



Media Release

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For immediate release

Successful partnership reaps rewards

The successful partnership between Australian Tourist Park Management (ATPM) and Wyong Shire Council was highlighted this month when the Council-owned Central Coast Holiday Parks received several awards.

Norah Head Holiday Park took out the Tourist and Caravan Park category of the Hunter and Central Coast Tourism Awards, with Budgewoi Holiday Park, Canton Holiday Park and Toowoong Bay Holiday Park named as finalists. All parks have also had their Gumnut Awards upgraded from bronze to silver.

ATPM has managed the four holiday parks for the past five years on behalf of Wyong Shire Council, forming a strong contractual partnership.

Managing Director Steve Billett said there were many reasons why the holiday parks are such a success.

"Wyong Shire is a progressive Council who are very strategic in developing and implementing a business plan, including capital works," said Mr Billett.

"They are also very supportive of our rigorous policies and procedures in areas such as operations, customer service, occupational health and safety, environment and finance. These systems have been developed, updated and tweaked over 17 years in the industry and are what set us apart from the pack."

Mr Billett made special mention of Business Unit Manager Tara Mills and her team for their commitment to adopting and implementing ATPM's comprehensive systems.

The results speak for themselves, as the Central Coast Holiday Parks gain industry recognition, increase market share and improve the holiday experience of visitors to the Central Coast.

*****ENDS*****

ATPM is a dynamic and progressive company combining fantastic outdoor locations with exceptional hospitality and facilities. The company has been operating for 17 years and currently owns or manages 28 holiday parks and resorts across five Australian states. It provides extensive management, development, marketing and consultancy services to the holiday park and resort industry.

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