

Ref: D21/18773

11 May 2021

To the Annual Licence Holder  
Macleay Valley Coast Holiday Parks

Dear Sir/Madam,

**RE: KEMPSEY SHIRE COUNCIL'S ANNUAL LICENCE STRATEGY – OUTCOME**

Further to the letter sent to all Annual Licence holders on 5 March 2021, Kempsey Shire Council would like to advise that on 20 April 2021 Council adopted the proposed Annual Licence Strategy and 10 year Master Plans, based on the following resolution:

That Council:

1. *Note that the revenue generated by the Macleay Valley Coast Holiday Parks provides an important funding source to improve all crown reserves under Kempsey Shire Council's management, which would otherwise be funded from general ratepayer funds.*
2. *Note the Macleay Valley Coast Holiday Park Stakeholder Engagement Report undertaken by Locale Consulting.*
3. *In relation to Annual Licences within the Macleay Valley Coast Holiday Parks:*
  - a. *Note the Macleay Valley Coast Holiday Parks Annual Licence Social and Economic Impact Assessment undertaken by Locale Consulting;*
  - b. *Note the proposed change in Annual Licences Fees and Charges to be placed in the draft 2021/22 Kempsey Shire Council Fees and Charges, which will be presented to Council in April 2021 prior to public exhibition;*
  - c. *Adopt the attached Licenced Sites Management Policy and Annual Licence Site Management Strategy; and*
  - d. *Note that a fair and transparent plan for the rationalisation of the annual sites, consistent with the Annual Licence Strategy and Site Development Plans, will be developed and communicated to the Annual Site Licence Holders by 31 December 2021.*
4. *Adopt the Macleay Valley Coast Holiday Parks 10-year Concept Plans for Grassy Head, Stuarts Point, Hat Head, Horseshoe Bay (Alternative Plan) and Crescent Head Holiday Parks (Alternative Plan).*

With regard to item 3(d) of the above Council resolution, a Transition Plan is currently being developed to advise Annual Licence holders of the process and timeframe for when Annual Licence Sites will be rationalised for each Holiday Park. The deadline for providing the Transition Plan to Annual Licence holders is the **31 Dec 2021**, however Council is endeavouring to provide this as soon as possible.

We would also like to advise that we are currently creating a dedicated webpage on the Council website, to ensure that the Council resolution, adopted documents, Master plans, Frequently Asked Questions (FAQs), Transition Plan and all other communications can be located in one place for ease of access.

In the meantime, the documents submitted for resolution at item 9.1 and the associated Council minutes can be located at the following website link:

<http://www.kempsey.nsw.gov.au/council/meetings/2021/2021-04-20/index.html>

Annual Licence holders are encouraged to review the documents that were adopted to understand if there will be any implications to your site, and to utilise this information to inform any future investment decisions regarding van sales/purchases or modifications to existing vans by Annual Licence holders on the relevant site.

Council is committed to ensuring that Annual Licence holders are kept informed of the process for the rationalisation of Annual Licences, and that reasonable time frames and notifications are provided during the process.

Yours faithfully,



Gayleen Burley  
**MANAGER COMMERCIAL BUSINESS**