



# Caravan Industry Association of Australia

FOR IMMEDIATE RELEASE

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**BEGINS—**

## **Caravan Industry's Peak National Body moves to an Independent Board**

In a landmark EGM held in association with the recent National Conference, state associations unanimously voted to move to an Independent Board to strategically direct Caravan Industry Association of Australia – the peak national body for the caravan and camping industry.

“This is a significant decision in the history of the caravanning and camping industry, one which will provide strategic direction, develop industry stretch targets, and allow for harmonised thinking throughout the sector,” said Outgoing Chairman, Mark Lindsay.

The new Board, replacing the existing structure of state association nominees on the Board, will shrink in size from 14 to nine Board members.

“This decision has capped off a stellar year of development for the organisation beginning with the decision to merge the two national body's representing the industry,” said Stuart Lamont, CEO of Caravan Industry Association of Australia.

“This has resulted in increased visibility amongst Government and media, and strong growth over the period. This new phase of maturation is expected to drive industry growth and professionalism even further.”

The state associations will continue to have a close working relationship with the National Body, and will provide operational input through an Advisory Committee made up of state association representatives.

Nominations from individuals wishing to provide strategic direction for the industry will be encouraged to put their hat in the ring subject to meeting a criteria and having their nomination seconded by a state caravanning association

Nominations will close 10 April 2015 and the new Board will take effect from 1 July 2015, with the Advisory Committee commencing from the AGM in November 2015.

This is an important step in continuing to drive the association (and the industry) forward over the coming years and follows a hectic year of development.

In the past twelve months, Caravan Industry Association of Australia has:

- Merged two national associations into one national peak body for the industry
- Developed a sustainable accreditation model coupled with branding change to incorporate whole of industry accreditation

- Launched the new “Let’s Go Caravan and Camping” brand which is currently on a six month road trip with Sunrise promoting domestic tourism and the link between road based holidays and caravanning and camping (due to recommence next Monday in South Australia)
- Encouraged huge growth in a large consumer community – a 70% increase in active VIP Club members and 250% increase in Facebook community
- Overseen the most active period of generic lifestyle marketing and PR with co-operative campaigns and PR generating over \$16 million worth of media value
- Successfully hosted the World RV Conference (and the associated National Conference) attracting over 780 registrations

“This is an exciting time for the industry, and we welcome interest for Board positions from both within and external to the caravanning and camping sector,” said Lamont

Those wishing to find out more about nominating for the Board should contact in the first instance CEO Stuart Lamont on [stuart@caravanindustry.com.au](mailto:stuart@caravanindustry.com.au)

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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](mailto: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 250,000 caravanning and camping consumers through a consumer VIP Club.*