



Caravan Industry Association of Australia

FOR IMMEDIATE RELEASE

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Accreditation Key for RV manufacturers and caravan holiday parks launched

Caravan Industry Association of Australia has launched the new symbol of accreditation and compliance within the caravanning and camping industry – the Accreditation Key.

The Accreditation Key is the single visual identity of those businesses with the highest quality standards and practices, ensuring consumers are able to identify the best products and services for their use.

The Accreditation Key has been rolled out for use in Caravan Industry Association of Australia's caravan and holiday parks accreditation program, and the Recreational Vehicle Manufacturing Program (RVMAP), and next year will be extended to programs across other aspects of the industry including service and repairs, dealers, and industry suppliers to improve business practices and quality of workmanship in the Australian RV industry.

When they see the Key, consumers can feel comfortable that they are dealing with reputable product and businesses which have been assessed through strict Caravan Industry Association of Australia accreditation programs.

The RVMAP accreditation key began being displayed on new manufactured RV product from November 1 and can be found by the door of those accredited products. The RVMAP Key will be the standard in compliance and accreditation branding for the Australian RV manufacturing industry.

The RVMAP key has been rolled out across manufacturers of caravans and motorhomes, with a strong industry response to the accreditation program. So far 78 manufacturers have already signed up, with an expectation that all 150 RV manufacturers across the country will come on board in the coming year.

Caravan Industry Association of Australia has been working in close consultation with state caravanning associations, government and regulators on ways to protect consumers, who are often making one of the biggest purchases of their lifetime, against breaches of compliance.

Caravan Industry Association of Australia chief executive officer Stuart Lamont says that caravanning remains an incredibly popular pastime with 85% of the Australian

population having gone caravanning or camping at one point in their lifetime and that these standards are here to protect both the industry and the consumers.

“The Australian design rules for the construction of RVs for Australian conditions are some of the toughest in the world, and products being supplied to the market need to meet these standards,” Mr Lamont says.

“With deregulation of the government’s agenda, it is important that consumers purchasing products in our industry are supplied with products that are fit for their intended purpose, and that are able to stand up to the rigours of the Australian landscape.

“Consumers [need to] have an easily recognisable symbol giving them the confidence to be sure of the next RV purchase. The RVMAP Accreditation Key will provide it.”

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ENDS: Please use the full name when referring to Caravan Industry Association of Australia, not the acronym CIAA, as several unconnected organisations use this acronym. For further information please contact Callie Henderson, Ph 07 3262 6566, email callie@caravanindustry.com.au

Caravan Industry Association of Australia is the national peak body for the Australian caravanning and holiday parks sector (caravan holiday parks, caravans, motorhomes, camper trailers, tent trailers, camping, cabins, plus other RVs and industry suppliers). Caravan Industry Association of Australia is a member of the National Tourism Alliance, a category sponsor in the National Tourism Awards, runs an industry accreditation program, and coordinates committees in areas of marketing, research, and industry training. Caravan Industry Association of Australia is a membership based organisation with the individual State Caravanning (Parks and Trade) Associations as members, has over 1,200 industry businesses which make a financial contribution towards industry promotion and development through a cooperative Fund, and communicates to over 213,000 caravanning and camping consumers through a consumer VIP Club.

The Recreational Vehicle Manufacturing Accreditation Program (RVMAP) underpins the drive for ever-higher quality and safety standards. For manufacturers of all sizes, it provides world-class, fully documented management systems to deliver compliance, safety and value – in every RV they build.

The RVMAP “Accredited” Key on an RV is the ultimate proof of compliance – only those businesses who have attained RVMAP Accreditation are entitled to display it.

Caravan Industry Association of Australia is the peak national body for the Australian caravanning & camping industry, and works closely with its member state

associations to discuss matters of national importance to the industry. Caravan Industry Association of Australia runs the RVMAP Accreditation Program for RV Manufacturers and a caravan holiday park accreditation program for accommodation providers.