAN Economic Modelling

Three tourism impact scenarios are explored in this section, based on REMPLAN economic modelling:

- Scenario 1: Status Quo, 2700 RVs per annum;
- Scenario 2: 5,000 RVs per annum; and
- Scenario 3: 10,000 RVs per annum.

Please note that all figures, data and commentary presented in these tourism impact scenario reports are based on data sourced from Council's economic impact survey, the Australian Bureau of Statistics (ABS), most of which relates to the 2016, 2011, 2006 and 2001 Censuses, and data sourced from the National Visitor Survey (NVS) and International Visitor Survey (IVS) published by Tourism Research Australia.

Scenario 1: Status Quo, 2700 RVs per annum

As observed, if 5.5 RVs stayed on average at the two locations per night. This is a total number of approximately 2,007 RVs per year, leading to a total expected RV visitor expenditure of \$788,149.

Table 6: Tourism Impact Scenario (Current Status)

Direct Impact	Domestic Day	Domestic Overnight	International	Total
Number of Visitors	0	2,007	0	2,007
Number of Nights	n/a	1.65	0.00	
Estimated Expenditure per Visitor per Day (\$)	\$0	\$238	\$0	
Total Estimated Expenditure (\$)	\$0	\$788,149	\$0	\$788,149

Estimated Expenditure per Visitor per Day data sourced from custom data source:
Economic Impact Survey - Numurkah RV Friendly Town Trial

Under this scenario Gross Regional Product is estimated to increase by \$0.574 million (0.03%) to \$1,672.660 million. Contributing to this is a direct increase in output of \$0.788 million, 5 additional jobs, \$0.191 million more in wages and salaries and a boost in value-added of \$0.357 million.

From this direct expansion in the economy, flow-on supply-chain effects in terms of local purchases of goods and services are anticipated, and it is estimated that these indirect impacts would result in a further increase to output valued at \$0.278 million, 1 more job, \$0.054 million more paid in wages and salaries, and a gain of \$0.112 million in terms of value-added.

Table 7: Tourism impact summary (status quo – 2,700 RVs)

Impact	Direct Effect	Supply-Chain Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Output (\$M)	\$0.788	\$0.278	\$0.183	\$1.249	1.353	1.585
Long Term Employment (Jobs)	5	1	1	7	1.200	1.400
Wages and Salaries (\$M)	\$0.191	\$0.054	\$0.040	\$0.284	1.283	1.490
Value-added (\$M)	\$0.357	\$0.112	\$0.106	\$0.574	1.313	1.610

Scenario 2: 5,000 RVs per annum

In this scenario, 5000 RVs stay in Numurkah per annum leading to a total expected RV visitor expenditure of \$1,963,500.

Table 8: Tourism impact scenario (future – 5,000 RVs)

Direct Impact	Domestic Day	Domestic Overnight	International	Total
Number of Visitors	0	5,000	0	5,000
Number of Nights	n/a	1.65	0.00	
Estimated Expenditure per Visitor per Day (\$)	\$0	\$238	\$0	
Total Estimated Expenditure (\$)	\$0	\$1,963,500	\$0	\$1,963,500

Estimated Expenditure per Visitor per Day data sourced from custom data source:
Economic Impact Survey - Numurkah RV Friendly Town Trial

Under this scenario Gross Regional Product is estimated to increase by \$1.430 million (0.09%) to \$1,673.515 million. Contributing to this is a direct increase in output of \$1.964 million, 12 additional jobs, \$0.475 million more in wages and salaries and a boost in value-added of \$0.888 million.

From this direct expansion in the economy, flow-on supply-chain effects in terms of local purchases of goods and services are anticipated, and it is estimated that these indirect impacts would result in a further increase to output valued at \$0.693 million, 2 more jobs, \$0.134 million more paid in wages and salaries, and a gain of \$0.278 million in terms of value-added.

Table 9: Tourism impact summary (future scenario – 5,000 RVs)

Impact	Direct Effect	Supply-Chain Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Output (\$M)	\$1.964	\$0.693	\$0.456	\$3.113	1.353	1.585
Long Term Employment (Jobs)	12	2	2	16	1.167	1.333
Wages and Salaries (\$M)	\$0.475	\$0.134	\$0.099	\$0.708	1.283	1.490
Value-added (\$M)	\$0.888	\$0.278	\$0.263	\$1.430	1.313	1.610

Scenario 3: 10,000 RVs per annum

In this scenario, 10,000 RVs stay in Numurkah per annum leading to a total expected RV visitor expenditure of \$3,927,000.

Table 10: Tourism Impact scenario (future scenario – 10,000 RVs)

Direct Impact	Domestic Day	Domestic Overnight	International	Total	
Number of Visitors		0	10,000	0	10,000
Number of Nights		n/a	1.65	0.00	
Estimated Expenditure per Visitor per Day (\$)		\$0	\$238	\$0	
Total Estimated Expenditure (\$)		\$0	\$3,927,000	\$0	\$3,927,000

Estimated Expenditure per Visitor per Day data sourced from custom data source:
Economic Impact Survey - Numurkah RV Friendly Town Trial

Under this scenario Gross Regional Product is estimated to increase by \$2.859 million (0.17%) to \$1,674.945 million. Contributing to this is a direct increase in output of \$3.927 million, 24 additional jobs, \$0.951 million more in wages and salaries and a boost in value-added of \$1.776 million.

From this direct expansion in the economy, flow-on supply-chain effects in terms of local purchases of goods and services are anticipated, and it is estimated that these indirect impacts would result in a further increase to output valued at \$1.385 million, 4 more jobs, \$0.269 million more paid in wages and salaries, and a gain of \$0.557 million in terms of value-added.

Table 11: Tourism impact summary (Future scenario – 10,000 RVs)

Impact	Direct Effect	Supply-Chain Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Output (\$M)	\$3.927	\$1.385	\$0.913	\$6.225	1.353	1.585
Long Term Employment (Jobs)	24	4	3	31	1.167	1.292
Wages and Salaries (\$M)	\$0.951	\$0.269	\$0.197	\$1.417	1.283	1.490
Value-added (\$M)	\$1.776	\$0.557	\$0.526	\$2.859	1.313	1.610

In summary, there is significant impact on the local economy from RVers coming into the region and staying for a day or two. If Council decides to continue to promote Numurkah as a RV Friendly Town and provide overnight parking options for self-contained RVs, there is the opportunity to increase the number of RVs that stay in Numurkah at the RV Friendly sites and consequently grow the

economic impact as a result (as shown in the image below). This excludes any benefits that would arise from any extension of stays, repeat visitation and word of mouth promotion.

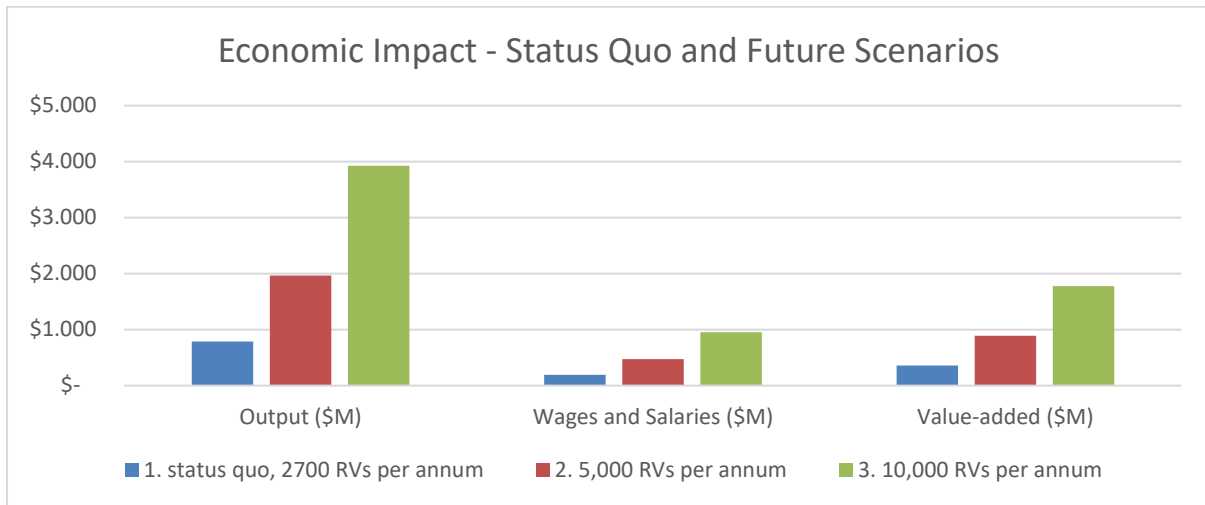


Figure 18: Overview of economic impact of the three scenarios

Use of public facilities

During their stay in Numurkah, the respondents used a number of public facilities in town, including public toilets (88%), the RV dump point (71%), picnic tables (41%) with only a minority accessing the BBQs (6%) and/or playgrounds (6%).

Q7 During this stay in Numurkah, did you use any of these public facilities in town?

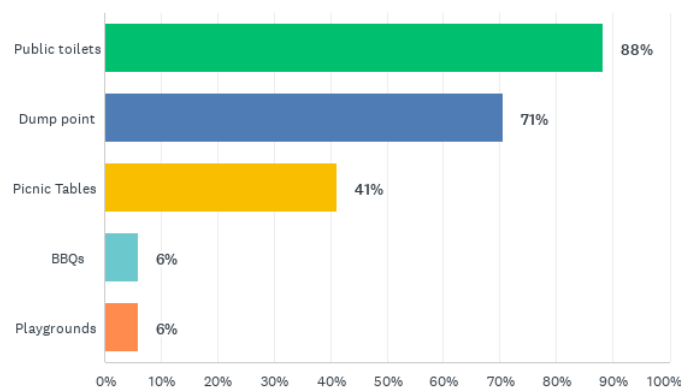


Figure 19: Horizontal bar chart illustration of responses to question seven of the economic impact survey

Use of commercial facilities

Respondents during their stay also used a variety of commercial facilities in town, including the more popular facilities such as grocery shops (76%), bakery (65%), petrol station (59%), other retail shops (41%) and pubs (29%). The 'other' responses (24%) included the Visitor Information Point, craft from the visitor information point, café and laundromat.

Q8 During this stay in Numurkah, did you use any of the commercial facilities in town?

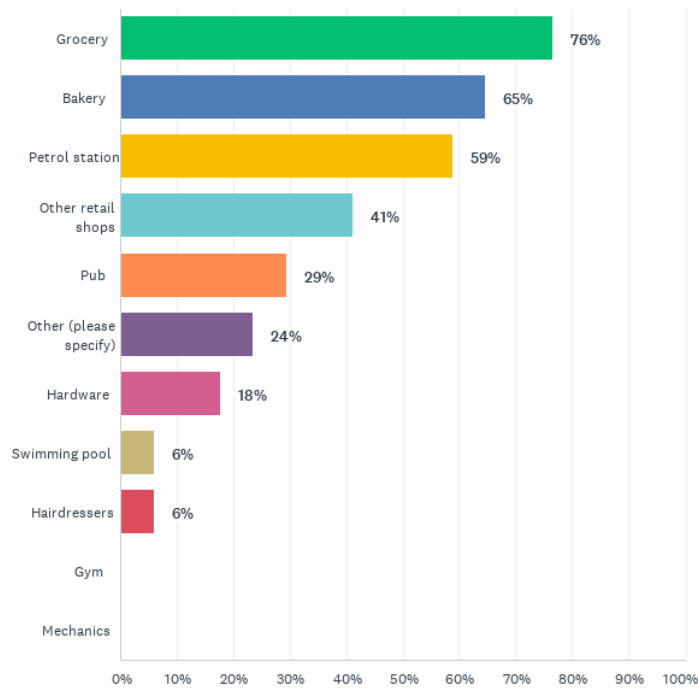


Figure 20: Horizontal bar chart illustration of responses to question eight of the economic impact survey

During their stay, respondents also visited attractions in the region, including Numurkah Recreational Cycling and Walking Track (53%), Station Street Wetlands (53%) and the silo art trail (47%), and to a lesser extent Kinnaird’s Wetlands (27%), the Murray Farm Gate Trail (13%), Barmah Forest Heritage and Education Centre (7%). The ‘other’ was exploring the town and parks.

Tourist attractions visited

Q9 During this stay in Numurkah, did you visit any of the following attractions?

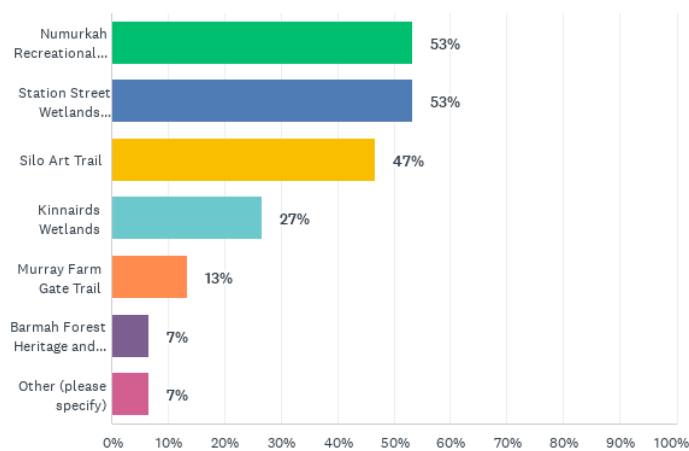


Figure 21: Horizontal bar chart illustration of responses to question nine of the economic impact survey

Word of mouth promotion

It seemed all had a wonderful experience of Numurkah during their stay, as all (100%) would consider revisiting Numurkah, and all (100%) would recommend Numurkah to their friends and family.

Q10 Would you consider revisiting Numurkah?

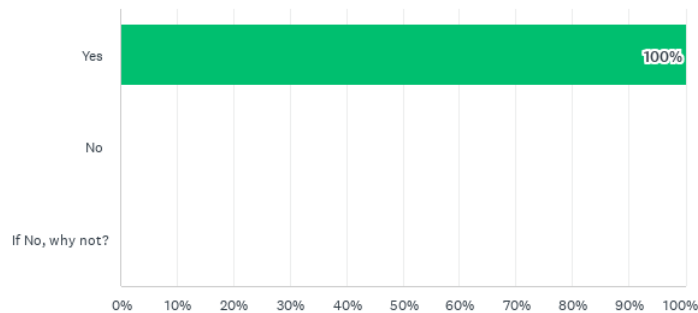


Figure 22: Horizontal bar chart illustration of responses to question 10 of the economic impact survey

Q11 Would you recommend friends and family to visit Numurkah?

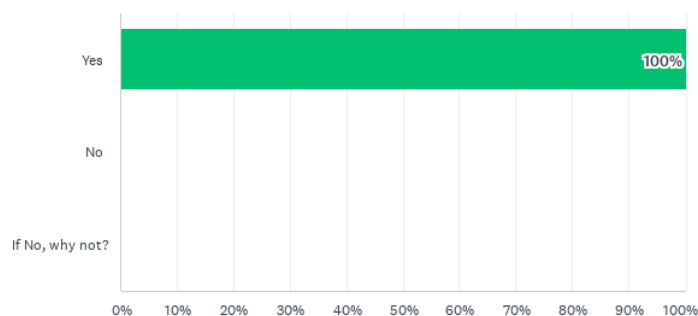


Figure 23: Horizontal bar chart illustration of responses to question 11 of the economic impact survey

Discussion and recommendations

The two year trial allowed for short term (up to 48 hours) parking for self-contained RV vehicles at the Numurkah Showgrounds and Lion’s Park, Numurkah.

The community survey has showed overwhelming support for the continuation of Numurkah as a RV Friendly Town. All other measured considered also indicated that the trial had been a success.

In order to continue to be a CMCA accredited RV Friendly Town, a town must meet the following essential criteria

- Provision of appropriate parking within the town centre, with access to a general shopping area for groceries and fresh produce:
 - This is available in Melville Street and Knox Street, Numurkah

- Provision of short term, low cost overnight parking (24/48 hours) for self-contained RVs, as close as possible to the CBD.
 - This was provided for free on behalf of Council during the two year trial at the Numurkah Showgrounds and Lion's Park in Numurkah.
- Access to potable water
 - This is available at the Numurkah Showgrounds.
- Access to a free dump point at an appropriate location
 - Dump points are at the Numurkah Showgrounds and at the Numurkah Caravan Park.

In other words for Numurkah to continue to be recognised as a RV Friendly Town, Council is required to continue to provide short term, low cost overnight parking (24/48 hours) for self-contained recreational vehicles, as close as possible to the CBD.

There are three options to be considered:

- *Option one:* Continuing status quo with two overnight parking options (i.e. Numurkah Showgrounds and Lion's Park, Numurkah);
- *Option two:* Continuing with overnight parking at Numurkah Showgrounds but discontinuing overnight parking at Lion's Park, Numurkah
- *Option three:* Continuing with overnight parking at Lion's Park, Numurkah but discontinuing overnight parking at Numurkah Showgrounds

Option one

The Numurkah Showgrounds CAC has indicated that the current location does not work for them.

To shift to the new proposed location based on the requirements of the Numurkah Showgrounds CAC would incur significant costs. Our Operations team has indicated that this would cost approximately \$10,000 to complete.

As Numurkah could continue to be RV Friendly with overnight parking at the Lion's Park, this should be the option Council should consider.

Option two

The data gathered showed a minor preference for Lion's Park over the Numurkah Showgrounds, including:

- 93% thought that the Lion's Park was suitable to continue compared to 92% for the Numurkah Showgrounds;
- 77% of responses from Numurkah residents thought that the Lion's Park was suitable to continue compared 76% the Numurkah Showgrounds; and
- A total of six registrations received for the Lion's Park compared to two registrations for the Numurkah Showgrounds

Given this and the costs to shift to a different location within the Numurkah Showgrounds, Council should consider option three.

Option three – preferred option

With the economic impact of self-contained RVers staying in Numurkah at a free RV overnight park for up to 48 hours and the feedback received from the Numurkah Showgrounds CAC, Moira Shire Council should consider continuing to offer free overnight parking of up to 48 hours at the Lion's Park, Numurkah, but discontinuing the overnight parking option at the Numurkah Showgrounds.

Apart from removal of existing directional and conditional signage at the Numurkah Showgrounds, there are limited costs to Council to implement option three. Potholes will be required to be topped up with clean fill, compacted and levelled when site is conducive to such and as required. In the long term, if pot holes become a significant issue or the area is deteriorating Council may need to consider a more permanent option for RV parking at this site. This would be considered by the Operations team as part of the day to day management of this park.

Conclusion

A two year trial of the provision of free overnight parking for up to 48 hours on behalf of Council at the Numurkah Showgrounds and Lion's Park in Numurkah has concluded.

This report has explored a range of success measures including usage of the dump point, complaints received, traffic to the webpage, monitoring of litter, coffee card redemptions, Why Leave Town cards, feedback from the Numurkah Showgrounds CAC, community survey and economic impact survey and modelling.

The data is overwhelmingly positive suggesting Moira Shire Council should continue to keep Numurkah as a RV Friendly Town through the continued provision of free overnight parking (up to 48 hours) for self-contained RVs close to the CBD.

The recommended option is to continue to provide short term, free overnight parking (up to 48 hours) for self-contained RVs at the Lion's Park, Numurkah and to discontinue the provision of free overnight parking (up to 48 hours) for self-contained RVs at the Numurkah Showgrounds.