



MEDIA RELEASE

BIG 4 BATEMANS BAY BEACH RESORT – *Believe it and achieve it.....*

Batemans Bay Beach Resort is the proud winner in the 2009 recent HMAA, **award for best 4.5 star Caravan & Tourist Park accommodation** category, at the Hotel Motel and Accommodation Association's 2009 National Inaugural Awards for Excellence, held at Cockle Bay Wharf, Darling Park in Sydney, last Friday night.

Formerly known as Glenhaven Holiday Village 6 years ago, ATPM successfully tendered to work on a complete re-design of the park in conjunction with Eurobodalla Council and NSW Department of Lands. This design has been rolled out by Council over the last 5 years to see the metamorphosis of the BIG 4 Batemans Bay Beach Resort. This Resort is the whole package, with facilities that include resort style swimming pool, modern amenities, conference facilities, fully equipped laundry and a children's playground including a jumping pillow just to name a few. Big 4 Batemans Bay Beach Resort is ideally located in the beautiful south coast town of Batemans Bay in NSW. www.beachresort.com.au

The HMAA glittering function was attended by over 250 leaders of the tourism and accommodation industries in addition to representatives from Tourism NSW and government MP. *McLeod's Daughters* and *Home and Away* actress, Sophie Cleary, performed the role of MC for the event.

HMAA is the peak body for the Australian Accommodation Industry, representing hotels, resorts, motels, motor inns, serviced and holiday apartments, bed & breakfasts, guesthouses, backpackers and time share establishments across Australia. www.hmaa.com.au

"The HMAA Accommodation Industry Awards for Excellence are all about achieving and maintaining the highest standards in the accommodation industry", said Lorraine Duffy, HMAA's Chief Executive. "HMAA understands and rewards the vital contribution of accommodation operators in creating, inspiring and promoting tourism, through providing the highest standards of service to their guests".

“Winning this highly coveted award as best 4.5 star Caravan & Tourist Park category is magnificent recognition for our business and for the tourism industry of Batemans Bay & Eurobodalla region”, said Danny Whitter – Resort Manager.

“We have worked very hard to build our business into one which brings credit on us, our staff and our region, so we are pleased as punch to bring this award home to Batemans Bay.

“The businesses and people who won these awards overcame many worthy finalists and their success is a tribute to their commitment to excellence in every facet of what they do, and to the tourism industry on the South Coast of NSW, concluded Lorraine Duffy.

Australian Tourist Park Management (ATPM) currently assists local councils and works with management companies for the latest in Development of Parks, IT recommendations, PR, HR & IR, Risk Management and Sales and Marketing, Operational Guidance & implementation of best practices of various Parks around Australia. ATPM provides a wide range of services to the caravan park industry and has successfully operated under a multiple facilities model for 13 years. ATPM has grown from its first management contract of 9 holiday parks to currently managing and leasing 28 parks throughout QLD, NSW, VIC & SA. www.atpm.com.au Managing Director Steve Billett is proud of the progress of the park over the last 5 years; it is a real Cinderella story. Being awarded 4.5 star award in our chosen category by HMAA we hope is just the start in the achievements we have planned for the Batemans Bay Beach Resort. The Resort has been a finalist at both CCIA of excellence award and Tourism South Coast.

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