RANGE2REEF
Realty

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SHIRE OF RAVENSTHORPE
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17th June 2015

Attention Shire CEO and Councillors

RE: Short Stay / Holiday Home Accommodation – Local Planning Policy No. 14
Advertised in the Community Spirit Thursday June 4, 2015

Range 2 Reef Realty is a locally based Boutique Agency small business currently catering for Sales and Property Management for leases from 4 months onwards. We wish to support the Draft Policy for Holiday Homes.

In my business plans to expand our services, I have been Managing Short Stay Accommodation bookings on behalf of my property owners as a result of demand from both my owner and travelling tourists. Many of our rentals are currently sitting vacant as a result of the local economy, mining cutbacks and generally no influx of new people to the region, so this gives them an alternative to selling their holiday home. We plan to handle no more than 10 properties ranging from 2 Bedroom to 6 Bedroom with varying facilities for pets, children, parking etc and have an average overnight stay price of $120-$240 per night for a minimum 2 night stay.

This service gives the owners a chance to create an income stream from an otherwise empty furnished holiday house but also allows them to utilise the property for their family holidays.

We currently manage up to 6 houses and only taken a small amount of bookings so far (less than 15) for travelling families for a week or weekend booking who required a backyard for children and self-catering facilities. Corporate groups have also stayed clients who wanted a lounge area, self-catering facilities and more peace and privacy than a built-up accommodation service area and possibly looking at being here a week at a time not an overnight service. The other market we are currently catering for is the contractor who's here doing work and wants a comfortable home for an extended stay 7 days - 4 months with a proper lounge area to relax after work. I agree it does take away bookings from the other accommodation houses it's providing for the market.

We want to encourage travellers to keep coming back to our area and wish to advertise further afield to attract more visitors to our fantastic region. Range to Reef Realty have been providing affordable accommodation choices that will bring repeat business and also to become a backup service to overloads in our accommodation services during peak times and when events are held - including things like Weddings/anniversaries/birthday parties, Bowls tournaments, Beach Party, Fishing Competitions etc.

R2R have Management Authorities in place with the owners and it all complies with Real Estate Licensing requirements. R2R does not entertain large groups to overcrowd property, we encourage clients to BYO Linen and we do OH&S compliance checks (including RCD/Smoke Alarm installation as per our industry standard) <u>before</u> we accept any house. We also encourage the owners to doorknock to their neighbours to advise them of the use of their Holiday Home, through our service.

To date we have had NO incidents whatsoever reported to us and we have had very happy clients of harvest contractors, farmers, Esperance locals, Ravensthorpe families for Christmas, bypass roadworkers, corporate contractors in large groups, builders for local contract projects like the school and holiday makers staying for a week (most of whom all extended their stays based on their accommodation and the affordability).

Most of my booking clients all keep to themselves, are quiet and respectful of neighbours. When they check in we tell them what's happening locally and they mostly all attend local businesses, eating meals out, use our local stores, fuel depots, sports facilities and visit local attractions like our National Park.

This is all VERY positive for our local economy. We are only but a CHOICE for travellers but we aim to significantly increase tourist visits to our region.

If you have any queries I am happy to be available to the Council. Please contact me on 0428 381187 or email me cindy.gordon@landmarkharcourts.com.au. Also feel free to look at our website www.range2reef.com.au which we use for our bookings that is full of local points of interest for our travellers.

Thank you for your consideration.

Yours faithfully

Cindy Gordon
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