



# Business Management Plan

## Executive Summary

Ikigai Farm Nature Camp will be established on the family farm in Nannup, Western Australia. Currently the farm operates as a regenerative animal production operation on 150 acres of land. The Ikigai mission is to bring people together and reconnect individuals back to the food production system, the environment and nature whilst enhancing the sustainability of the land.

The camp strategy is to attract families, cyclists, and travellers throughout the seasons as well as provide event accommodation. When guests are staying at the farm the ideology is to reconnect them back to nature and agriculture; to respect the environment and understand where their food comes from and the passion that goes into the farm's regenerative agricultural business. They will be able to see how we care for the land and the animals we grow on it to create healthy and ethically grown food.

The camp will offer a unique accommodation offering on a rural property approximately 3kms from Nannup Townsite giving guests the opportunity to stay in caravans or provide their self contained accommodation. In stage 1 will offer 40 sites fully self sufficient set ups only, Stage 2 will to be convert these to serviced with access to onsite ablutions. Each site will have ample space to provide people the opportunity to disconnect from their everyday and reconnect within their surroundings and like minded people. There will be a communal area encouraging people to connect around the fire pit during the winter or simply gather and enjoy food together in the summer. A place where you create lasting memories and make new friends rather than just "stay".

## Vision Statement

At Ikigai Farm, we envision a sustainable, inclusive, and immersive natural camping experience that reconnects people with the land and with each other. Through regenerative farming, nature-based experiences, and mindful living, we aim to inspire a slower, more intentional lifestyle that nurtures both people and the planet. We are committed to fostering a strong sense of community and friendship among visitors by providing a peaceful, welcoming environment that encourages shared experiences, learning, and respect for nature.

## Target Market

The nature camp is targeted towards families, cyclists, and travellers throughout the seasons as well as provide event accommodation.

## Location

Ikigai Farm, Lot 43 East Nannup Road, Nannup Western Australia zoned "Rural". Access is via a 6 metre wide two-way gravel driveway off the gravel portion of East Nannup Road approximately 3km from Nannup town centre.

(Attachment A)



## Sites

### Stage 1

There will be 40 fully self-contained sites measuring 10 x 15m with 3m in between each site to ensure that everyone can enjoy their stay without being placed on top of one another. This size site is over and above the required space of one site per 50m<sup>2</sup> for a Nature Based Park.

Vintage caravans will be available for patrons which can be removed or moved onto serviced sites as required. These caravans will each have their own stove and refrigerator and limited 12V power for lights.

### Stage 2

Convert these to serviced sites as ablutions are constructed. The number of sites converted to serviced sites will correlate directly to the size of the waste disposal system required by public health requirements and therefore may be less 40 overall.

## Temporary Camping Sites

Temporary camping site permits will be applied for events when more accommodation is required in the community. The anticipated temporary camping permits will be smaller sites still at 60m<sup>2</sup> per site and bring in the required amenities as per the permit requirements.

(Attachment B)

## Occupiers

Maximum 6 people are permitted per site and patrons are permitted to stay a maximum of 28 days in 3months on serviced sites

## Amenities

For the purpose of Ikigai Farm a Serviced Site has access to a toilet and cooking facilities and you may stay on these sites with caravans, campers, tents, etc.

Self-contained Sites are only for setups that have cooking facilities, sleeping facilities plus water supply. They must also have holding the ability to capture 'grey water' and toilet effluent.

### Stage 1

Patrons will be required to be fully self-contained and capture all grey water for disposal off the property at an approved disposal site.

### Stage 2

Serviced sites will have access to:

- 2 unisex bathrooms each containing one toilet, one shower, a wash basin, a bench and towel hooks. If possible one of these bathrooms will also include a bath.
- 2 unisex toilets with wash basin
- Laundry facilities including a laundry sink, washing machine and drying line.
- Camp Kitchen facilities including sink, BBQ and basic cooking utensils.

To support these amenities there will have a 20,000 litre water tank for non-potable water gravity fed from a large on farm dam. This tank will provide water to the ablutions, gardens and also be fitted with fire fighting equipment and connections. There will also be a firefighting connection at the dam as part of Stage 1. We will have a 9,000 litre water tank attached to the kitchen facilities for drinking water filled from rainfall catchment and topped up with water carted from the town standpipe supply as required.



## **Environmental Impact and Sustainability**

At the heart of our operation is a deep commitment to environmental stewardship with limited environmental impact to establish the nature camp. The sites will be designated on the existing grass and there will be no removal of trees to establish the camp areas. Our goal is to create a nature-based camping experience that not only minimises environmental impact but actively contributes to the health and resilience of the land. We will integrate sustainable practices into every aspect of the camp's design, operation, and visitor experience. This will include but not limited to:

### **Regenerative Land Use**

- Use of permaculture principles for landscape planning
- Native vegetation preservation and rewilding initiatives
- Soil health improvement through composting, mulching, and low-impact land management

### **Waste Management**

- Campers will be required to take their waste with them when they leave.
- There will be an onsite waste collection point for all camp rubbish which will be serviced/emptied on a regular basis.
- Containers for Change bins on site for items which are allowed under this scheme.

### **Water Supply**

- Rainwater will be collected as a potable water supply and topped up with water carted from the town standpipe supply as required.
- Water from on property dams will be used in ablutions and on grassed areas and fire fighting requirements.

### **Renewable Energy and Low Impact Infrastructure**

- Off-Grid Power System energy system with solar, battery storage and generator backup will be installed at the shed.
- Where possible recycled construction materials will be used for site amenities.
- Minimal lighting to preserve night skies and reduce energy use.

### **Education and Awareness**

- Signage explaining strict camp rules, ethics and practices, requiring people to look after the land and their surroundings.
- Visitor guidelines that encourage leave-no-trace principles.



## Noise Management

To ensure the serenity of the valley is preserved there will be no personal motor generators allowed at any time. All off-grid set ups must have solar or other power provision that does not create noise.

We will also implement a curfew with no loud noises after 10pm other than on special event nights where there may be exceptions in place taking that time to midnight.

Motorbikes and similar will not be permitted by guests.

We will implement further noise reduction for neighbours by putting in place screening between the properties as per Attachment B.

## Remote/On-Site Management

The camp site will be managed primarily from our residence in Nannup townsite located 3kms away and will be able to respond quickly. An on-site manager will be present for event weekends whereby there is a temporary camping licence in place. Manager lives in town making it easy to quickly respond. Additionally there will be cameras installed on site so the manager can monitor activity remotely.

## Sewage

This will be constructed to the requirements of the local government or Department of Health as part of stage 2. Compost and eco toilets will be investigated as option at this time.

## Traffic Management

The entrance to the Nature Camp will be off the gravel portion of East Nannup Road into the property. The driveway is 6 metres wide enabling 2-way traffic. This will be sign posted and vehicles can remain on the left side of the road while drivers from the other end cross the bridge. There will be a turning circle and parking area in the main camps sites to allow for easy exit particularly in case of emergency. Pending the size of the individual camp set ups there will also be room for people to park within their 10x15m campsites.

## Risk Management

A risk management plan will be put together with evacuation procedures. There are three main exits to which people can leave the property depending on where the incident may be. This includes out the main driveway or through a back gate behind the camp to Lindsay Road which leads back to East Nannup Road which has access to both directions of escape. Other possibilities could be via neighbouring properties (if prior permission is granted).

All sites are located well outside of the Bushfire Prone buffer zones. There will be a firefighting unit on site available for rapid response.

## Communications

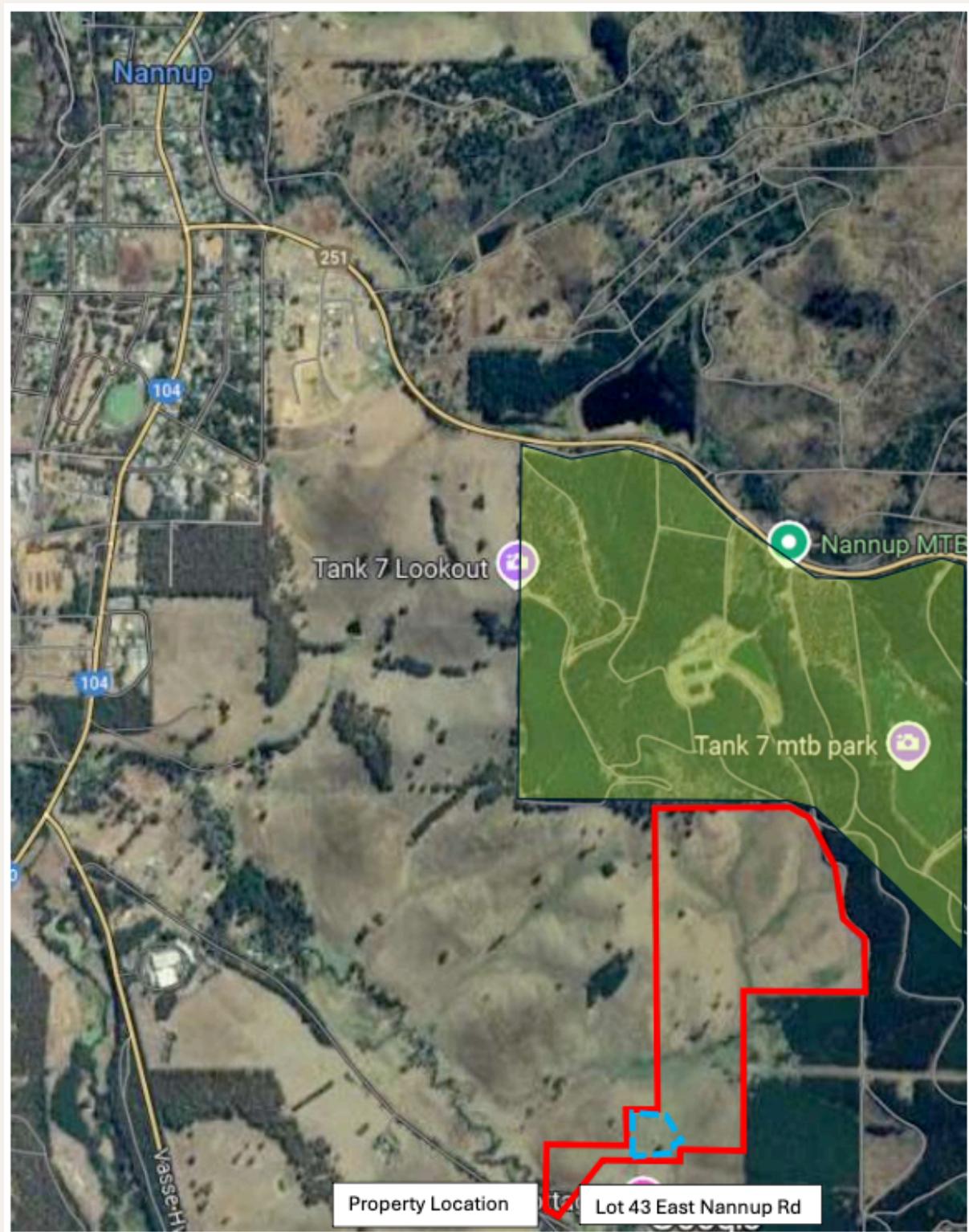
The main camp site has phone reception available, there will also be a Starlink connection installed.

## Closing Statement

Nannup has over the past 5 years become a fast-growing destination to visit and stay. The establishment of the local mountain biking parks and cycling scene in Nannup along with the strengthening of local events, festivals and the establishment of new events means more accommodation is required to accommodate the extra visitors. While there are many accommodation providers across the region, Ikigai Farm Nature Camp is looking to create something different. Create an experience, rather than just a bed for the night.



## Attachment A - Property Location

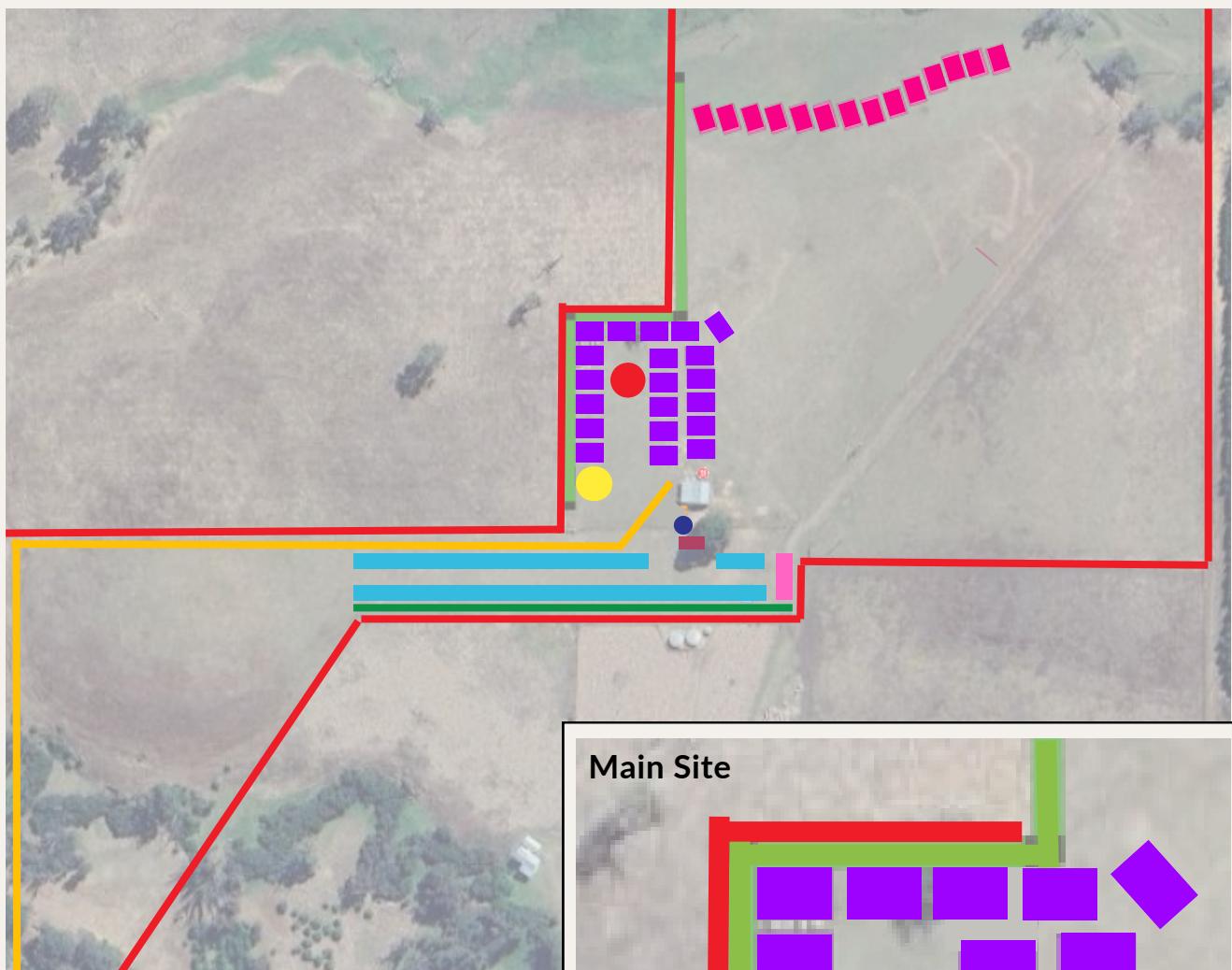


### Key

- Property Boundary
- Ikigai Farm Nature Camp - Main sites



## Attachment B - Indicative Site Map



### Key

- Property Boundary
- 6m Setback
- Driveway
- Self-Contained Sites
- Self-Contained Sites
- Temporary Permit Event Sites
- Permanent Ablutions + Laundry
- Temporary Ablutions
- Rubbish Bins/Skip
- Water Tank
- Existing Shed
- Camp Kitchen
- Fire Pit
- Offgrid Power System

### Main Site

