

# WILD AT HEART

How a Crown Land Manager juggles its commitment to community, sustainability and corporate citizenship with the romance of adventure tourism.



# WE'RE DIFFERENT. REALLY DIFFERENT.

- Crown Land Manager
- 40 parks, camping grounds and unique properties
- 45 nature reserves
- Profit is reinvested
- Certified social enterprise
- Partner with Councils

**We care for holiday parks.  
We care for nature reserves.  
And we just care.**

© The view of our park at Byron Bay



# FROM FITTING IN

New look, new vision

We let our natural assets shine

Our staff understand where we stand



# TO STANDING OUT





# REIMAGINING CAMPING

Our goal is to deliver \$1.3 billion into the communities in which we operate by FY30

B Corp Certification



# LOCATION

**Rich in natural assets: parks + 25,000 acres of reserve**

**2 million plus visitors each year**

**Breathtaking locations across NSW – perfectly positioned for nature-based and world class experiences**



# PURPOSE

**We believe that to be good, you have to do good**

**We live by our values**

**We strive to protect the environment and work with those who share our values**



# PEOPLE

To build a world class experience, you need a world class team

Employee model

Reflections-U



# COMMUNITY

*We are community*

*Our parks are often the beating hearts  
of their communities*

*We partner with community  
organisations to do business for good*





# CULTURAL

**Cultural tourism**

**Working with Aboriginal tourism businesses**

**29 Aboriginal cultural experiences across 13 parks**

**Art trail installation at Jimmy Beach and Bush Garden at Forster Beach**



# WORLD CLASS EXPERIENCES

Building experiences to match our hero assets

It doesn't have to cost you the world

Experiences carry memories



# WORLD'S BEST AMENITIES



Byron's best view at Byron's best rate



Barefoot luxury star gazing



Sunset drinks with kangaroos and native birds



Breathtaking guided hikes in NSW high country



Toasting marshmallows overlooking the beach at Seal Rocks guest lounge



Celebrating a wedding at the unique Norah Head lighthouse

WORLD CLASS EXPERIENCES



# SUITE DREAMS

The ingredients for a world class experience at Reflections:

- Location
- Purpose
- Community
- People
- Cultural

**Life's Better Outside**