

Reflections Holiday Parks to Continue to Champion Energy Savings after Earth Hour

After participating in Earth Hour at the end of March and seeing a significant reduction in power usage at some parks, Reflections Holiday Parks will continue to embrace sustainability and energy saving measures across the group.

Reflections Holiday Parks operates under a quadruple bottom line, where sustainability and positive environmental outcomes are a significant measure of success.

Operations Manager Allan Thomas said the Earth Hour initiative was embraced by parks across the group who encouraged guests to take part and shared links to [Earth Hour educational films](#).

“Our park at Scotts Head saw up to a 40 per cent reduction in energy usage during Earth Hour compared to the same time the previous week,” Mr Thomas said. “This significant reduction in power usage is also seen when comparing energy usage from the hour before, showing a purposeful and meaningful change in guest behaviour and energy usage.”

“Even half that amount of energy reduction across our parks would be an extremely positive outcome showing the value environmental initiatives like Earth Hour have.

“The 7.1KWh reduction seen at the Reflections Holiday Park at Scotts Head is equal to the energy produced from around 25, 60-W lights on for four hours. This same result across our 37 holiday parks would equate to energy savings of 925 lights kept on for four hours.

“Our parks are committed to reducing their impact on the environment and our organisational culture is one which embraces sustainability through its quadruple bottom line.

“All building projects at our parks are looked at under the lens of reducing energy consumption, with new cabins at Evans Head and Urunga based on Environmentally Sustainable Design (ESD) Principles.

“Heating and cooling are typically the largest energy users in homes, so our proposed new cabins at our Jimmys Beach park, will also utilise solar energy to power the air conditioning units during the day and reduce the park’s environmental footprint. Drought resistant native plants will be used in the landscaping and water tanks will be installed to provide grey water and irrigation, reducing the park’s water use.”

Reflections Holiday Parks is also 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.

MEDIA RELEASE

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Mr Thomas said he looked forward to further operational initiatives to reduce the group's carbon footprint.

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

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Reflections Holiday Parks Operations Manager Allan Thomas says every light bulb counts!

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.

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.