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foot notes

holiday beach shacks

December 2008

Resort will do well says manager

Footprints now complete

With much celebrating we can now advise that all beach shacks and townhouses in Stages 1 and 2 of the resort are complete and furnished and looking fabulous.

The resort reception and restaurant are fitted out and being commissioned as this newsletter is being written.

The strata title process is also nearing the end with titles finally "ready for dealings", which means settlement can be expected before Christmas.

Now that Footprints is ready for occupancy promotion has begun in mainstream media with the first advertisements for the resort published in The West Australian on Wednesday 3rd December.

This is a very exciting time for everyone who has been involved with Footprints and for those who will continue their relationship with the resort as owners and operators.

Footprints at Preston Beach is a remarkable development and everyone who has been associated with it should feel proud to have been part of this history-making resort.



Resort manager Jeff Jamieson is excited by Footprints' potential

Mandurah local, and long time resort manager, Jeff Jamieson and his wife Margaret, have been employed by RDP Resorts and Hotels to manage Footprints at Preston Beach, following the return to Queensland of Pat and Jo Fitzgerald for personal reasons.

Credited with the management success of some of WA's most iconic resorts such as Kalbarri Beach Resort; Karri Valley Resort and El Cabello Resort, Jeff is well qualified to put Preston Beach on the map.

"I have been working in the tourism industry for the past 40 years, initially as a travel agent for some 25 years recommending accommodation, and for the past 15 years as both sales manager and general manager for resorts and hotels including those within the Accor chain such as Novotel and Mercure. The transition from selling travel to managing resorts just seemed like a natural progression."

Local holidays to grow

It is this wealth of experience that reassures Jeff that the recent economic down turn could actually be beneficial for owners of Footprints at Preston Beach.

"I see this as an advantage for the domestic tourism industry because people will still want to take a holiday, but with the value of the Australian dollar dropping against overseas currencies, people will turn to travelling within Australia.

"I think, as a resort, we will do better under these conditions than we may have done in a boom time, because a lot of people will stay close to home and head south for a holiday rather than heading to Malaysia or Singapore."

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"I am not worried about the economy because I think we have a unique product at Preston Beach in a pristine area and I think it is a market that will actually take off.

Marketing

To back-up his predictions, Jeff is combining his experience with a solid marketing strategy to attract both the corporate and leisure market to build occupancy.

"We will be applying the usual techniques such as news print and magazine advertising, along with third party website promotions on lastminute.com and wotif.com and will be promoting to the inbound tourism industry through coach operators and tour operators. It's a successful format that also includes promotions to the corporate sector.

"If you look around the area there are companies like Worsley, Alcoa, Iluka, and a lot of other corporates who now use the facilities in Bunbury.

"With our conference facilities we will be targeting the corporate market heavily for mid week bookings and attracting the self-drive leisure market on weekends."

Local Attractions

Having lived in nearby Mandurah, Jeff has good knowledge of the local area's attractions, which will serve well to promote Preston Beach as an attractive destination.

"I've spent a fair bit of personal time in the south west and I think people will be attracted to Preston Beach for what it has to offer.

"We're surrounded by all the facilities of both Mandurah and Bunbury, 30 minutes in either

direction, but with the seclusion and privacy that holiday destinations of the past, like Lancelin and Mandurah offered 30 years ago.

"The shacks at Preston Beach have a real beach feel – they are close to the Yalgorup National Park and are fashioned in an eco style, so once we attract people they will inevitably return because the quality of accommodation is outstanding.

..."I think this resort is going to do very well because it is one of the few remaining pristine coastline locations, only 90 minutes from Perth that is almost untouched. In my opinion, this is its greatest attraction.

"Footprints at Preston Beach represents a wonderful opportunity and I am excited about developing the business from scratch, introducing all the policies and procedures to make it run efficiently and developing the marketing strategy to brand this product in the domestic market to produce excellent returns for the owners.

"I can be contacted on 08 9739 1711 or email nitesinn@bigpond.com."

RDP

RDP Resorts and Hotels have extensive experience managing resorts with similar ownership structures to Footprints at Preston Beach.

This background provides a vital insight to the needs of owners who, it is recognised, have made an important investment to be part of the resort.

RDP's investment in the management rights means it also has a significant vested interest in the success of the resort and is committed to generating the best possible returns for owners.

RDP Properties

Watermark Resort, Caloundra

www.watermarkresort.com.au

Ocean Views Resort, Caloundra

www.oceanviewresort.com.au

Watersedge The Strand, Townsville

www.watersedgethestrand.com.au

Aquarius, Townsville

www.aquariousonthebeach.com.au

Molly Malones pub, Townsville

www.mollymalonesirishpub.com.au

Club Tropical Resort, Port Douglas

www.clubtropicalresort.com.au



Open Day

With the opening of Footprints at Preston Beach fast approaching, curious owners and local residents turned out to see exactly what all the excitement is about.

PRDnationwide's Angus Murray and Scott Spinley with representatives of RDP hosted more than 150 guests at the resort's recent open day, and the response was overwhelmingly positive.

"We held the open day in two sessions – the morning for owners and the afternoon for local residents," Angus Murray said.



Owners and locals enjoyed the open day

"We even had some people turn up from the nearby Wagerup and Alcoa minesites to inspect the training and conference facilities and consider the options the resort has to offer."

Mr Murray said the initial artist's impressions had led some people to believe the shacks were quite small. However once they saw inside the buildings they were pleasantly surprised by their spaciousness.

"Everyone who turned up was delighted by the high standard of presentation and the quality of the furnishings, gardens and resort facilities."

"Visitors were able to get a real feel for the relaxed, unpretentious nature of the resort, which reinforced it as a destination for families wanting to escape for a break and relax."



"The restaurant and bar will provide a great meeting place for locals, and we think this will add a whole new dimension to the town that may have been missing in recent times."

There will also be economic benefits for residents with the resort employing approximately 20 local staff.

"Currently there are only about five full time jobs available in the town. However the resort will dramatically increase the level of job opportunities, so people will be able to work closer to home and not have to travel to Bunbury or Mandurah," Mr Murray said.

Footprints at Preston Beach is due to open on December 13, in time for the school holidays.



The beach-style units display outstanding quality says Jeff Jamieson

New Highway update

The Perth to Bunbury Highway is well on track for its completion in mid 2009. Over the past 23 months the project has seen:

- \$338 million of work carried out
- 2.2 million working hours preformed
- Almost 12 million tonnes of material placed on the alignment
- Over \$91 million invested into the local economy

During the project's peak periods, haulage operations involved a fleet of 200 trucks carrying 50,000 tonnes per day, travelling a combined distance of 50,000 kilometres per day.

In construction news, the 19 bridges along the highway are almost all completed.

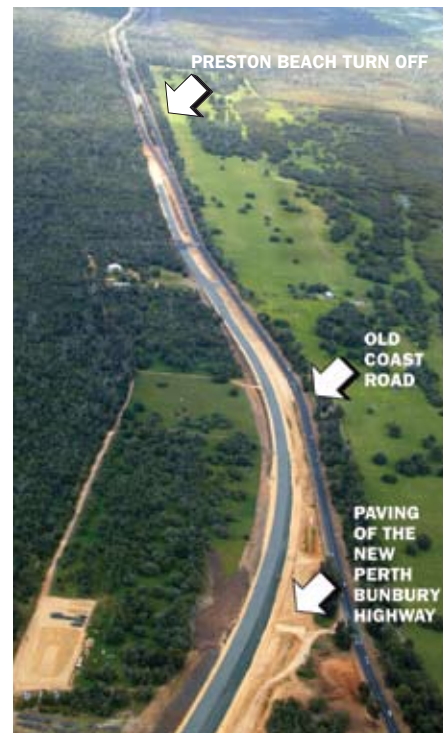
Installation of drainage is also nearing completion with 98% finished on the freeway and 92% on the highway. The drainage will be fully operational by winter 2009.

The project continues to receive tremendous support from surrounding communities who are eagerly awaiting its completion.

Traffic Conditions

Road users travelling to WA's South West region will notice a great deal of change, particularly along the eastern side of Old Coast Road just north of Preston Beach Road.

The changes, which started around mid September 2008, will enable the construction of the future Old Coast Road intersection and associated tie in works.



The New Perth Bunbury where it connects into Old Coast Road

This travel plan is expected to be in place until early 2009, when traffic will be shifted to complete the full intersection and tie in works.

Further changes involve a diversion at the end of the Kwinana Freeway where north and south bound traffic are being directed west onto a newly constructed road.

The highway is a milestone for many local communities along its path. It will reduce Perth-Bunbury travel time by 30 minutes helping to boost local tourism in places such as Preston Beach.