



Walka Water Works

Community Liaison Group Meeting 8 June 2023

maitland
city council

AGENDA

1. Welcome and introductions – Who is in the room?
2. CLG Terms of Reference check in
3. Presentations from Maitland City Council and Reflections
4. Over to you - questions and feedback

OVER TO YOU

Interview the person next to you:

1. What is their name?
2. What does being a CLG member mean to them?
3. What is one thing they want to know at the end of this first meeting?

CLG TERMS OF REFERENCE

- Purpose and objectives
- CLG member responsibilities
- Code of Conduct



Walka Water Works
Project background

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OVERVIEW

- Site Ownership and Management.
- Recap from the development of the DMP to now.
- Site closure, contamination and partial reopening.
- Council, Crown lands and Reflections MoU.
- Why Reflections?
- Applying for grants
- RTAF2 application success, amended scope and implications.
- Community Interest.

SITE OWNERSHIP AND MANAGEMENT

- The entirety of the Walka site is Crown Lands.
- Council is the Crown Land Manager.
- POM, CMP etc. to be developed.
- Reflections will manage the portion of the site identified for accommodation.



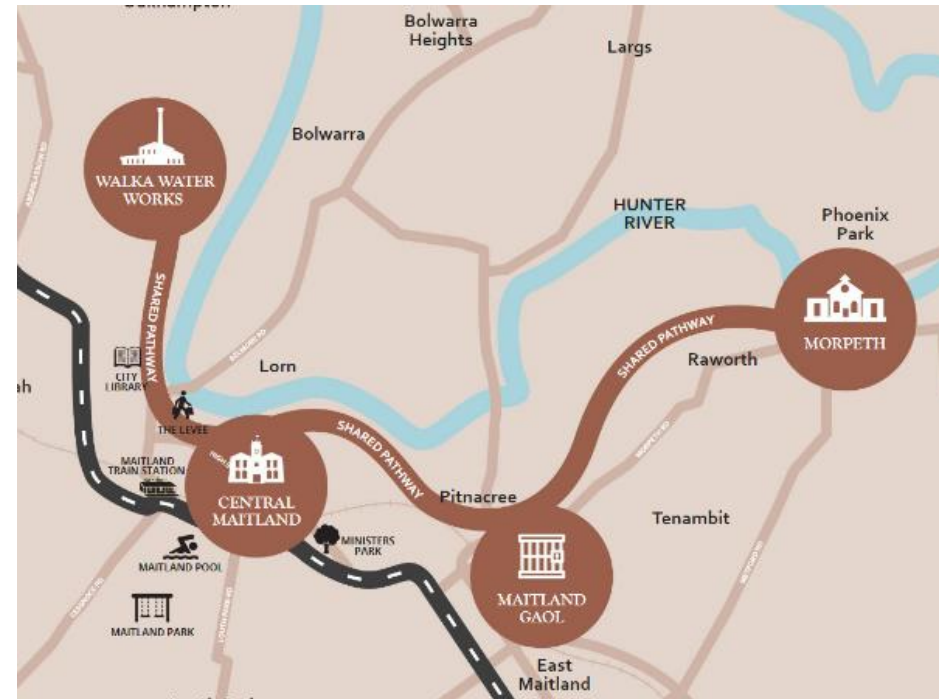
TIMELINE

(Grant completion date 30 June 26)



THE DESTINATION MANAGEMENT PLAN

- Five Priority Destination Hubs
 - Morpeth
 - Maitland Gaol
 - Central Maitland
 - **Walka Water Works**
 - Tocal
- Key projects underway:
 - Gaol Development
 - Morpeth to Walka Shared Pathway
 - **Stage 1 Walka Water Works**



VISION FOR WALKA

'Become an iconic visitor attraction for the city, with active day use as well as an overnight destination for nature based tourism, weddings, functions and events'.



CONTAMINATION AND SITE CLOSURE

- Site closed in February 2022 due to contamination found on site.
- The main areas where contamination was identified are the old power station site, beach, and eastern lawn.
- Portions of site reopened in early December 2022 under controls.
- More information is on the Staged Reopening of Walka page on the Council website.

COUNCIL, CROWN LANDS AND REFLECTIONS

- In September 2022, the three parties entered into a MOU which was reported in open Council.
- Pursue opportunities to obtain funding for the rehabilitation and development of Walka Water Works
- In accordance with the vision articulated in the Maitland Destination Management Plan 2020-2030



Crown Lands



WHY REFLECTIONS

- Reflections are the lead accommodation provider across NSW on Crown lands and a recognised Crown Lands Manager.
- All profits go back into Crown Land projects.
- They have a track record of operating on sites where community access is maintained and environmental concerns addressed.
- They do not seek to compete with other local businesses.

APPLYING FOR GRANTS

When Council applies for grants there is usually a short window of opportunity for the application. Council considers:

- Does the project and grant program align with Council's adopted strategies and plans?
- Can Council partner with other agencies/partners to gain greater value from the project/application?
- Can the project be delivered within the constraints of the funding program?

Council usually does not initiate assessments and reports that routinely form a part of the DA process (e.g. EIS) as part of a grant application.

RTAF 2 APPLICATION

Total value \$25 million

Grant: \$20 million
Council: \$2 million

Reflections: \$1.5 million
Crown Lands: \$1.5 million

Original scope:

- Walking trails
- Miniature Railway Station Upgrade
- Carpark works, new modular toilet block
- Sewer, water and electricity works
- Eastern Lawn
- Pumphouse Building
- Cabins (10)
- Glamping tents (12)
- Powered camp sites (40)
- Manager's Residence Upgrade
- Boom gates and CTV
- Amenities, camp kitchen, BBQ Area
- Civil Works for Amenities, camp kitchen, BBQ Area

RTAF2 SUCCESS...BUT

Total value \$15.1 million

Variations: Grant: \$10 million Reflections: Increased to \$1.6 million

Amended scope:

- Walking Trails
- Miniature Railway Station Upgrade
- Carpark works, new modular toilet block
- Sewer, water and electricity works
- Eastern Lawn
- Pumphouse Building
- Civil Works for Amenities, camp kitchen, BBQ Area
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- Boom gates and CTV
- Manager's Residence Upgrade
- Powered camp sites (40)
- Glamping tents (12)
- Cabins (10)

Red = removed Orange = reduced scope Green = unchanged or enhanced scope

RTAF2 SUCCESS...BUT

- Council, Crown Lands and Reflections worked together to agree to the reduced scope ensuring that we still meet the required outcomes of the grant.
- The finalised deed is now in place and planning is commencing.

WHAT THIS MEANS FOR PLANS FOR REMEDICATION

- Council continues working closely with Crown Lands on funding streams to complete the remediation works at Walka.
- Continue to seek other funding opportunities to allow us to progress the vision for Walka.
- It is hoped that much of the required remediation works can be completed within the same or similar timing of the grant works.

COMMUNITY CONCERNS

Lack of community engagement

- Extensive engagement with community and industry through DMP development.
- Grant application based on DMP vision.
- Continued engagement with the community for the lifetime of the project.

Lack of consideration for environmental impact:

- Site investigations, and appropriate studies including an environmental impact assessment will be carried out before lodgement of any DA.
- It is not possible to do these assessments at grant application stage.



Questions and discussion

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Reflections holiday parks introduction

Lauren Eyles, Executive Manager
Corporate Communication

Cameron Tynan, Group Manager
Operations

June 2023



**The community is at the centre
of our decision-making**

Jimmys Beach
Worimi Country

About reflections holiday parks

Our purpose is to share nature's playground with our guests, **WHILE GIVING** back to **LOCAL** communities.

- **We are a Category 1 Crown Land Manager under the Crown Land Management Act.**
- **We reinvest all profit into Crown Land parks and reserves** for social and environmental good.
- We measure our success by our **quadruple bottom line** performance – for the people of NSW.
- We are **Australia's only social enterprise holiday park group** and the operator in NSW.
- We seek to provide a **financial and social return for the local communities** in which we operate.
- We put the **community at the centre of our decisions.**



OUR PARKS

We care for 36 coastal and inland holiday parks and 43 community crown reserves on behalf of the people of NSW.

- 22,954 acres of land.
- Spanning 17 local government areas.
- Our holiday parks (about 6% of our land) generate income to care for Crown nature reserves. 94% of the land that we care for is nature reserves, open to the community free of charge.
- Our scale allows us to cross-subsidise parks in regional areas.



What sets us apart from other holiday parks

Environmental



- We are committed to achieving the world's leading sustainability certification (B Corp).
- We are reducing our environmental footprint.
- We are committed to retaining camping and caravanning sites for affordable holidays.

cultural



- We are committed to reconciliation with Aboriginal and Torres Strait Islander peoples.
- We are delivering our Reflect Reconciliation Action Plan.
- We are actively working with Indigenous groups towards business partnership opportunities.

social



- We partner with Councils to apply for grants for community facilities.
- We use our marketing to attract visitors to regional communities and grow business for everyone.
- We maximise the economic benefit to local small business and we procure locally.

economic



- Profit for purpose – all profit is reinvested in the Crown Land reserves & parks. No other holiday park group does this.
- \$1.4M pa provided to the Crown Reserves Improvement Fund.
- We only operate in NSW and serve only NSW communities.

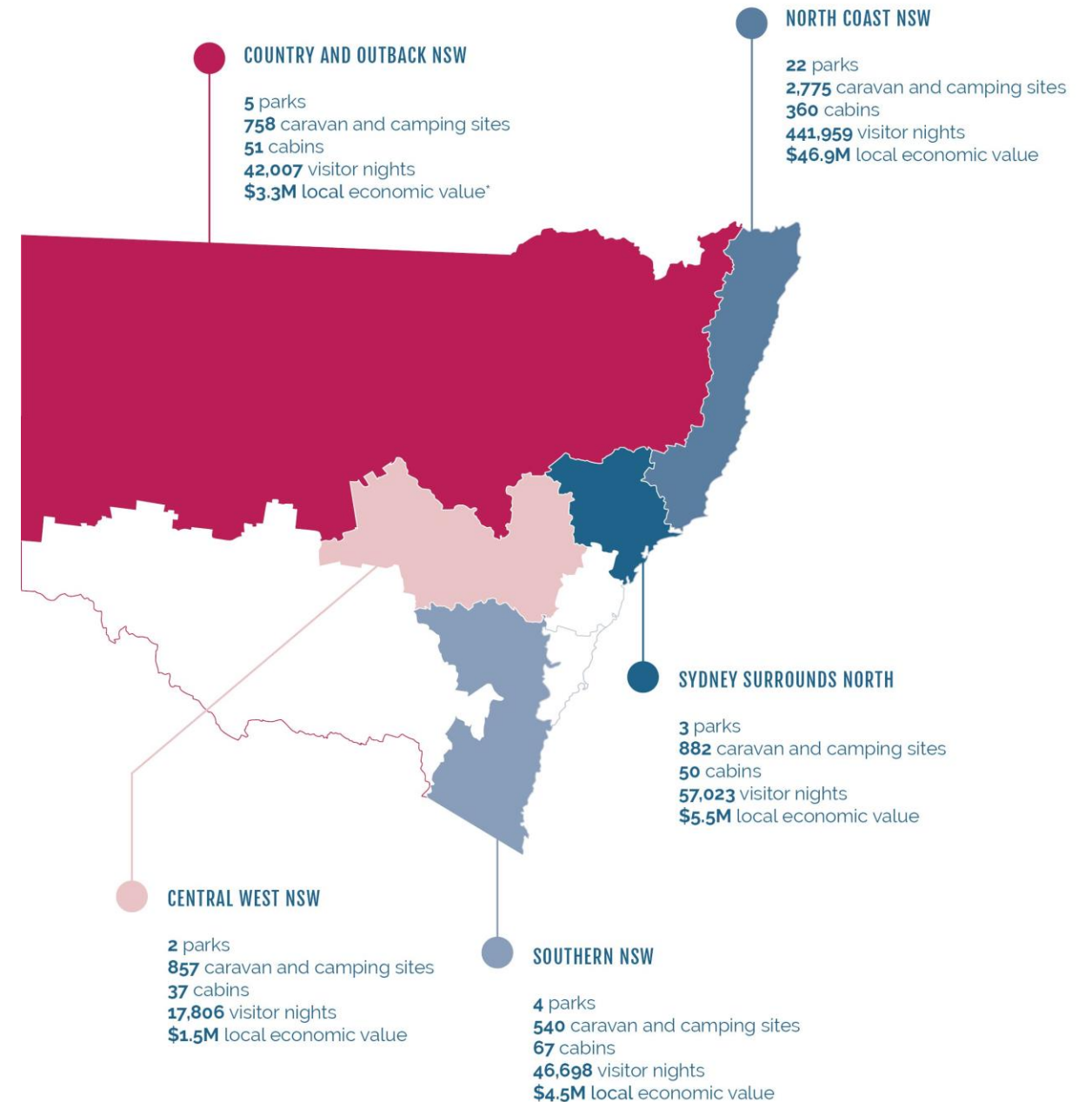
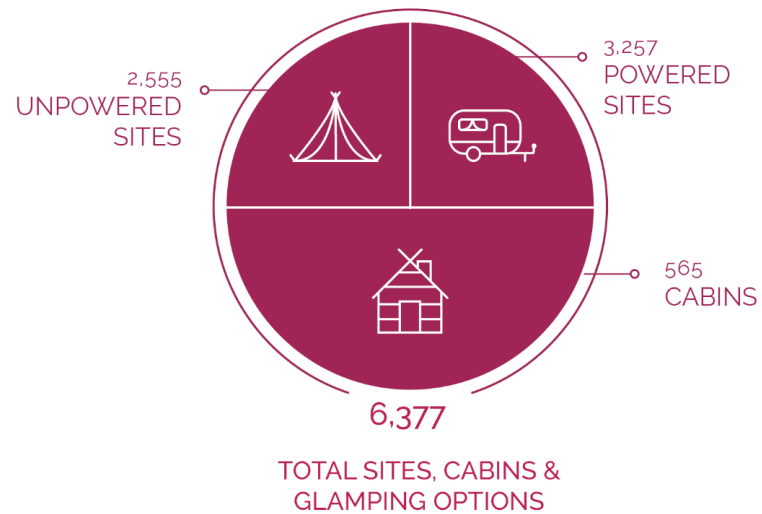


our promise to councils & communities

- 1. We don't compete with local businesses** . Instead, we support them by encouraging guests to shop and spend locally. We are also committed to procuring goods and services locally, rather than where they are cheapest (as others do).
 - 2. We care deeply for every community** that we operate within. With our goal of Councils seeing us as their best operator of holiday parks, campgrounds and reserves in NSW and Australia.
 - 3. We grow with communities, delivering facilities that enhance liveability for local people as well as guests.** Our success comes when local communities see us as a valuable contributor to the wellbeing and economic prosperity of their community. Only then will we see ourselves as a true partner.
 - 4. We make a difference. Only Reflections has at its very root an absolute commitment as stewards of this public land to care for and protect Crown Land for future generations.**
 - 5. We say it and do it – we are contactable and accountable.** We live and work within the regional communities that we serve (not capital cities). We measure our impact on the community and the environment we live in.
- 

attracting visitors to regional nsw

We can look after up to 25,000 people a day



Investing in park improvements to grow regional tourism


In 2023 we will more than double our investment to improve Crown Lands for the benefit of the State and Community.

CAPITAL WORKS INVESTMENT



Pictured:
Reflections Jimmys Beach
Worimi Country



A group of kangaroos is shown in a grassy field. In the background, there is a large body of water (likely a lake) and rolling hills or mountains under a clear sky. The kangaroos are in various poses, some standing upright and others grazing. The overall scene is a natural, outdoor setting.

We aim to become the first B Corp accredited holiday park provider in Australia, generating \$1.3 billion* in cumulative economic value for NSW by FY30** and reinvesting surpluses back into our lands, assets and communities.

*BDO (2022)

** Based on access to debt funding to support park investment

Pictured:
Reflections Wyangala Waters
Wiradjuri Country

Walka proposal

SCOPE*	Who it is for
<ul style="list-style-type: none">• 10 cabins• 12 glamping tents• 40 powered sites for caravans and RV's• Camp kitchen, BBQs, centralised amenities• Manager's residence and linen store• New access road, enabling infrastructure	<ul style="list-style-type: none">• Accommodation for guests attending events at Walka (including weddings) and business and conference accommodation for the City as well.• Grey nomads from NSW and other states exploring the country.• Nature-based tourists coming to explore the trails and experiences that Maitland and its surrounds offer.

*Based on the \$20M grant application that we partnered with Council on, however, the amount awarded to Council and Reflections was \$10M.



We are listening

What community members have told us	Our response
Maintaining community access to the Walka grounds is vital.	<ul style="list-style-type: none">• Community access to the Walka grounds and walking trails will be maintained (Council is the land manager for the broader site).
Some roads are not wide enough for cars towing caravans.	<ul style="list-style-type: none">• We will complete a Traffic Management Plan as part of the DA process.• We can include recommended routes as part of pre-arrival guest communication.
The need to minimise noise and light to avoid disturbance to wildlife.	<ul style="list-style-type: none">• We will incorporate this in the layout of the park, landscaping plan (native trees) and lighting design (e.g. timers/sensors/low LUX levels).• We'll also complete an environmental study as part of the DA process.• We can incorporate this in our park rules and in guest communication. Parks are usually quiet and dark at night, and we attract guests who value nature and wildlife.
Pets on site could impact the sensitive ecosystem.	<ul style="list-style-type: none">• We will not allow dogs in this park.
Will guests spread out onto the reserve?	<ul style="list-style-type: none">• No. We will incorporate discrete fencing or landscaping (details to be determined in the design phase) to differentiate the accommodation space from the broader site.

PROPOSED ACCOMMODATION AREA FOR WALKA WATER WORKS



The proposed accommodation site

- Is already cleared.
- Is less than 4% of the 64 hectare site located west of the Pumphouse Building.
- Would not impact community access to the broader site or walking trails.
- An environmental impact assessment will be carried out before the lodgement of a development application.

Source: Maitland City Council Website
<https://www.maitland.nsw.gov.au/projects/proposed-walka-water-works-redevelopment?page=3>



Community engagement – next steps

- We will actively participate in Maitland City Council's Walka Community Liaison Group.
- We will undertake traffic, environmental, and biodiversity assessments to support a Development Application (DA).
- We will undertake further community engagement as part of the DA process.





Jimmys Beach
Worimi Country

RECAP AND QUESTIONS

1. Did you hear anything that surprised you?
2. Are there any questions?

CHECK BACK

1. Did we cover concerns/questions raised at the start – ie. the one thing you wanted to know?
2. What needs further discussion/clarification at future meetings?

SUMMARY AND NEXT STEPS

- Amended scope has been agreed and Deed signed.
- Community Liaison Group starts from today and continues for the life of the project.
- Procurement of professional service teams and design development will soon commence.
- Progressing the Plan of Management, Conservation Management Plan and other stakeholder requirements for the site.
- Council, Crown Lands and Reflections will continue to search for, and seek, funding to realise the full vision for Walka.



Thank you

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