

# Company PROFILE

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JULY 2018

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## OUR COMPANY

**Integrated Site Design is an established Australian company that offers informed and innovative planning, design, business and management advice primarily to the Tourist Park and Manufactured Housing industries**

We are equipped with a range of skills and focus on delivering professional expertise to the residential, commercial and tourist development industries and government agencies responsible for the management of public lands.

Integrated Site Design's key strengths are in strategy formulation, design, business analysis, development of commercial enterprises on public land, management planning and facilitating development opportunities.

The company's clients are people and organisations who need a professional service that is responsive and innovative as well as up to date with current technologies and commercial realities. We believe creative solutions based on good planning and design will achieve appropriate use of resources, enhance natural and cultural environments and address regulatory constraints.

Since our establishment in 1989 the primary aim has been to achieve success in advancing each client's project or business venture.

The principals of Integrated Site Design bring experience from the private sector as well as State and Local Government and have built a team that applies relevant expertise and rigour to every project.

The company also has close working relationships with other specialist consultants. As a result, we can always assemble a team that will deliver a comprehensive planning, design or management solution.



## OUR COMPANY

**Integrated Site Design believes individuals can and do make a difference, but it takes an experienced competent, motivated team of professionals to yield the best results and deliver the growth and profits through environmentally conscious, leading edge Planning, Design, Marketing & Management.**

Our vision for a successful business is driven by consistently meeting the expectations of our clients, through our collaborative spirit, and professionalism with an emphasis on client service, and a passion for forward thinking planning and design excellence.

We believe that each project possesses a unique set of challenges and opportunities, and these particular factors guide our design processes. By embracing the singularity of each project, we open ourselves to opportunities that not only result in new and creative solutions, but also fully address the specific requirements and brief for each project.

We strive to develop solutions that are both client and context sensitive, with equal regard to such factors as budget, operational efficiency, long-term maintenance, management, environmental responsiveness, and compliance. While creativity is always our goal, we concentrate first and foremost on resolving key functional planning challenges, while incorporating design creativity to each evolving project.

The success of our approach is evident not only by project recognition received with both State and National Awards...but inherently by the satisfied customer base and client relationships we've built and maintained over the past 27 industry leading years **Integrated Site Design** has been in business.



# OUR SERVICES

**Integrated Site Design offers a range of professional services including:**

## ◉ STRATEGIC PLANNING

Specialist strategic, land use and environmental planning services that extend from broad scale land use and environmental planning to specific planning reviews, DA preparation and site planning reports.

## ◉ SITE PLANNING AND MASTERPLANNING

Specialist site planning and design services from site master planning, concept plans and urban design to detailed landscape design, natural area management plans and project implementation documentation. Plans of Management under both the Crown Lands Act and Local Government Act.

## ◉ BUSINESS ANALYSIS AND FORECASTING

Specialist business analysis, planning and forecasting for all facets of the holiday park industry from organisation wide Strategic Plans and Business Development Strategies to Due Diligence Reports, Compliance Audit Reports and Feasibility Studies. Park management sourcing and recruitment. Crown Lands Trust Administration.

## ◉ ARCHITECTURE AND INTERIOR DESIGN

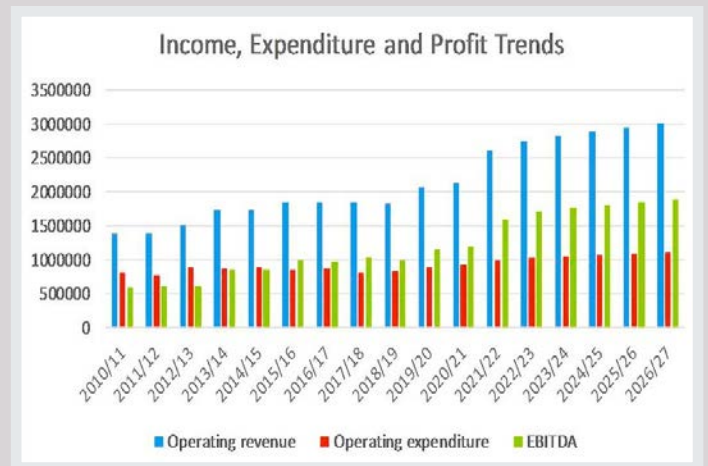
Specialist site planning and design services from site master planning and urban design to detailed landscape design, natural area management plans and project implementation documentation. All plans are prepared in CAD, with 3D and fly-throughs available.

## ◉ MARKETING

Specialist marketing services from business start-up to further development of existing marketing strategies for established businesses including website development, marketing/digital strategy, advertising campaigns and promotions, award submissions and trade show planning.

## ◉ PROJECT MANAGEMENT

Specialist project management from inception through to handover. We have a detailed understanding of efficient engagement, completion and delivery of a project from preparation of tender documents to management of tendering processes.



## OUR TEAM

**Integrated Site Design has built a boutique industry specific team of dedicated, well qualified, highly experienced professionals.**

◉ **NEVILLE GREEN:**

( ISD DIRECTOR ) B. LANDSCAPE ARCHITECTURE, UNSW



Neville has been a practicing landscape architect for over 30 years, with extensive experience in the public sector specialising in the areas of public reserve planning, design and management, urban and landscape design, recreation facility development and natural area management. More recently, Neville has specialized in the tourism and holiday park sector, focusing on master planning, detailed design, architectural design, project management and administration. He has prepared Plans of Management for reserved lands, and has also managed the Development Application process for various projects. Over the past 5 years he has completed the site planning, detailed design, and project management for many significant Holiday Park redevelopments including Jimmys Beach, Bonny Hills, Seal Rocks, Scotts Head and Urunga Heads.

◉ **JIM BOLGER:**

( ISD DIRECTOR ) MANAGEMENT AND FINANCIAL



Jim has over 30 years experience in the finance industry, working in both the commercial and government sectors. Jim worked within the banking industry before undertaking senior financial management roles within Local Government. During this time Jim chaired the Northern Rivers Finance Professionals for 7 years. For the past 8 years, Jim has been involved in the caravan and camping industry including the role of General Manager North Coast Holiday Parks with responsibility for the strategic direction, capital development, business growth and regulatory compliance of 23 Holiday Parks and other Crown Reserve Lands. While fulfilling his role as General Manager, Jim was also the government appointed Administrator for 5 Crown Trusts managing highly valued sensitive coastal environments including expansive areas of coastal dunes, littoral rainforest, riparian zones and estuarine foreshores.



◉ **MIKE SVIKIS:**

B.SC (ENVIRONMENTAL SCIENCE), GRAD DIP URBAN AND REGIONAL PLANNING, CPP



Mike is a qualified Town Planner with more than 25 years of experience in strategic and environmental planning, consultation and development assessment. Mike has worked for State government, Local government and consultancy firms with a wide range of clients and projects throughout NSW. Mike has skills in writing and interpreting Local Environmental Plans and Development Control Plans as well as land use investigations, due diligence reports and the preparation of high quality Development Applications and SEEs. He has been called on to provide expert advice to the Land and Environment Court on a number of occasions in relation to development applications. He is a Certified Practising Planner and currently serves on the national membership committee of the Planning Institute of Australia. Mike's professional goal is to provide quality advice, assessments and reports that meet the client brief, and are provided on time and within budget.

## OUR TEAM

### ◉ AMBER KOLO:

B. BUSINESS IN TOURISM & HOSPITALITY (SCU)



Amber has been working in the Tourism Industry for 17 years, with extensive experience in marketing and operational aspects of a business. Amber focuses on specialised marketing functions and services, primarily the project management of: brand development, award submission preparation, website development, online digital strategies (including social media), brief development, advertising campaigns, trade show management and sponsorship allocation. Amber worked for the award winning North Coast Holiday Parks as the Marketing Manager for several years, establishing the group as a reputable and widely recognized brand. Amber was awarded the 2015 Young Employee of the Year by the Caravan & Camping Industry Association NSW. Amber also received the 2015 Young Achiever of the Year Award at the North Coast Tourism Awards.

### ◉ LINDSAY CARR:

DRAFTSMAN



Lindsay has been involved in various capacities as a Draftsman in both the Architectural/Structural Planning & Design Industries over the past 24 years. He has a vast cross section of experience in various forms of steel manufacturing, mixed use commercial, tourist & holiday park facilities along with low to medium density integrated residential Architectural projects. As a Draftsman Lindsay has worked in both collaborative large & small team leading positions on a diverse range of projects throughout Australia and New Zealand for number of years. Lindsay brings the expertise to offer a creative and unique design perspective to any projects undertaken. Skilled in utilizing both AutoCAD & ArchiCAD along with various other graphic/rendering software, Lindsay has a proven track record in producing conceptual design sketches, development application to full construction certificate plans. This along with exhibition, 3D render presentation & any other promotional drawing & graphic associated material.



### ◉ DAVID PENSINI:

B.SC (ENVIRONMENTAL HEALTH)



David has 20 years' experience in Local Government having completed his time at Port Macquarie-Hastings Council as the Manager of Building and Environmental Services. David has also spent the past 12 years working in the private sector in the areas of building surveying, environmental health and project management. David has had significant experience in dealing with environmental and building regulation including the administration and implementation of the Building Code of Australia and associated standards and processes. His knowledge of development and environmental management issues and processes allows him to provide a high level of value added services that are of considerable advantage to clients. David has held a level 2 Accredited Certifier and Principle Certifying Authority accreditation from the NSW Building Professionals Board and is a member of the Australian Institute of Building Surveyors. Having provided a broad range of consulting services to Federal, State and Local Government, David has considerable experience in regulatory compliance particularly in areas such as bushfire risk mitigation, building fire safety, onsite sewerage management and Caravan Parks and Manufactured Home Estates.

# OUR CLIENTS

**Integrated Site Design works with and provides services for a broad range of Private, Local Government and Public Authorities.**

## ◉ PRIVATE SECTOR

- Aspen Living Villages
- Australian Tourist Park Management
- Blue Lagoon Beach Resort
- Byron Holiday Park
- Crestview Lifestyle
- Eventstayz
- Gateway Lifestyle
- Hometown Australia Communities
- Ingenia Holidays
- Jayco
- Mark Moran Group
- Norfolk Manufactured Homes
- NRMA Holiday Parks
- Silva Portfolios
- Southern Cross Parks
- Tareeda Properties
- Wye River Holiday Park

## ◉ LOCAL GOVERNMENT

- Clarence Valley Council
- Cowra Shire Council
- Coffs Harbour City Council
- Dubbo City Council
- Kiama Council
- Lake Macquarie Council
- McKinlay Shire Council
- Newcastle City Council
- Port Stephens Shire Council
- Tweed Shire Council
- Wollongong City Council
- Wyong Shire Council

## ◉ PUBLIC AUTHORITIES AND TRUSTS

- Lake Glenbawn State Park
- Lake Keepit State Park
- NSW Crown Lands
- NSW Crown Holiday Parks Trust
- University of Sydney
- Wentworth Park Trust





# OUR PROJECTS

## ◉ HOLIDAY AND TOURIST PARK PLANNING

**Integrated Site Design has completed Plans of Management, Business Development Strategies, Master Plans, detailed designs, documentation, tendering and supervision of construction for a variety of projects in over 100 Holiday and Tourist Parks throughout New South Wales, Victoria and Queensland.**

**The most significant of these are:**

### **NORTH COAST HOLIDAY PARKS;**

- Clarkes Beach Holiday Park
- Jimmys Beach Holiday Park
- Urunga Heads Holiday Park
- Bonny Hills Holiday Park
- Scotts Head Holiday Park
- Seal Rocks Holiday Park

### **KIAMA COAST HOLIDAY PARKS;**

- Surf Beach Holiday Park
- Kendalls Beach Holiday Park
- Werri Heads Holiday Park
- Seven Mile Beach Holiday Park
- Kiama Harbour Cabins

### **COFFS COAST HOLIDAY PARKS;**

- Park Beach Holiday Park
- Sawtell Beach Holiday Park
- Woolgoolga Beach Holiday Park

### **CLARENCE COAST HOLIDAY PARKS;**

- Calypso Holiday Park, Yamba
- Brooms Head Holiday Park

### **WOLLONGONG CITY TOURIST PARKS;**

- Bulli Beach Tourist Park
- Corrimal Beach Tourist Park
- Windang Beach Tourist Park

### **TWEED COAST HOLIDAY PARKS;**

- Pottsville North Holiday Park
- Kingscliff North Holiday Park
- Hastings Point Beach Holiday Park

### **COWRA VAN PARK**

### **BYRON HOLIDAY PARK**

### **TURTLE SANDS HOLIDAY PARK**

### **RULES BEACH CARAVAN PARK**



# OUR PROJECTS

## ◦ STRATEGIC PLANNING

Preparation of a Strategic Plan for Tweed Coast Holiday Parks Group.

Planning options report for future redevelopment of Coffs Harbour Showground

Planning advice for Brighton Pier Development Concept for NSW Department of Lands, Rockdale Council and other government agencies.

Policy development for Proposed Commercial Leasing and Business Undertakings on Crown Land for NSW Department of Lands.

Policy development for Tourism Uses of Crown Land for the development of tourist services and infrastructure on NSW Crown land.

Planning for future redevelopment of Gunnedah Showground.

Strategic Management Plan for Wentworth Park Sporting Grounds and Facilities.

Rezoning application for Harold Park for the NSW Harness Association.



# OUR PROJECTS

## ◉ PUBLIC RESERVE PLANNING AND DESIGN

Plan of Management for Brunswick Heads Foreshore Crown Reserves and detailed concept plans for redevelopment of three foreshore reserves at Brunswick Heads.

Master Plan for Scotts Head Foreshore Reserve including detailed concept plans for reserve upgrading works.

Master Plan for the redevelopment of Alma Doepell Reserve at Mylestom for the Bellinger Heads State Park Trust, including detailed plans for reserve upgrading works.

Strategic Management Plans for Crown Reserves;

- Cook Park, (Botany Bay foreshore)
- Newcastle Bowling Club (King Edward Park, Newcastle headland)

Master Plans for Public Reserve upgrading at the following locations;

- Morgo Street Reserve, Urunga.
- Moonee Beach Reserve, Moonee
- Boambee Creek Reserve, Sawtell
- Corindi Beach Reserve, Corindi
- Evans Head Reserve, Evans Head
- Broadwater Park, Broadwater
- Crawford Square Casino



# OUR PROJECTS

## ◉ ARCHITECTURE AND BUILDING DESIGN

Concept design, detailed design plans, specifications and tender documentation for 17 New Cabins, Amenity Buildings, Camp Kitchens and Reception Building for;

- Clarkes Beach Holiday Park, Byron Bay.

New Tourist Cabins at;

- Woolgoolga Lakeside Holiday Park
- Urunga Heads Holiday Park
- Park Beach Holiday Park
- Seal Rocks Holiday Park
- Sawtell Beach Holiday Park
- Scotts Head Holiday Park

New Amenity Buildings at;

- Ferry Reserve Holiday Park
- Terrace Reserve Holiday Park
- Seal Rocks Holiday Park
- Scotts Head Holiday Park

New Camp Kitchen Buildings at;

- Sawtell Beach Holiday Park
- Scotts Head Holiday Park
- Seal Rocks Holiday Park
- North Beach Holiday Park

New Managers Residence / Office Buildings at;

- Scotts Head Holiday Park
- Moonee Beach Holiday Park
- Corindi Beach Holiday Park
- Seal Rocks Holiday Park
- Woolgoolga Beach Holiday Park

Renovation of Amenity Buildings at;

- Park Beach Holiday Park
- Woolgoolga Beach Holiday Park



# OUR PROJECTS

## ◉ BUSINESS ANALYSIS AND FORECASTING

Business Development Strategies and Masterplans for existing holiday parks including;

- Pottsville North Holiday Park
- Brooms Head Holiday Park
- Byron Holiday Park
- Calypso Holiday Park
- Cowra Van Park
- Ingenia Holidays Hunter Valley
- Ingenia Holiday Avina
- Turtle Sands Holiday Park

Preparation of Business Development Strategies and Masterplans for all five parks in the Kiama Coast Holiday Parks group.

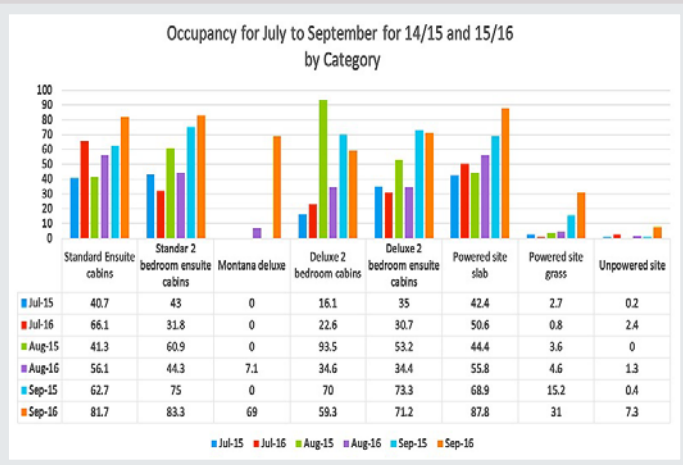
Feasibility analysis for potential tourist development site at Marmong Point for Lake Macquarie City Council.

Preparation of a Master Plan and Business Plan for Stockton Beach Tourist Park managed by Newcastle City Council.

Performance review and assessment of coastal tourism facilities for Lake Macquarie Council.

Due diligence reports, pre purchase planning assessments and regulatory compliance audits for caravan parks.

Compliance audit reports for existing Holiday Parks, including options available within current legislation to provide solutions for Park Owners and Councils



# OUR AWARDS & ACHIEVEMENTS

Integrated Site Design has worked closely with many clients to achieve outstanding results for their parks, their guests and their business. Many of these parks have achieved industry recognition from various tourism bodies. Some of the more recent awards achieved include:



**2011 – NORTH COAST HOLIDAY PARKS CLARKES BEACH:**

Best Caravan Park in Australia for 2011. Australian Traveler Magazine. Environmental Excellence Award. NSW Caravan and Camping Industry Association

**2014 – NORTH COAST HOLIDAY PARKS URUNGA HEADS:**

Best North Coast Caravan Park with less than 100 sites. NSW Caravan and Camping Industry Association.

**2014 – NORTH COAST HOLIDAY PARKS BONNY HILLS**

Gold Award Tourist and Caravan Parks category. North Coast Tourism Awards.

**2014 – PARK BEACH HOLIDAY PARK:**

Best Deluxe/Resort Style Caravan Park with over 100 sites. NSW Caravan and Camping Industry Association. Best of the Best caravan parks in NSW for 2014. NSW Caravan and Camping Industry Association.

**2015 – NORTH COAST HOLIDAY PARKS NORTH BEACH:**

Best Holiday Park on the North Coast with 100 sites or less. NSW Caravan and Camping Industry Association.

**2016 – PARK BEACH HOLIDAY PARK:**

Best of the Best NSW Holiday Park/Resort in NSW for 2016. NSW Caravan and Camping Industry Association.

**2016 – WOOLGOOLGA LAKESIDE HOLIDAY PARK:**

Best North Coast Holiday Park with 100 sites or less. NSW Caravan and Camping Industry Association.

**2018 – CALYPSO HOLIDAY PARK:**

Business Development Strategy and Masterplan critical to the success of \$6.7Million Tourism Grant funding for Clarence Coast Holiday Parks.



## CONTACT US

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