

Beacon Resort, Queenscliff Lorraine Golightly, Owner/ Manager

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Queenscliff's BIG4 Beacon Resort was established by the Golightly Family in 1970 and since then has built a reputation for being one of the most 'connected' businesses in the industry.

Owner and Manager, Lorraine Golightly, joined the family business in 1976 and cannot remember a time when she was not actively involved in the wider tourism industry.

Fast forward 32 years and Lorraine is still a committee member of the town's tourism association, Queenscliff-Lonsdale Tourism, the local tourism association, Bellarine Tourism and a board member of the regional body, Geelong Otway Tourism. For five years she also sat on the board of the BIG4 and is still a member of many sub committees of the organisation.

Her extensive industry involvement has not been at the expense of developing a first class tourism product. BIG4 Beacon Resort is a multiple Victorian Tourism Award winner and in 2007 won the Supreme Award for BIG4 caravan parks across Australia.

In fact, she says her wide industry involvement has been a key factor in their business success. After five years serving at the national level on the BIG4 board, she decided to take a break to avoid burn-out, but soon realised that she was 'out of the loop' "I felt that I was losing touch with how far the industry had grown and what was actually happening", she said.

"The way our business has changed in the last 18 to 24 months is incredible. I've never been one to look over my shoulder at what my competitors are doing. I'm more concerned about where we need to be, what the industry is doing and what the public are thinking, so being involved on committees has really helped me to keep in touch with all that.



"If you've had terrible or excellent quarterly results, it's important to know how the rest of the industry is doing. Is it just a little blip, a major trend, or perhaps some marketing thing that we or the region did? By being plugged into the rest of the industry you get to know how you're tracking in relation to the whole sector.

"There's often an inclination to become involved with just the topics that particularly interest you, but every so often you need to force yourself to become involved in things that may bore you to tears but are very important for the business, such as fire regulations or food handling".

Lorraine's industry involvement even extends to creating her own networking body. She helped form an alliance between all BIG4 parks in south-west Victoria, located between Queenscliff, Grampians, Ballarat and Port Fairy.

"We meet every six weeks to look at marketing and human resource projects that we can do together, but it has evolved into other things, like the swapping of staff between businesses for a day, so that they can learn other systems.

"For example, we all need to revamp our AWAs, so we'll do the collective agreement together, much more effectively and in half the time. Through the group, joint marketing projects also end up costing us a couple of hundred dollars each, rather than thousands.

"It is a bit like being one restaurant in the street compared to a strip of like-minded businesses. We know that guests who experience a BIG4 park at one end of the Great Ocean Road will ask to be booked ahead to the next destination".