

Reflections Holiday Parks CEO Moves onto New Challenges

After seven years at the helm of Reflections Holiday Parks, CEO Steve Edmonds has decided to seek new challenges.

Reflections Holiday Parks brings together a portfolio of 37 holiday parks and 33 Reserves on Crown land in some of the best locations in NSW. The organisation has grown from a series of smaller Trusts operating the parks as separate entities, to one of the largest players in the sector turning over \$57 million.

Mr Edmonds said it had been a privilege to establish and lead an organisation charged with the responsibility of rebuilding and managing valuable lands and improving the experience and facilities offered to holiday makers.

"The past seven years have been full of challenges and great rewards," Mr Edmonds said.

"Much of the early effort required critical infrastructure being built for fire and water needs, water treatment plants, electrical and sewer upgrades.

"In more recent times we have developed a unique style for our parks with new award-winning developments encompassing ecologically sustainable design principles, local native revegetation of the grounds and innovations like our tiny homes.

"We also introduced the Reflections brand to the market – a play on the twin joys of reflecting back on a wonderful holiday with family or friends and the pleasure of having a holiday by the water.

"Most of all I would like to thank the fabulous team I worked with. Their support has been wonderful."

Chair of Reflections Holiday Parks, Wendy Machin thanked Mr Edmonds for his years of service.

"Mr Edmonds has worked hard to build a new organisation over the past seven years and on behalf of the Board and wider community, we thank him for his efforts, we wish him well in his new endeavours and look forward to building on his efforts in the new chapter," Ms Machin said.

Executive Manager of Group Operations, Cameron Tynan will be Acting CEO until a new CEO is appointed.

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After seven years of leading Reflections Holiday Parks, CEO Steve Edmonds will move onto new challenges. "It has been a privilege to establish and lead this great organisation," he said.

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 is a not-for-profit organisation and 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.

Website: <https://www.reflectionsholidayparks.com.au>