



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 primary production operation on 140 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 agricultural business.

The camp will offer a unique accommodation offering on a rural property approximately 3kms from Nannup Townsite giving guests the opportunity to stay in one of ten temporary glamping style tents with shared ablutions or bring their own fully self contained accommodation. 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".

Nature Camp Definition

As per the Nature Based Parks Guidelines Ikigai Farm Nature Camp fits into the definition of a Nature Based Park as it:

- Is not in close proximity to an area that is built up with structures used for business, industry or dwelling-houses at intervals of less than 100 metres for a distance of 500 metres or more; and
- Has been formed by nature; and
- Has next to zero artificial light and noise intrusion.

Target Market

Ikigai Farm 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 East Nannup Road approximately 3km from Nannup town centre.
(Attachment A)



Sites

There will be ten glamping style tent sites available to book with both couple and family options on sites measuring 8 x 12m. These are temporary in nature and can be moved at any time. These will have shared access to ablutions. Each site will have space for one vehicle only.

There will be 20 fully self-contained sites measuring 9 x 12m (108m²) with 3m in between each site to ensure that everyone can enjoy their stay with sufficient space. These sites will also accommodate a single vehicle on the site. This size site is over and above the required space of one site per 50m² for a Nature Based Park. (Attachment C)

There will be a 20m setback from neighbouring properties. As the property borders other rural properties and not residential land, it is believed this is sufficient set back. All land surrounding the nature camp is cleared land with minimal fire risk. Signage will alert patrons to farming practices which occurs on the property and on neighbouring properties and prohibit trespassing onto neighbouring properties.

Occupiers

- There will be 7 glamping style tents suitable for 2 people and 3 tents catering for families to a maximum of 30 people across the 10 sites.
- Self-contained sites will be permitted to a maximum 6 people per site to a maximum of 80 people across the 20 sites. It is anticipated that majority of sites will have couples but the limit is listed as 6 to cater for families. Each site will have space for one vehicle only.

Amenities

For the purpose of Ikigai Farm, the tent sites are considered Serviced Sites and have access to ablutions.

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

Serviced sites will have access to:

- 2 unisex bathrooms each containing one toilet, one shower, a wash basin, power point, a bench and towel hooks. If possible one of these bathrooms will also include a bath. Both only accessible via a code.

To support these amenities there will be a 20,000 litre water tank for non-potable water gravity fed and filtered from a large existing on farm dam. This tank will provide water to the ablutions, grounds and also be fitted with fire fighting equipment and connections. There will also be a firefighting connection at the dam.

Ikigai Farm will have a 9,000 litre water tank for potable water filled from rainfall catchment and topped up with water carted as required.



Environmental Impact and Sustainability

The sites will be designated on the existing grass and there will be no removal of trees to establish the camp areas. The 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. This will include but not limited to:

Land Use

- Native vegetation preservation
- Soil health improvement through composting, mulching, and low-impact land management

Waste Management

- Campers will be encouraged 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 by the management.
- Containers for Change bins on site for items which are allowed under this scheme.
- The location of the sites are well away from the waterways and brook. Preservation of the natural beauty and cleanliness of the property are a priority for the operator and this will be kept a close eye on.

Water Supply

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

Renewable Energy and Low Impact Infrastructure

- Off-Grid Solar Power System energy system with battery storage will be installed at the shed.
- Where possible recycled construction materials will be used for site amenities.
- Minimal sensor 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 respect their surroundings.
- Visitor guidelines will be in place 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. Motorbikes and similar will not be permitted by guests. Guests will be required to comply with Noise Regulations.

Sewage

The provided ablutions will be constructed to the requirements of the local government and Department of Health. A dump point is located within 3kms of the campground and sufficient signage and guidance will be provided for people to direct them to this point for effluent disposal.



Remote/On-Site Management

The camp site manager resides in Nannup townsite located 3kms away and will be able to respond quickly. Additionally there will be cameras installed on site so the manager can monitor activity remotely.

As per the Shire of Nannup's LPP 9, offsite managers are permitted on the basis they are within a 45 minute drive from the property and the manager for Ikigai Farm will be within 5 minutes drive. The camp will be managed closely to ensure a pleasant experience not only for guests but neighbouring properties as well.

- These will be addressed in the Operational Management Plan and will include things such as -
 - Starlink connectivity for communication and safety
 - Remote camera monitoring with visual and sound in both directions
 - Guest terms and conditions during booking
 - Check-in processes whereby guests will be greeted during a designated check in period to be welcomed and advised of the camp rules, checking grey and black water containment suitability
 - Regular site visits by Manager particularly during peak times of day
 - Signage will be provided with camp rules of conduct, fire restrictions, communications, evacuation processes and maps and contact information to ensure effective and safe offsite management

Traffic Management

The increase in vehicle movements is considered negligible. The following traffic estimates in context to the proposal are below:

- At full capacity, the highest number of vehicles to access the Nature camp could reasonably equate to 30 as in almost all circumstances one vehicle will be utilising one site
- It is reasonable that vehicles make one departure and arrival per day equating to 60 vehicle movements which would equate to an additional 5 cars per hour calculated between the hours of 7am and 7pm.
- In addition, the times for camper vehicle access will stagger throughout the day
- Furthermore, it is reasonable to note that the nature camp is unlikely to be at full capacity during certain periods of the year with ten un-serviced sites not open during the winter months and other sites may also be closed during wet periods.
- East Nannup Road is sufficiently constructed and sealed and can handle the traffic in relation to the nature camp. Visitors will be asked to give courtesy when travelling the public road corridor from the Vasse Highway turnoff to the camp entrance and asked to travel at a safe speed.

In researching previous Shire of Nannup Council minutes for development applications, I can see that Council has approved similar sized camping developments with additional uses such as function centre, café, produce store, on equivalent roads, with a similar or higher density of neighbouring properties without the need for any traffic assessments or special development conditions.



Bush Fire Risk Management

As per the image below (Attachment B), the camp is not located in a Bushfire Prone Area therefore a BAL Assessment is not required.

As a duty of care to and included within the Operational Management Plan, a Bushfire Evacuation Plan will be prepared by the Manager and submitted for Local Government approval prior to the opening. This plan will take the approach of 'leaving early', it will include things such as, but not limited to:

- The manager monitoring bushfire risk in the area and as soon as a Bushfire Advice is declared over the property and camp area, the policy will be to evacuate all visitors. The manager will be the designated Fire Warden and will attend site during these times coordinating visitors safely off the property for them to leave the area or to the evacuation centre
- Any fire risks in the region will be monitored closely by the camp manager as is already done with the current property use
- Any impending potential risk deemed by the manager even prior to a Bushfire Advice Level being declared, may result in early evacuation of the camp
- Signage advising of emergency escape routes and the process.
- Emergency Muster Points.
- Local Government fire restriction requirements
- Maintained camp grounds
- Firefighting equipment and frequent inspection
- Water supply on site with emergency services connection points
- Starlink connection for patrons as a secondary source of communications (both in and out)

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.



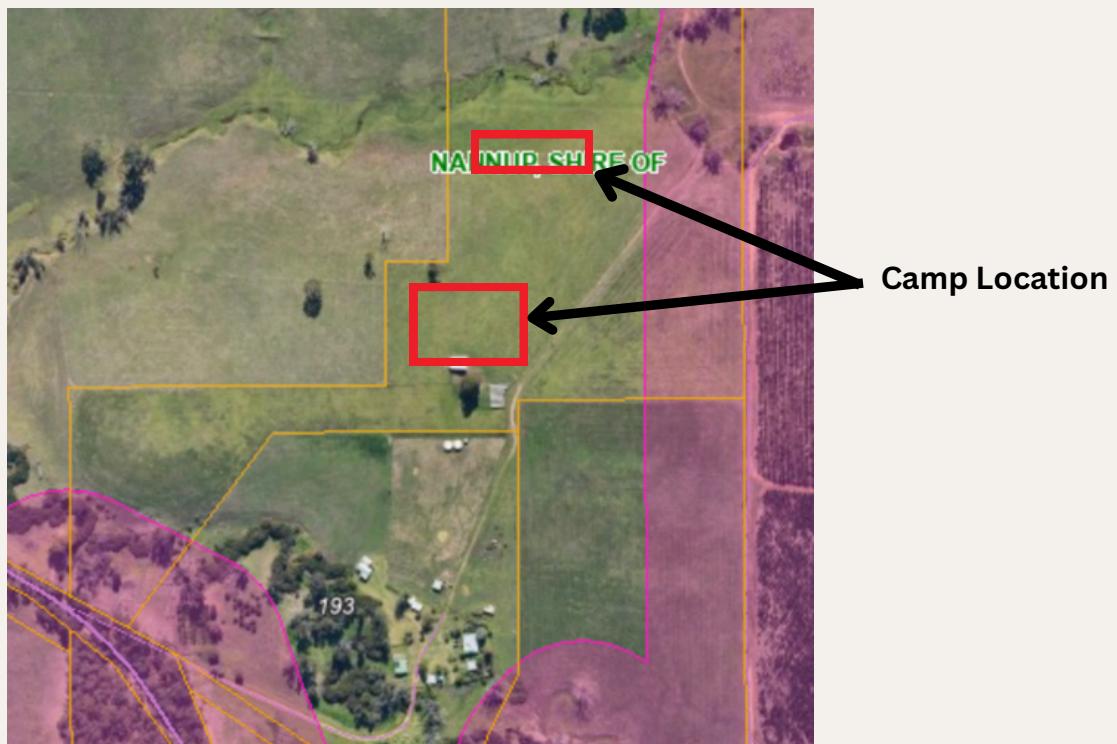
Attachment A - Property Location



Key

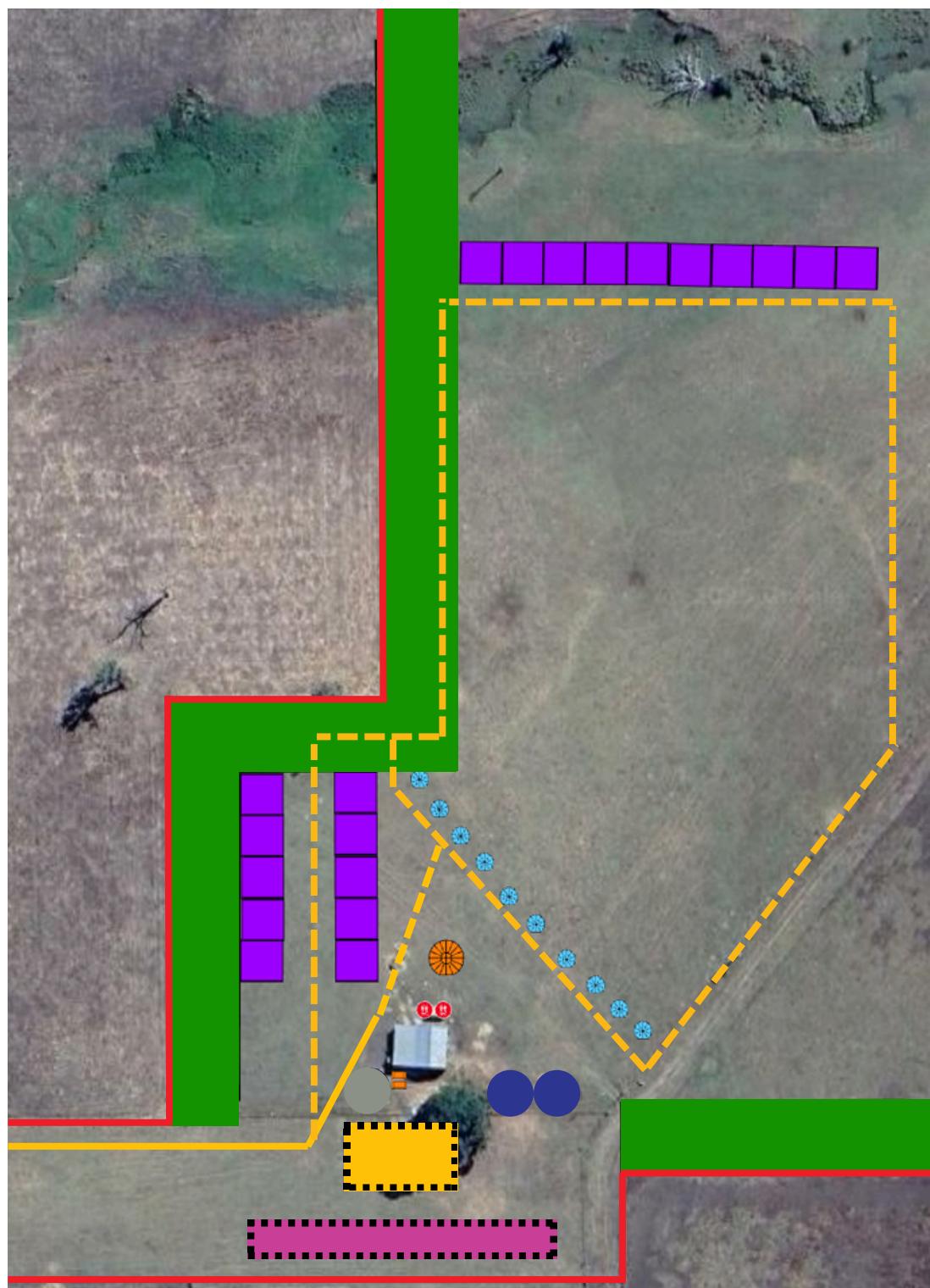
- Property Boundary
- Ikigai Farm Nature Camp - Main sites

Attachment B - Bushfire Prone Area Map





Attachment C - Indicative Site Map



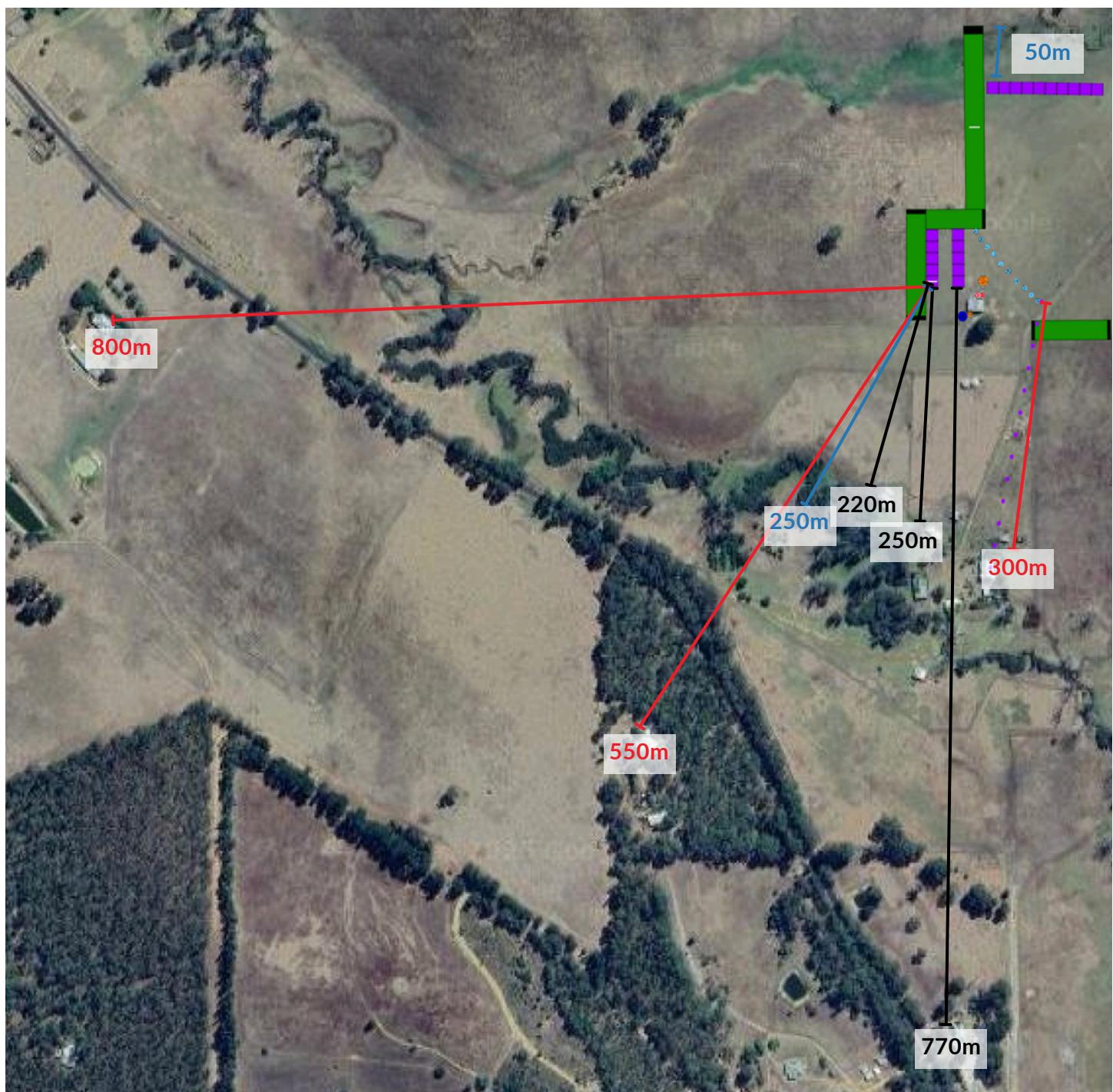
Key

- Property Boundary
- 20m Setback from all property boundaries
- Driveway
- Site Access
- Services Sites 8x12m with 3m gap between
- Self-Contained Sites 9x12m with 3m gap between

- Ablutions
- Rubbish Bins/Skip
- Water Tanks (Potable and Fire)
- Existing Shed
- Existing Cattle Yards
- Proposed Orchard
- Communal Sitting Area



Attachment D - Distances from Site



Key

- Residential Houses
- Waterways
- Short Stay Accommodation



Attachment E - Site Images - Visual from East Nannup Road up to Ikigai Farm Nature Camp





Attachment E - Site Images - 20 m Setback from Western Boundary looking toward East Nannup Road

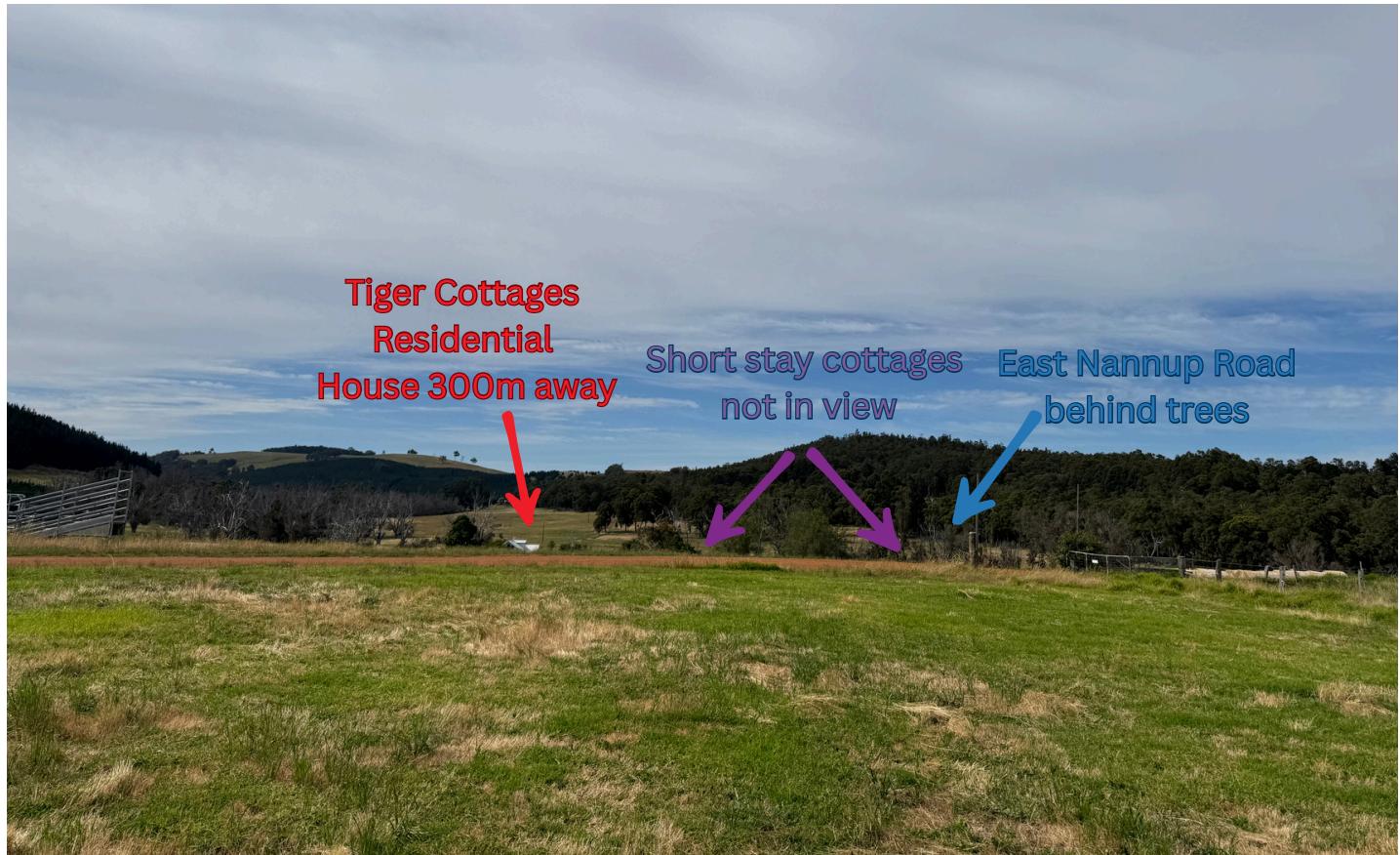


Attachment E - Site Images - As above, Zoomed in





Attachment E - Site Images - Facing South toward Tiger Cottages at the closest unserviced site



Attachment E - Site Images - Facing South toward Tiger Cottages at the closest serviced site





Attachment E - Site Images - Northern View from main camp area - Lot 43 Property



Attachment E - Site Images - Northern-Western View from main camp area across services sites - Lot 43 Property





Attachment E - Site Images - Driveway Entrance from Gravel portion of East Nannup Road



Attachment E - Site Images - Driveway Bridge





Attachment E - Site Images - Driveway facing down to bridge and East Nannup Road



Attachment E - Site Images - Last portion of Driveway to Ikigai Farm Nature Camp

