

Company PROFILE

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OUR COMPANY

Integrated Site Design is an Award winning Australian company which offers a one-stop shop for creating an innovative, sustainable and profitable holiday park.

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 and 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 MASTER PLANNING

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

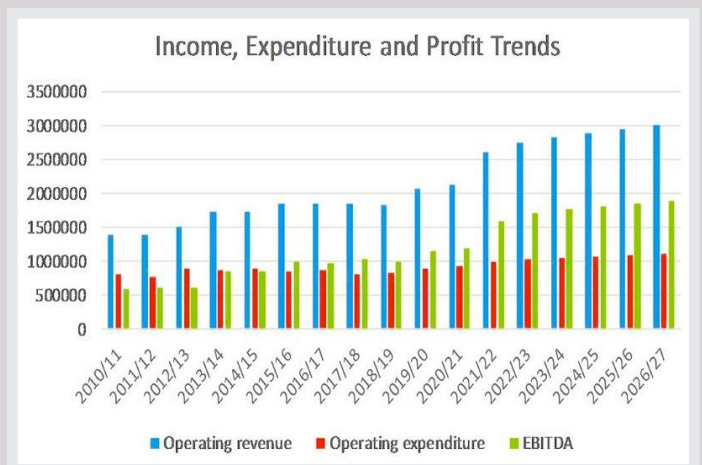
Specialist site planning and design services from site master planning and urban design to detailed landscape design, natural area management plans and project implementation documentation. All plans are prepared in CAD, with 3D and fly-throughs available.

◉ 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 practising landscape architect for over 30 years, with extensive experience in the public sector specialising in public reserve planning, design and management, urban and landscape design, recreation facility development and natural area management. For the past 12 years, Neville has specialised in the tourism and holiday park sector, focusing on master planning, detailed design, architectural design, recreation facility design and project management. He has prepared Master Plans and detailed design for many Tourist and Holiday Parks in NSW, Queensland and Victoria, and has managed the implementation of some significant holiday park redevelopments. Neville commenced as Director at Integrated Site Design in 2015. Since that time, he has completed master planning, site planning, detailed design and project management for major holiday park groups such as Tweed Coast, NRMA, Coffs Coast, Ingenia, Aspen, Kiama Coast Holiday Parks and Clarence Valley Holiday Parks, as well as high profile projects at many individual parks across NSW, Queensland and Victoria.

• **MIKE SVIKIS:**

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



Mike is a qualified Town Planner with more than 30 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 Registered Planner, a Life Fellow of the Planning Institute of Australia 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.

• **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, including 15 years as Finance Manager for Byron Shire Council. During this time, Jim chaired the Northern Rivers Finance Professionals for seven years. Jim has been involved in the caravan and camping industry for 12 years, including the role of General Manager North Coast Holiday Parks (2010 to 2015) 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 five Crown Trusts managing highly valued sensitive coastal environments including expansive areas of coastal dunes, littoral rainforest, riparian zones and estuarine foreshores. Jim has been a Director at Integrated Site Design since 2015 performing business analysis, financial modelling, legislative compliance and due diligence reporting for a wide spectrum of clients across the caravan and camping industry.

OUR TEAM



◉ **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 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 regulations 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 Principal 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, on-site sewage management and Caravan Parks and Manufactured Home Estates.

◉ **AMBER KOLO:** B. BUSINESS IN TOURISM AND 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 recognised brand. Amber was awarded the 2015 Young Employee of the Year by the Caravan and 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 and 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 and holiday park facilities along with low to medium density integrated residential architectural projects. As a Draftsman, Lindsay has worked in both collaborative large and small team leading positions on a diverse range of projects throughout Australia and New Zealand for a number of years. Lindsay brings the expertise to offer a creative and unique design perspective to any projects undertaken. Skilled in utilising both AutoCAD and ArchiCAD along with various other graphic/rendering software, Lindsay has a proven track record in producing conceptual design sketches and development applications to full construction certificate plans. This, along with exhibition, 3D render presentation and any other promotional drawing and graphic associated material.

OUR TEAM

• DR GREG DOWNES:

PhD (SPORT HISTORY AND SOCIOLOGY) VU, MISM (SCU),
BEC (UNE)



Greg has 20 years' experience in local government. From 1993 to 2006, Greg was the Manager Community Services at Byron Shire Council, responsible for the development of plans of management for public land. Greg has since consulted with Byron Shire Council in the preparation of several plans of management for community land, including the Recreation Ground and the new Cavanbah Centre in Byron Bay. More recently, Greg has been involved as an academic (teaching and research) with both the Southern Cross and Victoria Universities, gaining his PhD in 2016. In addition, Greg has consulted with both State and National sporting organisations, including National Rugby League (NRL) in a review of refereeing in Australia and Regional Academies of Sport (RASi) Business Case Development 2010–2014.



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
Hillsong Church Australia
Hometown Australia Communities
Ingenia Holidays
Jayco
Mark Moran Group
Norfolk Manufactured Homes
North Coast National Agricultural & Industrial Society
NRMA Holiday Parks
Orange Ex-Services Club
Silva Portfolios
Southern Cross Parks
Tareeda Properties
Turtle Sands Holiday Park, Bundaberg
Wye River Holiday Park

◉ LOCAL GOVERNMENT

Byron Shire Council
Campaspe Shire Council
City of Gold Coast
Clarence Valley Council
Coffs Harbour City Council
Cowra Shire Council
Dubbo City Council
Federation Council
Kempsey Shire Council
Kiama Municipal Council
Lake Macquarie City Council
McKinlay Shire Council
Murrumbidgee Council
Newcastle City Council
Port Stephens Shire Council
Richmond Valley Council
Tweed Shire Council

◉ PUBLIC AUTHORITIES AND TRUSTS

Great Ocean Road Coast Committee
Lake Glenbawn State Park
Lake Keepit State Park
NSW Crown Holiday Parks Trust
NSW Crown Lands
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:

CLARENCE COAST HOLIDAY PARKS

- Calypso Holiday Park, Yamba
- Brooms Head Holiday Park

COFFS COAST HOLIDAY PARKS

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

KIAMA COAST HOLIDAY PARKS

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

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

NRMA HOLIDAY PARKS & RESORTS

- 16 sites over NSW, Victoria, Queensland, South Australia and Tasmania

TWEED COAST HOLIDAY PARKS

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

WOLLONGONG CITY TOURIST PARKS

- Bulli Beach Tourist Park
- Corrimall Beach Tourist Park
- Windang Beach Tourist Park

ANGLESEA FAMILY CARAVAN PARK

BYRON HOLIDAY PARK

COWRA VAN PARK

RULES BEACH CARAVAN PARK

TURTLE SANDS HOLIDAY 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.

Planning report for a temporary caravan park at the Newcastle Jockey Club.

Due diligence pre-purchase planning reports for potential parks.

Due diligence pre-purchase planning reports for existing parks.



OUR PROJECTS

• PUBLIC RESERVE PLANNING AND DESIGN

Master Plan for Darlington Point Riverside Caravan Park (current).

Structure Plans for Corowa Foreshore and Surrounds and Morris Park.

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:

- 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:

- Ballina Beach Village
- Calypso Holiday Park, Yamba
- Crescent Head Holiday Park
- NRMA Bathurst Panorama
- NRMA Lake Somerset
- NRMA Ocean Beach, Umina
- Park Beach Holiday Park
- Sawtell Beach Holiday Park
- Scotts Head Holiday Park
- Seal Rocks Holiday Park
- Surf Beach Holiday Park, Kiama
- Turtle Sands Holiday Park, Bundaberg
- Urunga Heads Holiday Park
- Woolgoolga Lakeside Holiday Park

New Amenity Buildings at:

- Calypso Holiday Park, Yamba
- Ferry Reserve Holiday Park
- Scotts Head Holiday Park
- Seal Rocks Holiday Park
- Terrace Reserve Holiday Park
- Turtle Sands Holiday Park, Bundaberg

New Camp Kitchen Buildings at:

- Calypso Holiday Park, Yamba
- North Beach Holiday Park
- NRMA Port Macquarie Breakwall
- Sawtell Beach Holiday Park
- Scotts Head Holiday Park
- Seal Rocks Holiday Park
- Turtle Sands Holiday Park, Bundaberg

New Manager's Residence/Office Buildings at:

- Calypso Holiday Park, Yamba
- Corindi Beach Holiday Park
- Moonee Beach Holiday Park
- Scotts Head Holiday Park
- Seal Rocks Holiday Park
- Turtle Sands Holiday Park, Bundaberg
- 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, Master Plans and Concept Design Reports for existing holiday parks including:

- Anglesea Family Caravan Park
- Brooms Head Holiday Park
- Byron Holiday Park
- Calypso Holiday Park, Yamba
- Cowra Van Park
- Crescent Head Holiday Park
- Grassy Head Holiday Park
- Ingenia Holidays Avina
- Ingenia Holidays Hunter Valley
- NRMA Portland, Victoria
- Pottsville North Holiday Park
- Stuarts Point Holiday Park
- Turtle Sands Holiday Park, Bundaberg



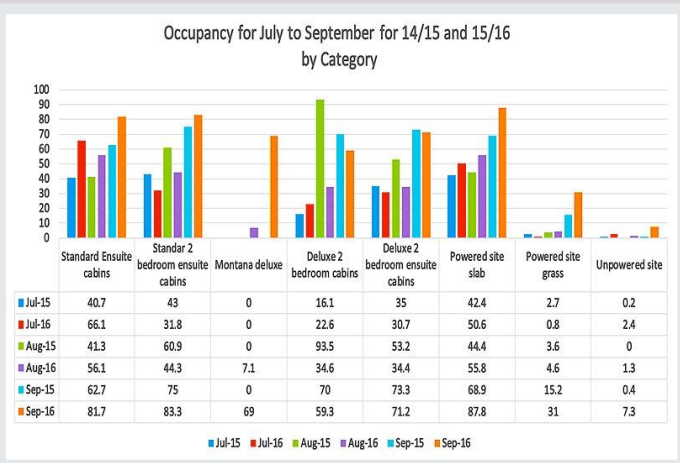
Preparation of Business Development Strategies and Master Plans for all five parks in the Kiama Coast Holiday Parks group.

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.

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:



2018 – BEST INDUSTRY SERVICE PROVIDER:

Award of Excellence for outstanding business achievements and contribution to the Caravan and Camping Industry, NSW Caravan and Camping Industry Association.

2018 – CALYPSO HOLIDAY PARK:

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

2016 – WOOLGOOLGA LAKESIDE HOLIDAY PARK:

Best North Coast Holiday Park 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.

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.

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.

2014 – NORTH COAST HOLIDAY PARKS BONNY HILLS:

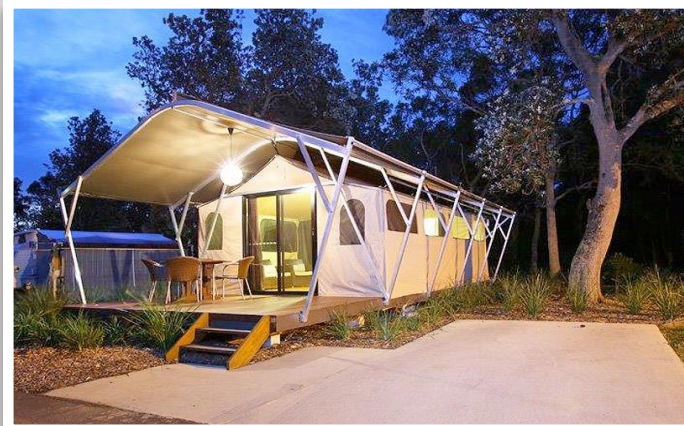
Gold Award Tourist and Caravan Parks category, North Coast Tourism Awards.

2014 – NORTH COAST HOLIDAY PARKS URUNGA HEADS:

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

2011 – NORTH COAST HOLIDAY PARKS CLARKES BEACH:

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



TESTIMONIALS

Federation Council engaged Integrated Site Design (ISD) through a competitive process a number of years ago, to undertake a major renewal Master Plan and associated Business Development Strategy for a large, yet very outdated and non-compliant caravan park on an amazing piece of the Murray River foreshore at Corowa. The results have been fantastic and it has given the Council and community a great vision and provided much excitement as we now work forward, with ISD, to implement this plan.

Due to this success, and a real need, ISD was then engaged to undertake a complementary major structure planning piece of work alongside this park, encompassing a large area of the foreshore and surrounding sporting and community assets/spaces. This plan has already led to Council recently receiving a 1.8-million-dollar Crown Lands grant to go towards an overall 2.5-million-dollar project.

ISD has since been engaged to undertake a similar exercise at the stunning Urana Aquatic Centre/Caravan Park and the surrounding nature reserve/creek areas.

Jim and Neville's experience, ability, great personalities and passion for their work shines through. As does their ability to work with a wide range of stakeholder groups, including Councillors. Their work in proposing funding strategies to drive delivery of the outcomes proposed in their great plans is matched with a consistent record of high quality delivery. We look forward to much more work together and great results.

Adrian Butler, General Manager,
Federation Council

We engaged Integrated Site Design to complete the Strategic Business Planning, Master Planning and Business Analysis for Tweed Coast Holiday Parks. ISD also developed individual Master Planning and Business Planning for three of our seven parks. We have worked closely with Jim and Neville and couldn't recommend them higher.

Andrew Illingworth, Unit Co-ordinator,
Tweed Coast Holiday Parks

Clarence Valley Council engaged Integrated Site Design to prepare a Business Development Strategy and Master Plan for the redevelopment of the Calypso Yamba Holiday Park. The finished document provided a Master Plan informed by industry research and business analysis which included an \$8.75 million improvement program for the Holiday Park funded from profits generated from the park. This document was an invaluable resource when Council successfully applied to the NSW Government for a grant of \$6.72 million towards this project. Clarence Valley Council would highly recommend Integrated Site Design for any works and services in the holiday park industry.

Ashley Lindsay, General Manager,
Clarence Valley Council

Aspen have engaged Integrated Site Design to provide a Planning and Compliance review of a number of parks prior to acquisition. Jim and the team provide an excellent service with clear, definitive and practical advice.

Craig Heaton, Development Manager,
Aspen Group

We have dealt with Integrated Site Design over the past year as they helped us to formulate a Business Development Strategy for our park. We found them to be extremely professional. Their plan was presented in a comprehensive and diligent way with vision and imagination. Their expertise was remarkable and we are fortunate to have such a talented company in Ballina.

Michelle Bourke, Director,
Byron Holiday Park

We were delighted with the service that we received from Integrated Site Design. They completely and wholly fulfilled the scope of work and delivered a very workable and meaningful strategy and plan for the Cowra Van Park. They were a pleasure to work with and respected the needs of the business and understood the industry intensely.

Rob Rogan & Nick Jacobs, Directors,
Nirob Pty Ltd

Cowra Shire Council compliments [Jim and Neville] on producing the Business Development Strategy and Master Plan for Cowra Van Park, which provides a clear direction for the park. A number of Councillors commented on how pleased they were with how this project was delivered and the high degree of professionalism displayed by Integrated Site Design.

Tim Long, Manager – Technical Services,
Cowra Shire Council

We engaged Integrated Site Design to help us get a very challenging DA through Newcastle Council for a **pop** style caravan park to support the inaugural Newcastle Supercars event. The team were a fantastic support and we most definitely wouldn't have got the approval without their help. They knew everything in terms of code compliance and stepped us through every detail. We'll be calling on their expertise and knowledge for future approvals and events.

Dave MacGregor, CEO, Eventstayz

Council engaged Jim Bolger and Neville Green to provide Business Development Strategies and Master Plans for each of the five Kiama Coast Holiday Parks. Jim and Neville have provided a level of service well above expectations. Not only have they presented Council with quality master plans, they have assisted in providing information and advice on matters outside the scope of works.

Kerry McMurray, General Manager,
Kiama Municipal Council

*Full copies of these testimonials are available on our
website: www.integratedsitedesign.com.au*

CONTACT US

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