



Success stories

Walwa Riverside Caravan Park

'A passion for excellence
drives the way'



The story so far...

In pursuit of a country lifestyle and change of pace, Heidi and Kevin Conway moved from inner Melbourne to take over the lease and running of the Walwa Riverside Caravan Park.

Hurdling challenge after challenge

As the end of 2019 approached, things were looking good. Bookings were up, they had received infrastructure grants and the park was looking stunning. Then, the summer bushfires surrounded the area leading to an immediate evacuation of the district.

Their business was spared, and visitors were returning before the nation went into COVID lockdown, with Victoria continuing with restrictions for months to follow.

The Conway's can-do attitude was tested but never defeated. With no visitors allowed, they pushed on with site upgrades, installing a new playground and camp kitchen, ready for the return of their much-valued campers.



Setting things right

Even with years of experience between them in running their own businesses, the Conway's knew they were up for a challenge when they took over the management of the caravan park.

It was in a run-down state, the amenities were in poor condition and it was far from inviting for new guests who hadn't previously stayed at the park.

When they started working with Chris Westwood, a Strengthening Business Facilitator from the Australian Government Entrepreneurs' Programme, they laid down several key goals, namely, to get patronage

back to the park, improve turnover and expand awareness of their beautiful park.

Chris worked with the Conways on a Growth Roadmap which included recommendations on tightening up the structure around their rates, particularly Peak and Off-Peak. The program Digital Solutions team were also able to assist with improving the park's on-line presence. Another recommendation made by Chris was improving the signage to their business, which despite months of bureaucracy has now been achieved.

'Chris has been instrumental in helping us achieve our goals and vision for the park. His support and guidance have been invaluable.' Heidi Conway, Manager, Walwa Riverside Caravan Park

In recent times, it was fortunate that the New Year's restrictions fell in their favour allowing for a busy start to 2021.