

Accounting for Caravan & Holiday Parks



O'Bryan & O'Donnell

Helping Your Farm, Small Business or Trade Succeed

"Apart from the usual small business compliance issues of GST, BAS, PAYG and superannuation you have to contend with seasonal trade and lifestyle issues associated with being open 365 days per year. On top of that you probably have to manage a kiosk, the lawns, a swimming pool, security and marketing. Life wasn't meant to be easy for a caravan or holiday park owner"

Josh Vagg - Partner

Let's face it, running a caravan park or holiday park is a delicate work-life balancing act. Seasonal trade, loud tenants and holiday peaks all present different challenges not to mention the fact that you are expected to be the bookings, pool, kiosk and maintenance manager. It can mean long days and even disturbed sleep which is often described as a form of torture.

It's not all bad, tenants become friends and it's rewarding to see the same families back year after year for their holidays. The seasonal nature can mean you have to squirrel away funds for the off season expenses but having an accountant who understands your caravan or holiday park can give you a serious competitive advantage. Here at O'Bryan & O'Donnell we service the financial needs of a number of park operators and can help you grow your business and reduce your costs.

We have earned a reputation as business start-up specialists and if you're looking to open or buy a caravan park or holiday park you can benefit from our industry experience. Over the years we have helped clients with every aspect of starting their caravan park including site selection, business structure, tax registrations, insurances and accounting software selection. In addition, we can also assist you with your business plan, payroll and HR issues plus finance applications.

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"At O'Bryan & O'Donnell we have a deep understanding of how caravan and holiday parks operate. We work with proprietors across the country and tailor our accounting, tax and business consulting services to fit your specific needs. If you are looking to buy or start a Caravan or Holiday Park call us today and benefit from our experience."

Josh Vagg



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1st Floor, 54 Belmore Street
Yarrawonga VIC 3730

Tel: (03) 5744 3861 Fax: (03) 5743 2615



As a caravan park or holiday park owner we believe you want much more than just tax returns and financial statements from your accountant. We believe you want a business advisor who can help you grow your business, your profits and your personal wealth.

For that reason we strive to help you 'know your business numbers' and that includes understanding the four ways to grow your business. Once you understand the key profit drivers in your holiday park business we can talk you through profit improvement strategies and quantify the profit improvement potential in your business. Our mission is to help you maximise the sale price and we can also help you with your marketing, website, search engine optimisation and social media strategies. No job is too big or too small for the team.

While other accounting firms view the tax return as the end of the client process, we see it as the beginning. As business and profit builders we provide strategies and marketing solutions to produce better financial outcomes for our clients. We offer caravan and holiday park owners a range of tailored financial solutions including:

- Start-Up Business Advice for your Caravan or Holiday Park
- Costing of Room and Overnight Van Rates
- Advice regarding the Purchase or Sale of your Caravan or Holiday Park
- Spreadsheets and Tools including a Start Up Expense Checklist and Pricing Calculator
- Advice and Establishment of Your Business Structure taking into account issues like Asset Protection, Tax Minimisation and Future Discount Capital Gains Tax Concessions
- Business Registrations including ABN, TFN, GST, WorkCover etc.
- Preparation of Business Plans, Cash Flow Forecasts and Profit Projections using Financial Modelling Tools
- Accounting Software Selection and Training – Bookkeeping, Invoicing & Payroll
- Preparation of Finance Applications & Bank Submissions
- Preparation and Analysis of Financial Statements
- Bookkeeping and Payroll Services
- Tax Planning Strategies
- Advice regarding Self Managed Superannuation Funds
- Industry Benchmarking and KPI Management
- Marketing Audits evaluating your branding, website and brochures
- Advice regarding your Website - Development, Content and SEO
- Personal Financial Planning & Wealth Creation Strategies
- Business & Risk Insurances
- Vehicle and Equipment Finance (Chattel Mortgage, Lease etc.)
- Monitoring and Controlling Labour Costs
- Advice regarding Claiming Motor Vehicle Costs
- Recession and Survival Strategies
- Business Succession Planning