

RV Friendly Town™ Program

What is it?

The RV Friendly Town™ program is a Campervan and Motorhome Club of Australia Limited (CMCA) initiative aimed at assisting recreational vehicle (RV) consumers as they journey throughout this wonderful country. This includes motorhomers, campervaners and caravanners.

An RV Friendly Town™ is one that has met a set of guidelines to ensure they provide a certain amount of amenities, and a certain level of services for these travellers. When RV tourists enter a town displaying the RV Friendly Town™ sign, they know they will be welcome, certain services will be provided for them that may not be available in other centres, and they will have access to a safe place to stay overnight, and possibly for a longer period.

CMCA will promote the RV Friendly Town™ by dedicating one page to the town on the Club website, publishing a one-off article on the town in the Club's monthly magazine, *The Wanderer*, and listing the town in each edition of the magazine.

CMCA will also offer the council 2 x 600mm x 690mm roadside 'RV Friendly' signs free of charge. These signs will display the abbreviated 'RV' symbol, followed by the words 'Friendly Town™'.

How does a town qualify?

Before any town can be appointed to the program, there is a set of guidelines that must be met, which includes:

Essential Criteria

- Provision of appropriate parking within the town centre, with access to a general shopping area for groceries and fresh produce.
- Provision of short term, low cost overnight parking (24/48 hours) for self-contained recreational vehicles, as close as possible to the CBD.
- Access to potable water.
- Access to a free dump point at an appropriate location.

Desirable Criteria

- Provision of long term parking for self-contained recreational vehicles.
- Access to medical facilities or an appropriate emergency service.
- Access to a pharmacy or a procedure to obtain pharmaceutical products.
- Visitor Information Centre (VIC) with appropriate parking facilities.
- VIC to provide a town map showing essential facilities, such as short and long term parking areas, dump point and potable water.
- RV Friendly Town™ signs to be erected within the town precinct.

We also look at the general attitude of the council and the business people. After all, it is called the RV 'Friendly' Town™ program. These programs offer town business owners the opportunity to be innovative in meeting the needs of RV tourists, while at the same time growing their businesses.



What are the benefits?

- There are many economic benefits to the local businesses due to increased dwell time; the RV community spends an average of \$100 per day whilst travelling (Queensland Drive Tourism Strategy 2013 - 2015).
- There is an increased patronage of the tourist attractions in and around the town.
- Travellers will be able to park adjacent to the shopping precinct while they top up with supplies. They can do their banking in comfort, post their mail, and check out the restaurants and clubs for food and entertainment.
- They will find a dump point in the town.
- They may be able to have mechanical work done on their vehicle as well as fill up with fuel and gas.
- The VIC should have a map showing them all local attractions, the location of emergency services and their contact numbers, attractions that are RV suitable and where internet services are available.
- They will be able to park in a comfortable layover area, while they sit back and decide which tourist attractions they would like to see during their visit.
- There may be toilet and shower facilities at or near the layover area, which will encourage dwell times.
- At the end of their visit, the RV traveller will be leaving only because they need to – not because they want to.

RV Friendly Town™ Procedures

- Complete an RV Friendly Town™ assessment form.
- Forward the assessment form to CMCA National Headquarters or to your local CMCA State Representative.
- When approved, CMCA will prepare a Letter of Understanding and forward it to council for signature.
- Once signed, the Letter of Understanding is returned to CMCA for execution. A copy is then returned to council for their records.
- CMCA then despatches the relevant signage to the council works depot or nominated location.
- CMCA lists the town on the Club's website and on the GeoWiki database.
- CMCA posts an article with the relevant details of the town and surrounding region on its website and in the Club's monthly magazine, *The Wanderer*.

For more information contact:

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