



\$12m Expansion hangs on Marine outcome

For immediate release

The owners of Castaways have announced their intention to invest a further \$12m into the beachfront resort. These funds however are contingent on appropriate marine infrastructure being built by the state government (the Government has already allocated funds for this).

The Neville Smith Group has owned Castaways since 2006. Since that time the group have invested over \$5m into refurbishing the existing asset, and last year purchased the well known Mackays Motel asset adding a further 18 keys to the overall inventory. The group currently has existing plans approved to add an additional 60 keys on the land owned but currently not used. This investment would include the construction of a new beachfront convention centre.

James Neville-Smith, CEO of the Neville Smith Group has been actively involved in the progression of the asset since 2006 said “As a group we have continued to invest despite the difficulties the region has experienced over the past 10 years. As a region we need to leverage our greatest strengths to attract investment – our greatest leverage point from a tourism perspective is the Great Barrier Reef. In order to access the Reef a destination needs appropriate marine infrastructure”

The Neville Smith Group have been openly opposed to the further investment in the Perry Harvey Jetty. “I don’t subscribe to the spending of millions of public funds on a compromised outcome that won’t deliver the core critical outcomes that the money was specifically allocated for” said James. The council supported overtopping rock wall is seen to the majority of boat users in the region as a failed compromise that is more of a hazard than a marine asset.

“We have waited patiently for the economic stars to align. We have seen occupancy growth and overall regional economic improvement and believe the timing is right to expand the inventory and fulfill the vision we have held onto since the onset of the GFC in 2007”. However the group believes that the local and state governments need to show their commitment to the region by way of investment in appropriate marine infrastructure before this new wave of investment can flow. “We have spent a fortune investing in the promotion of the region, we have invested when no one else would, we continue to pay the highest rates in Australia, we appreciate the total uniqueness of this area and have huge faith in the regions future prospects, but we will not carry the load

C A S T A W A Y S

R E S O R T & S P A

M I S S I O N B E A C H



alone, and we won't support compromised outcomes. The community of Mission Beach deserves better, as do we and other business owners in the region”

The Mission Beach Boating association which represent both the commercial and recreational marine activities has been trying to convince the Department of State Development over appropriate designs and use of public monies.

All of the Mission Beach Marine operators both commercial and recreational represented by the stakeholders are all totally opposed to the major part of the Department of State Development proposed plans. The part of the proposal that is being opposed to is the spending of a further \$11.08 million dollars of taxpayers funds on a semi-submerged breakwater in front of the new dysfunctional and unusable \$3.5 million jetty, at Narrogan Beach.

The Mission Beach Boating association alternative plan, which is widely accepted, within the budget parameters of the funding allocation and coincide by both the commercial and recreation users to be the best possible outcome for Mission Beach, Is being ignored by Department of State Development who appear to be resolute in proceeding with their own plan.

The development of a appropriate and fully functional safe boating facility is seen as vital to economic growth for the region, bringing with it employment, and further economic stimulus and tourism growth to the area. The Castaways Resort & Spa owners believe the towns future is at a cross road – “It is inconceivable that public funds designated to support safe marine tourism could be wasted on a defunct jetty and a overtopping wall that will do nothing to provide safe anchorage for passing vessels, safe loading for commercial operators and provide a platform for tourism growth – the Mission Beach Boating Association design is pragmatic and sensible. It can be achieved with the allocated funds and is the only plausible option”.

“In recent years we have seen a growth in weddings, conferences and bus groups into the hotel, which is great business, but a lack of inventory has restricted the longer staying leisure market. The Leisure market is an important market segment for Mission beach, traditionally the leisure market stays longer and spends more money on secondary products like Reef trips, Island tours, Rafting trips, sky diving and Scuba diving, river cruises etc. This expansion of inventory will allow us to embrace this market which will be positive for the entire Mission Beach region” said James Neville-Smith.

“We are very excited about this new opportunity not only for us but for Mission Beach, this investment into the future of Mission Beach and its tourism industry continues to demonstrate our commitment to the establishment of a viable and sustainable economic future for Mission Beach and The Cassowary Coast

C A S T A W A Y S

R E S O R T & S P A

M I S S I O N B E A C H



Region but it must be supported by a appropriate safe boating facility to be realised” he said.

Mission Beach and Castaways Resort & Spa

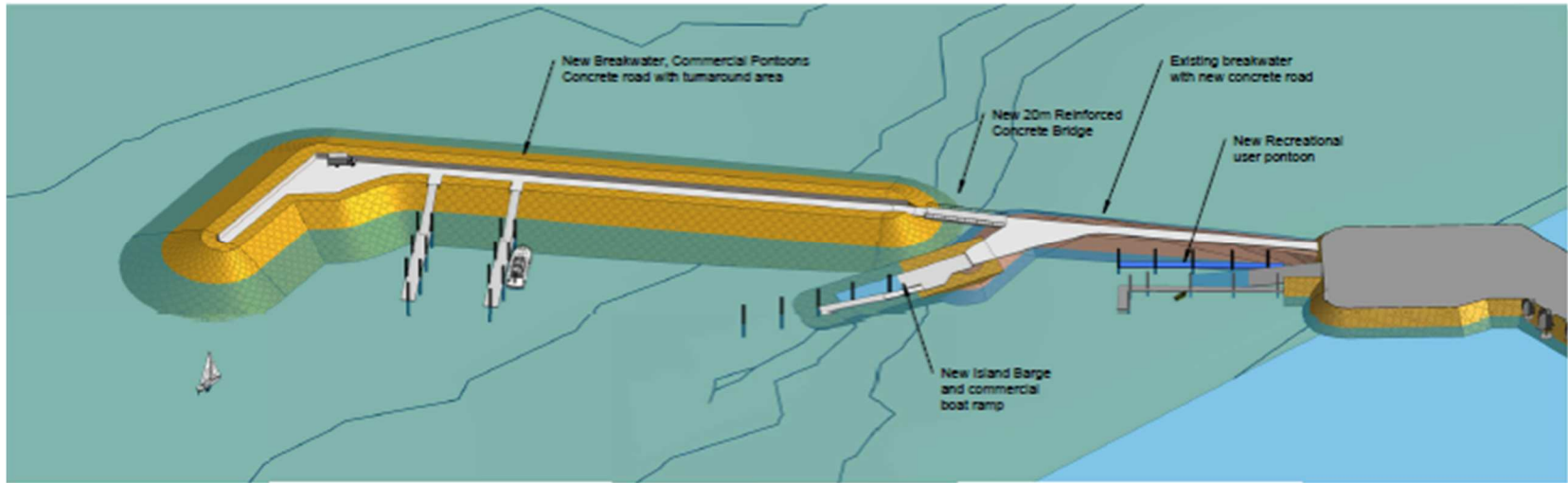
Mission Beach is considered to be the last undeveloped gem of tropical north Queensland. The small village of Mission Beach is surrounded by World Heritage Rainforest which stretches down to the pristine clean beaches. Mission Beach is the closest mainland point to the outer Great Barrier Reef and enjoys the splendour of the family group of Islands (which include the famous Dunk and Bedarra Islands). Mission Beach is 1.5 hours drive south of Cairns and caters for all activities that people choose to partake when visiting tropical North Queensland, including but not limited to Great Barrier Reef trips, scuba diving courses, river cruises, sky diving, Rafting Australia’s famous Tully river, Island tours and picnics, chocolate factory tours, art courses, yoga, cooking schools and Day Spas.

Castaways Resort & Spa is Mission Beach’s largest and only beachfront resort. The property was recognised in Frommers (USA equivalent to Lonely Planet tourism guide books) 2014 world’s top ten value for money absolute beachfront resorts.

For further enquires contact

James Neville Smith – +61 (0) 418 877236 or jns@falcon1.com.au

C A S T A W A Y S
R E S O R T & S P A
M I S S I O N B E A C H



For further enquires contact

James Neville Smith – +61 (0) 418 877236 or jns@falcon1.com.au