



*freedom  
of  
choice*



Sustainability Aspects of the Recreational Vehicle Market

# Who We Are

- Not-for-profit membership based organisation
- Established in 1986
- Over 39,000 memberships and 70,000 members
- Our members travel on average 140 days per year
- More than 90% of member vehicles are self-contained with on-board toilet and grey and black water containment facilities





# The Quadruple Bottom Line

CMCA can be considered a responsible Quadruple Bottom Line organisation supporting Economic, Social, Environmental and Sustainable outcomes.

- Economic
  - Dollars back into the community.
- Social
  - Volunteering and community engagement.
- Environmental outcomes
  - Awareness of the environment.
- Sustainable Outcomes
  - Awareness of sustainable travel.

# Economic Benefits

## THE MARKET:

- **650,000** RVs registered in Australia, up 30% since 2011.
- Estimated more than 125,000 RVs touring around Australia each year
- The Caravan & Camping industry is the fastest growing domestic tourism sector in Australia
- Contributing to expenditure of **\$8 billion** per year

## Average spend per vehicle is \$770 per week

- Groceries
- Fuel
- Personal medical requirements
- Services
- Attractions
- Accommodation
- Shopping



# Social

- Volunteering makes a vital contribution to the social fabric of many communities.
- **62%** of CMCA members are interested in undertaking volunteer work in local communities while travelling. Examples are Blaze Aid, Angel Flight, remote area teaching, etc.
- E.g. Blaze Aid says 90% of its volunteers are “grey nomads”.
- Demographer Bernard Salt - “I think it builds self-esteem, contributes to social cohesion and gives meaning to many people’s lives”.



# Environment

- Greenhouse gas accounting confirms that actual RV travel creates a lower carbon footprint than comparable air/drive/hotel vacations.
- Studies in US & Germany show greenhouse gas emissions of drive tourists in caravan parks to be 5 times higher than self-contained RV travellers. Those staying in hotels/motels create more than 12 times the emissions of those staying in low-cost camping grounds (Oko-Institut).
- Fuel contributes 8% of the CO<sub>2</sub> greenhouse emissions.
- Offset by the use of solar and gas.
- Use less water and electricity.
- Water in home 300 litres per person per day down to 20 litres per person per day.

An aerial photograph of a wide river flowing through a lush green landscape. A bridge with several white vehicles crosses the river. The background shows rolling hills under a clear blue sky.

# Sustainability

- Akin to the slow travel movement in Australia
- Akin to the slow food movement in Australia (Market and roadside shopping)

*“Slow travel. Like slow food, the idea is to take time to enjoy just a few good things rather than hurry through as much as possible.”*

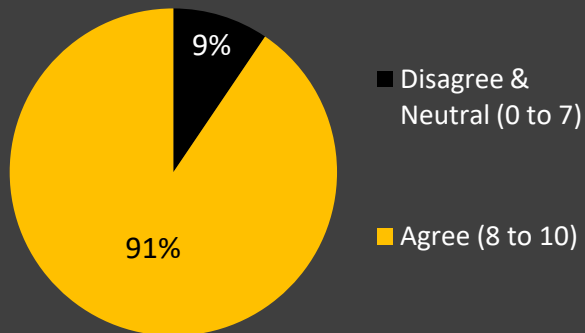
- Power provided by Solar and gas and battery
- Limited use of water (50ltrs p.p. per day)
- All black and grey water held in holding tanks or totes and disposed in dump points

We asked our members:

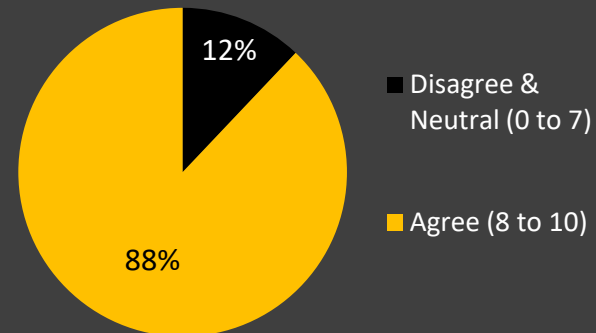
How important is it to you for the CMCA to take leadership in promoting environmentally sustainable RV tourism?

90% of members strongly agree

New Members (Under 3 Years)



Old Members (3 Years and over)



# Leave No Trace

The member complies with the LNT Code of Conduct

- To stay in any approved rest area
- To always take care of the natural environment
- To park the vehicle so as not to obstruct reasonable passage
- To dispose of all rubbish, grey and black water in an appropriate manner
- To support local communities and businesses



Leave nothing  
but tyre tracks

# Self-Contained Vehicle Policy

The vehicle complies with the Self-Contained Vehicle Policy when it is:

- Vehicle is fitted with a fixed supply of fresh water
- Vehicle has an installed and plumbed sink
- Vehicle has a grey waste water tank or a portable grey water tank (tote)
- Vehicle is equipped with a toilet installed
- Vehicle is fitted with a sealable container to hold rubbish



# Dump Point Program



A partnership between CMCA, third party sponsors, local government and some state governments

1. *NSW Government (recently provided a \$500,000 grant)*
2. *Queensland Department Transport & Main Roads (contributed \$200,000 over 5 years)*
3. *SA Tourism Commission (contributed \$50,000)*

- CMCA provides a Dump-Ezy unit built by Gough Plastics, Townsville.
- Council is responsible for installation and maintenance of the facility.
- The dump point is available for public use, free of charge.
- The dump point is located in a position accessible to all recreational vehicles.
- Currently **382** Dump Point sites across Australia.



Dump points provided by Gough Plastics, Townsville



# Member Accommodation Preferences

Members indicate that they have a preference for non-commercial or low cost accommodation

- Public free camping area without facilities & public low-cost camping areas with limited facilities
- Commercial parks are not the first preference as an accommodation option

Currently the options are:

- 1/3 caravan parks
- 1/3 combination caravan parks and low cost camping
- 1/3 low cost camping only (will never stay in a caravan park).



# CMCA RV Parks

- A new accommodation concept for self-contained RV tourists who are members of the CMCA.
- CMCA RV Parks are low-cost, member only, no frills managed RV accommodation facilities and do not operate commercially.
- CMCA covers all costs relating to infrastructure development, maintenance and running costs to the RV Park.
- CMCA will increase RV tourism to the area and expenditure to local businesses at no cost to council or the community.





# RV Friendly Towns

Currently we have **334** RVFTs throughout Australia

- RV Friendly Towns have the services and amenities required by all RV tourists
- These towns have realised the economic benefits of encouraging RV tourists to visit their region

## Criteria:

- Provision of appropriate parking within the town centre
- Provision for short term, low cost overnight parking (24/48 hours) for self-contained vehicles
- Access to a free dump point
- Access to potable water



# RV Friendly Destinations

## Criteria:

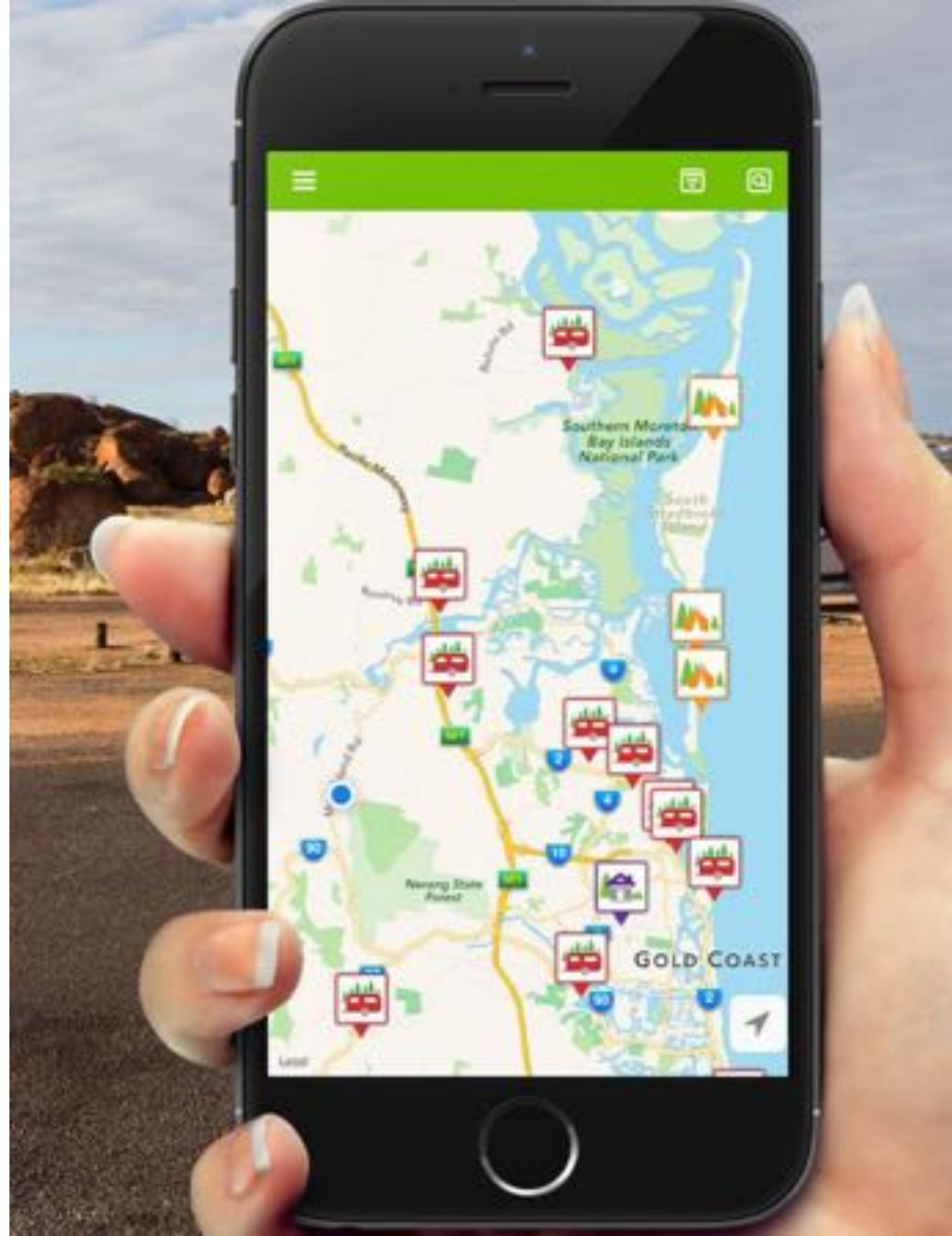
- Provision for short term, low cost overnight parking (24/48 hours) for self-contained vehicles
- The parking area needs to be on a solid, level surface
- Access for large vehicles to manoeuvre
- Preferred to be a business or community asset that will provide immediate benefit



Willow Tree Rec Ground, NSW

# GeoWiki

- CMCA GeoWiki is a database of campgrounds, caravan parks, national parks, free and low cost camping sites and so much more.
- It is available to CMCA members only through the Club's website as well as through App stores as an offline capable mobile app.
- There are over 41,000 points of interest on GeoWiki, with a member downloads over 17,000.





**CMCA**

Gunnedah 2018