

Thoughtful Villa Design at Clarkes Beach Heralds New Accommodation Direction for Reflections

A \$2.5 million premium villa precinct for guests at Clarkes Beach is now officially open after Reflections Holiday Parks and industry representatives from across the state, cut the ribbon last week to celebrate the new waterfront, architect-designed cabins.

Reflections Holiday Parks CEO Steve Edmonds said the new cabins at Clarkes Beach, built with sustainably-sourced Australian Black Butt timber, reflected the environmentally sustainable ethos of the Reflections Group.

"Our new villa precinct incorporates selective sourcing of material to reduce the carbon footprint, well thought-out window placement for maximising natural light and cross ventilation," Mr Edmonds said.

"Sensitive cabin design with minimal impact to the environment was a priority in our project due to the endangered ecological community of Clarkes Beach. Working within a very tight space, a lot of time was spent getting the orientation of the cabins spot on before placing them on the ground. We also had to consider erosion protection, with rainwater tanks installed to take the pressure off the rainwater flow."

The improvements at Clarkes Beach include:

- Installation of eight new architecturally-designed, environmentally-sensitive cabins, including four which sleep up to five people and four which sleep up to two
- Landscaping, sympathetic to the Endangered Ecological Community, EEC.

Reflections Holiday Parks Chair Wendy Machin said the new cabins installed at **Clarkes Beach** and **Evans Head** last week were part of an **\$8.9 million cabin upgrade project**, substantially funded through the Crown Reserves Improvement Fund Program (CRIFP).

"We have invested **\$2.7 million** in park development and asset renewal at our Byron Shire Parks and **\$6.450,000** at Evans Head since July 2017. This shows our commitment to providing amazing guest experiences and supporting the NSW Government's goal of increasing tourism numbers to NSW," Ms Machin said.

Mr Edmonds said the inclusion of an environmentally-sensitive premium villa precinct at Clarkes Beach was balanced with consideration for retaining much of the park for the traditional caravan and camping holiday. "The focus of our new cabin installations is one of quality and innovation over quantity," Mr Edmonds said.

"Sand dune protection is another important project we are working on at Clarkes Beach with design solutions being investigated to stop erosion of the sand dunes located at the front of the park. We are also working on a Stormwater Gully Erosion project with the NSW National Parks and Wildlife Service, Byron Shire Council and the Arakwal People."

To see a Time Lapse video on the build of this innovative villa precinct, visit <https://youtu.be/yrZodd80Pc4>.

For more information on the new villas or to make a booking visit www.reflectionsholidayparks.com.au.

#Ends#



Photo Information: Executive Manager Capital Works Jack Plimmer enjoying the new villa precinct at Reflections Holiday Parks Clarks Beach



Photo Information – The Dream Team enjoying the killer view from the new villas at Clarkes Beach

Left to Right: Myers Ellyett Architecture Graduate, David Hesse, Myers Ellyett Director, William Ellyett, Reflections Holiday Parks Executive Manager Capital Works Jack Plimmer, Myers Ellyett Director, Jade Myers, RPS Group Principle – Landscape Architect Katherine English



Sensitive cabin design with minimal impact to the environment was a priority when building the new villas due to the endangered ecological community of Clarkes Beach.



Photo Information – Not a hard life waking up to this every morning. View from new villa at Reflections Holiday Parks Clarkes Beach

About *Reflections Holiday Parks*

Reflections manages the operations of 37 holiday parks and community reserves on Crown land throughout NSW. Formed in 2013 to consolidate the operations of 28 coastal and nine inland holiday parks and reserves located on Crown land throughout NSW, the Group incorporated three holiday park brands, (*North Coast Holiday Parks, South Coast Holiday Parks and Inland Waters Holiday Parks*), under its corporate banner, *Crown Holiday Parks*.

Rebranded to *Reflections Holiday Parks* in February 2018, the Group brings its 37 holiday and community parks on Crown land under the one unified banner. The group reinvests its surplus funds across all its holiday and community parks, so visitors and regional communities can keep enjoying these pristine locations. The vision of *Reflections Holiday Parks* is to inspire all who visit.