

Newcastle leaders reunite to achieve bold new vision at Reflections Holiday Parks

Reflections Holiday Parks has appointed top Newcastle talent Lauren Eyles and Peter Chapman to its experienced Leadership Team to help achieve a bold new vision and direction for its 37 holiday parks across the group.

Strategy, communication, and stakeholder relations professional Lauren Eyles was appointed to Reflections Holiday Parks last month as Executive Manager Corporate Communications to champion the organisation's core values, new Strategic Plan and focus on the quadruple bottom line ensuring engagement across all levels of government, industry, business and community.

Lauren will be joined in April by brand expert Peter Chapman as GM, Sales and Marketing who has more than 18 years' experience in growing brands and will take the uniqueness of the Reflections' brand and its high focus on community connections, sustainability, and growth to drive strategic outcomes.

Lauren and Peter will add their talent to the organisation's senior leadership team which has been instrumental in steering Reflections to become an industry leader.

Reflections Holiday Parks brings together a portfolio of 37 holiday parks and 43 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. A major differentiator of Reflections from other holiday park groups is that it reinvests all surplus funds into its holiday and community parks for the enjoyment of future generations and visitors to NSW.

Reflections Holiday Parks CEO Nick Baker said he was thrilled to have Lauren and Peter on board to help the extended leadership team propel the new Reflections' vision and strategy forward.

"It is a very exciting period for Reflections as we focus on showcasing our parks, reinvesting into regional communities, and really driving our sustainable business strategy," Mr Baker said.

"Our quadruple bottom line framework prioritises economic prosperity and environmentally sustainable outcomes while encompassing our social and cultural needs. Lauren and Peter are both innovative leaders who are experts in their chosen fields and I am so pleased to welcome them into the Reflections family."

Peter Chapman, well known in business and community circles, joins the Reflections team with a bank of valuable experience. Peter's connections with community have firm roots having held board positions with Hunter Medical Research Institute (HMRI) Foundation, Mercy Services and (currently) the University of Newcastle's External Advisory Board, Marketing. He also volunteers as a Surf Life Saver and Nippers Age Manager at Cooks Hill Surf Life Saving Club.

Peter has spent his career helping build some of the world's most-loved brands, having held key roles within highly regarded agencies across Melbourne, Sydney and Newcastle. Peter has spent the past eight years within the leadership team of Newcastle success story, Enigma, one of Australia's largest independent agencies.

Mr Chapman, a self-proclaimed adventure junkie, said that nature-based, domestic tourism was a brilliant fit for him and believes that Reflections has the opportunity to redefine caravan and camping it as a category.

"The moment I met Nick it was clear that he, the team and the Board are planning to take Reflections on the kind of transformational journey that people are lucky to experience once in their career," Mr Chapman said. "The opportunity to lead the marketing, sales and brand portfolios throughout this journey was an opportunity I wasn't going to let slip. My previous experience, personal interests and my values align perfectly to the ambitions of Reflections, and I can't wait to join the team and play my part."

Lauren Eyles brings senior leadership experience and has led communication and strengthened stakeholder relations for the Port of Newcastle, Hunter Water and the Hunter Medical Research Institute (HMRI). It was through her work at HMRI in 2006 that she first met Peter who was working in the creative agency space and the two worked together to support the work of early career researchers in the Hunter.

Ms Eyles is passionate about developing strong relationships and partnerships between business, government, and communities, which she contributes to as Senior Vice President and a Non-Executive Director of Business Hunter.

Ms Eyles said an important part of her role with Reflections will be working with communities across NSW.

"Reflections' commitment to building strong relationships with local communities, councils and business chambers to achieve social, cultural, environmental and economic outcomes is really exciting," Ms Eyles said. "I'm especially looking forward to working with our team and Aboriginal and Torres Strait Islander communities to develop our first Reconciliation Action Plan this year."

To learn more about Reflections Holiday Parks visit: www.reflectionsholidayparks.com.au.

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Photo: (L-R) Lauren Eyles and Peter Chapman have joined the Leadership Team at Reflections Holiday Parks to bring about a bold new vision for the group.

About Peter Chapman

GM – Marketing and Sales

Peter will join Reflections in the first week of April 2022 and is a commercially minded senior marketing executive with 18 years' experience in building brands and growing businesses. He has specific experience working in Consumer Goods, Utility, Tourism, Property, Automotive, Aged Care, Government, Construction and Retail industries.

Peter has worked for global advertising power houses, J Walter Thompson and Clemenger BBDO before joining the executive team of Enigma in 2014. In the eight years since, the Newcastle-headquartered agency has become one of the strongest independent agencies in Australia, doubling in size and opening new offices in Sydney and Brisbane to service its client base across Australia and New Zealand.

About Lauren Eyles

Executive Manager – Corporate Communications
MBA, GCert Project Management, BA Communication, GAICD

Lauren joined Reflections in February 2022, with almost two decades' experience in leading communication and stakeholder engagement in the commercial, government and health sectors.

She enjoys working with government, businesses, and communities to enhance the economic and social prosperity of NSW. Building relationships between community members and businesses is another interest, which she has achieved as the Chair of community liaison groups and as a Non-Executive Director of Business Hunter.

Lauren is a graduate of the Australian Institute of Company Directors. She has a Master of Business Administration (with Distinction, receiving the Louis and Marjorie Karpin Memorial Prize for achieving the highest-grade point average in the 2020 MBA program) and a Bachelor of Arts (Communication Studies) from the University of Newcastle. She also has qualifications in project management, coaching and change management.

About Reflections Holiday Parks

Reflections manages the operations of 37 holiday parks and 43 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.