

Reflections Holiday Parks to Champion Energy Savings through Earth Hour this Saturday

Reflections Holiday Parks across NSW will be turning off all non-essential lighting this Saturday, 26th of March at 8:30pm to demonstrate its commitment to sustainability and positive actions towards a better planet.

Reflections Holiday Parks will be encouraging its guests to turn off all non-essential lighting across its 37 parks between 8:30pm-9:30pm this Saturday. Last year 192 countries participated in Earth Hour with a record number of Australians taking part.

Reflections Holiday Parks CEO Nick Baker said Earth Hour was an important global initiative which had profound impacts on the planet and raised awareness on the importance of saving energy and caring for nature.

“We operate under a quadruple bottom line, where sustainability and positive environmental outcomes are a significant measure of our success as a group of holiday parks,” Mr Baker said.

“We believe that turning off our lights, for even one hour, will result in a considerable reduction in energy usage and savings across our parks.

“This year’s Earth Hour theme to ‘Shape Our Future’ aligns with Reflections’ values to make a difference in the lives of people, places and our planet.

“As a leading nature-driven escapes organisation it is important to us to care for the natural environment and we are committed to partnering with our guests this Saturday to achieve better energy outcomes.”

Reflections Holiday Parks is in the process of changing over to smart metering for all its holiday parks across NSW to ensure an accurate calculation of energy costs across the group and for more transparency into its energy usage.

Operations Manager Allan Thomas said we look forward to reducing our carbon footprint during Earth Hour, at the same time ensuring our guests are enjoying our parks in a safe environment.

As part of Earth Hour celebrations, Reflections Holiday Parks will be sharing links to the [Earth Hour Film Festival](#) for its guests to gain a better understanding of energy consumption and reducing human impact on the planet.

To book a Reflections Holiday Park’ experience visit: www.reflectionsholidayparks.com.au.

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Reflections Burrinjuck Waters is one of 37 Reflections Holiday Parks which will be participating in Earth Hour this Saturday at 8:30PM.

About Reflections Holiday Parks

Reflections is a leading nature-driven escapes organisation, welcoming two-million-day visitors and overnight guests to its New South Wales holiday parks each year. Operating as a profit for purpose business, Reflections manages 37 holiday parks and 43 community reserves on NSW crown land. Any surplus from its operations is reinvested in the 9,289 hectares of land that it manages on behalf of the people of New South Wales. Reflections generates approximately \$89 million in economic value for regional NSW each year, in terms of income and flow on impacts (BDO, 2013).

We are the only group of holiday parks that offer amazing day-use destinations and maintain public recreation reserves for communities to enjoy. As many of our parks are off the beaten track in gorgeous rural settings or wild coastal areas, we understand the importance of sustainable regional communities and support local economies across NSW. We believe everyone can make a difference in the lives of people, places, and our planet.



MEDIA RELEASE

Thursday, 24 March 2022

Our focus is on providing exceptional experiences. Surpluses generated by Reflections Holiday Parks are used to directly support and revitalise the Group's holiday parks and surrounding Crown land reserves to ensure that visitors and local communities can enjoy these precious community assets for generations to come. We grow when our people, our places and communities are at their best.

Reflections' purpose is to share nature's playground in a way that gives back to local communities. It measures its success by its quadruple bottom line performance, including social, cultural, environmental, and economic outcomes. We are genuine and demonstrate care for our customers, our communities, and our world, delivering to a high standard.

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| Photo attached

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