

Curriculum Vitae

for

Rodney Caldicott

English language skills

Excellent written and oral presentation

Contact Details

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School of Business & Tourism
Southern Cross University
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Education Attainment

- 2012 - 2017 **Doctor of Philosophy**
Southern Cross University, Lismore NSW
Freedom camping politics and policy: A case study of four Australian local Communities
Award – “A” Pass
- 2011 **Bachelor of Business Tourism & Hospitality Management Thesis**
Southern Cross University, Lismore NSW
Supply-side evolution of caravanning in Australia: An historical analysis of caravan manufacturing and caravan parks
Award – 1st Class Honours
- 2010 **Diploma of Management**
Global Training Institute, Coolum QLD
Award – Distinction
- 1997 **Bachelor of Business Tourism & Hospitality Management Minors**
Southern Cross University, Lismore NSW

Honours Minor Study I – Plans of management for protected areas
Award - 1st Class

Honours Minor Study II- From covered wagons to relocatable homes
Award - Distinction

(Thesis component deferred – Completed in 2011)
- 1997 **Diploma of Freelance Travel Writing and Photography**
Australian College of Journalism, Sydney NSW

Award - Honours
- 1994 – 1996 **Bachelor of Business – Tourism**
Southern Cross University, Lismore NSW

Incorporating - Communication, Research & Analysis, Strategic Planning, Marketing, Public Relations, Human Resource Management, Industrial Relations, Accounting, Tourism & Recreation Planning, Protected Area Management & Indigenous Cultural Heritage.

Award - Distinction
- 1978 – 1982 **Engineering Trade Course Certificate**
Toowoomba Technical College, Toowoomba QLD

Fitting, Turning and 1st Class Machining
Award - Honours

Courses completed/Licences held

2015	Classic Grounded Theory (Griffith University)
2014	NVivo (Qualitative Analysis Tools) – QSR International
2011	ECM (Electronic Content Management) for New Users – RVC
2010	Tourism in Local Government Master Class - SCU
2009	DataWorks – Minute Manager Report Creation - RVC
2008	Customer Service 2008 – Aurora Practical Solutions
2007	Work Choices - LGSA
2007	DataWorks- End User Training – RVC
2007	Managing and Supervising People – Skill Path
2006	Finance for Non-Financial Managers - LGSA
2006	First Aide Awareness – Red Cross
2006	Code of Conduct - RVC
2006	Customer Service – NOROC
2006	Preventing Bullying and Harassment for Managers - LGSA
2006	Microsoft Excel for Beginners – Barry Peterson & Associates
2005	Time Management for Managers - LGSA
2004	Tourism Executive Development Program – PATA
2003	Professional Development Course - AITO
2002	Speed Reading - RRSC
2000	Media Relations – RRSC
1996	Cornell Restaurant Administration Simulation Exercise – SCU
1995	ANA Hotel - Hospitality & Hotel Operations Education Program - SCU
1994	Small Business Management - TAFE
1995	Mariner's Course - Grade IV Masters Theory - TAFE
1993	Restricted Radio Operators Licence - Department of Communications
1985	Power Boat Operators Licence - Marine Board of Queensland
1980	Certified Scuba Diver - National Qualifying System
1979	Australian Driver's License - Classes A, B & C (National Heavy Vehicle)

Professional Work Experiences

2011
(to present)

Southern Cross University *Lismore, NSW*

Part-time Lecturer/On-line Tutor across multiple subject areas:
Tourism in Pacific Asia, Australian Tourism Studies, Events Management, Research Methods, Project Management, Accounting, Economic Analysis for Decision-making, Finance Information Systems, Quality Assurance Inventory Management

1997 - 2011

Richmond Valley Council *Casino, NSW*

Tourism and Economic Development Manager - In this position I was responsible for the management and strategic direction for tourism and economic development across the local government area of approximately 2200sq km. Duties included the establishment, operation and staffing of the Visitor Information Centre, the Platypus Art Gallery, and other portfolio programs such as the Arts, Events and Culture. Tourism was very immature in a destination sense with little in the way of regional cooperative product development or marketing. Through my initiation, a Business Retention and Expansion Survey was conducted to inform an Economic Development Strategy. The consultative and systematic approach to change enhanced the regional profile and delivered further opportunities for economic and socio-cultural growth. My proactive though considered approach to forming strong personal, industry and government relationships increased the Shires profile and increased my business standing within the wider Northern Rivers region. These strategic relationships proved valuable stepping stones for my elevation to State and National tourism association executive platforms.

Key highlight - leading the growth and development of the portfolio from a single desk with budget of \$45k to one that now manages a direct report staff of six, additional part-time customer service officers and a budget in excess of \$1,000,000.

2005 - 2011

Australian Regional Tourism Network (Ex officio) *Lismore, NSW*

National Chair (2008/09) – Overseen the incorporation of the Network transforming it from a loose industry based cluster of individuals to a professional association duly recognised in the national industry, association and political arenas.

Key highlight - negotiated a Memorandum of Understanding with Southern Cross University and a Service Level Agreement with the School of Tourism and Hospitality Management to support mutually beneficial projects, research and industry initiatives.

National Secretary (2006/08) – Developed a process for the Committee to adopt a Charter, Constitution, and Governance Model with policy, procedure and instruments to support the move to full incorporation.

Australian Regional Tourism Convention Steering Committee Chair (2008/09)
Managed planning aspects for the development and implementation of the 2009 National Convention in Alice Springs, NT.

2005 -2011

Tourism Management Group Northern Rivers (Ex officio)
Lismore, NSW

Deputy Chair (2010) – Developed the Terms of Reference for the participating local government members. Project managed the regional and metropolitan cooperative trade show circuit and regional tourist drive e-mapping initiative. Initiated liaison protocols between local government, regional and State tourism agencies.

2007 - 2012

The Fatherhood Project and Festival (Volunteer)
Lismore, NSW

Chair (2008/11) – Re-wrote the constitution and developed governance and operational procedures in line with the Associations Act to support a national organisation that encourages fathers to be positively engaged in their children's lives & publicly celebrates the role of fathers in the community. Conducted and reported market research for the Fatherhood Festivals 2007-2009.

1998
(to present)

Australian Institute of Tourism Officers (Ex officio)
Canberra, ACT

Deputy Chair (2006 to present) – Developed and managed an industry survey through Survey Monkey that reported the employment conditions of professionals within the local government and/or the incorporated association and destination management sectors.

2000 - 2008

NSW Council of Tourist Associations (Ex officio)
Sydney, NSW

Deputy Chair (2005/08) – Supported the Board through the winding up of the Association within a broader merger with the NSW Tourism Industry Council.

Secretary (2002/05) – Facilitated a research project to extract Local Government Tourism Profiles through analysis of broader statistics available through the Domestic Tourism Monitor and the International Visitor Surveys.

1997 - 2009

Northern Rivers Regional Tourism Organisation (Ex officio)
Ballina, NSW

Executive Team (1997 - 2009)

Deputy Chair/Treasurer (2000 - 2002)

Treasurer/Marketing Chair (1998 - 2000)

Marketing Committee Chair (1997 - 1998)

2000 - 2005

Nature Tourism Task Force (Ex officio)
Ballina, NSW

Project Co-ordinator - Responsible for developing the *Rainforest Way Tourist Drive* project and ensuring the initiative was well accepted across the six Northern NSW and four SE Qld local government areas to ensure its incorporation as a 'cornerstone' project of the Northern Rivers Regional Tourism Action Plan (2003).

1996 - 1998

Southern Cross University
Lismore, NSW

Academic Tutor for the:

School of Tourism & Hospitality Management
Centre for Professional Development in Club Management
Gungil Jindibar Centre for Indigenous Studies

1996 - 1997

North Coast Institute of TAFE
Lismore, NSW

Lecturer - Customer and Staff Relations - Joint Schools TAFE Program

1992 - 1993

Quality Coatings and Consultants
Mackay, QLD

Supervisor - Stores, Inventory, Purchasing, Rosters, Timesheets

1991 - 1992

Andergrove Caravan Park
Mackay, QLD

Relief Manager - Administration, Staff Supervision, Customer Relations

1984 -1991

Travellers Rest Caravan and Camping Park
Midge Point, QLD

Operations Manager (Construction, Management & Marketing)

During this seven-year period, my role as Assistant Manager within our family business progressed through several stages. In the initial phase my role as construction manager involved aspects of planning, design, local government consultation (Including DA), and co-ordination of contractors. The role evolved to all aspects of operational management including guest services, marketing and tour operations including Whitsunday Islands cruise ticketing and Barrier Reef tours through an agency agreement.

1987 – 1991

Ridge to Reef Tours
Midge Point, QLD

Owner/operator

Escorted tours introduced guests to the sights and sounds of the Whitsunday region. An air-conditioned 4x4 Land cruiser and a half cabin motor boat were used to enable guests to experience remote and publicly inaccessible beauty spots both land-based sea-based throughout the Whitsunday Islands. Photography, environmental interpretation and appreciation of rainforest and wildlife attributes were the primary focus.

Industry Conference Experiences

2010

NSW Local Government Tourism Conference – Cowra, NSW

Speaker - Events in local government: research findings & implications

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- 2010 **Northern Rivers Tourism Symposium – Kingscliff, NSW**
Speaker - Contemporary technologies in visitor centres
- 2009 **Australian Regional Tourism Convention – Alice Springs, NT**
Network Chair - Plenary address
- 2009 **NSW Local Government Tourism Conference – Lismore, NSW**
Co-convenor/Speaker - Land use planning for coastal reserves
- 2008 **NSW Local Government Tourism Conference – Griffith, NSW**
Speaker - Tourism integration for local government
- 2007 **National Eco-tourism Conference- Philip Island, VIC**
Delegate - Northern Rivers Tourism
- 2005 **World Tourism Conference – Hobart, TAS**
Delegate - Richmond Valley Council
- 2004 **Tourism Futures Conference – Coolumb, QLD**
Speaker - *CROSSING BORDERS perceptions, partnerships & processes a case study of the Rainforest Way Project*
- 1998 - 2002 **Southern Cross University – Lismore, NSW**
Guest Lecturer Planning in local government: destination management
Land use planning: provision for campervans and motorhomes
Natural heritage management: the Rainforest Way

Awards and Grants

- 2013 **North Coast Destination Network – Ballina, NSW**
Award - 'Outstanding Individual Contribution to Regional Tourism'
- 2012 **Australian Postgraduate Award Scholarship – Canberra, ACT**
Award - PhD Scholarship (\$27,000x3years)
- 2011 **Centre for Leisure, Tourism and Work – Gold Coast, Qld**
Award - Honours Scholarship (\$10,000x1year)
- 2011 **Southern Cross University Medal – Lismore, NSW**
Award - 'Outstanding Academic Achievement'
- 2003 **Tropicalnsw Tourism Organisation – Tweed Heads, NSW**
Award - 'Outstanding Individual Contribution to Regional Tourism'
- 1996 **Australian Institute of Tourism & Hospitality Management – Lismore, NSW**
Award – Highest GPA in the Bachelor of Business Tourism Degree (\$500x1 year)

Consulting Experiences

- 2018 **Chinese RV Industry Awards and Exhibition – Beijing, China**
Keynote Speaker – RV Entrepreneurship: an Australian story
- 2017 **Khon Kaen University – Nhon Khai, Thailand**
Keynote Speaker – Global Entrepreneurship – 2017 International Masters Program and Alumni Seminar
- 2014 **Northern Branch National Parks and Wildlife Service – Alstonville, NSW**
Research Management – Assessing visitor preferences for alternate experiences to summiting Wollumbin (Mt Warning)
- 1997 - 2011 **Regional Promotion/Public Relations – SEQ & NNSW**
PR Consultant Regional Consumer and Trade Shows
- 1996 **Bellingen Shire Council, Bellingen, NSW**
Dangar Falls *Developed guidelines for draft plan of management
Traffic analysis & Sect 94 developer contribution study
Analysis of traffic counts and infringements on infrastructure*
- 1996 **Pacific Asia Travel Association Conference – Ballina, NSW**
Demonstrator - Indigenous Tourism Workshop
- 1994 **Norsearch Ltd – Lismore, NSW**
Research Management – Data collection services to the Northern New South Wales Eco-tourism Plan

Refereed Publications

- 2018 Caldicott, RW, Jenkins, JM & Scherrer, P 2018 'Where-ever I park my RV, that's my home: freedom camping and local community tensions in eastern Australia', in A Lew & CM Hall (eds), *International Handbook on Second Homes*, Rutledge, Abingdon, UK (forthcoming).
- 2017 Caldicott, RW 2017, 'Freedom camping politics and policy: a case study of four Australian local communities', PhD Thesis, Southern Cross University, Lismore, NSW, Australia.
- 2017 Sroyetch, S & Caldicott, RW 2017, 'Backpacker tourism in Fiji as a sustainability intervention; will they sink or swim?', in J Cheer & A Lew (eds), *Tourism, Resilience and Sustainability: Adapting to Social, Political and Economic Change* Routledge, London, UK, vol. 2 pp. 260-279.
- 2017 Moyle, B, Scherrer, P, Weiler, B, Wilson, E, Caldicott, RW & Neilson, N 2017, 'Assessing preferences of potential visitors for nature-based experiences in protected areas', *Tourism Management*, vol. 62, pp. 29-41.
- 2017 Wilson, E, Nielsen, N, Scherrer, P, Caldicott, RW, Moyle, & Weiler, B 2017, 'To climb or not to climb? Balancing stakeholder priorities at an iconic national park', *Journal of Ecotourism*, vol. 10.1080/14724049.2017.1304398, pp. 1-20.
- 2014 Caldicott, RW, Scherrer, P & Jenkins, J 2014, 'Freedom camping in Australia: current status, key stakeholders and political debate', *Annals of Leisure Research*, vol. 17, no. 4, pp. 417-442.

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- 2013 Caldicott, RW & Scherrer, P 2013, 'Facing divergent supply and demand trajectories in Australian caravanning: learnings from the evolution of caravan park site-mix options in Tweed Shire', *Journal of Vacation Marketing*, vol. 19, no. 2, pp. 117-131.
- 2013 Caldicott, RW & Scherrer, P 2013, 'The life-cycle of caravan parks in Australia: the case of northern New South Wales', *Australian Geographer*, vol. 44, no. 1, pp. 63-80.
- 2011 Caldicott, RW 2011, 'Supply-side evolution of caravanning in Australia: an historical analysis of caravan manufacturing and caravan parks', Honours Thesis, School of Tourism and Hospitality Management, Southern Cross University, Lismore, NSW, Australia.

Non-Refereed Technical Reports

- 2014 Scherrer, P, Moyle, B, Wilson, Weiler, B, Caldicott, RW, Nielsen, Noah N, Torland, M 2014, *Identifying visitor preferences for alternative experiences to summiting Wollumbin (Mt Warning): Executive Summary of Reports 1 to 3*, New South Wales National Parks and Wildlife Service, Lismore, NSW, Australia, Last Update June, viewed 20 March 2017, <http://epubs.scu.edu.au/cgi/viewcontent.cgi?article=4146&context=tourism_pubs>.
- 2014 Scherrer, P, Caldicott, RW, Weiler, Moyle, B, Wilson, E, & Nielsen, N 2014, *Identifying visitor preferences for alternative experiences to summiting Wollumbin (Mt Warning): Final Report - Report 1 of 3: tourism and planning initiatives 1994-2014*, New South Wales National Parks and Wildlife Service, Lismore, NSW, Australia, Last Update June, viewed 20 March 2017, <http://epubs.scu.edu.au/cgi/viewcontent.cgi?article=4147&context=tourism_pubs>.
- 2014 Scherrer, P, Wilson, E, Nielsen, N, Weiler, B, Moyle, B & Caldicott, RW 2014, *Identifying visitor preferences for alternative experiences to summiting Wollumbin (Mt Warning): Final Report - Report 2 of 3: Participant surveys*, New South Wales National Parks and Wildlife Service, Lismore, NSW, Australia, Last Update June, viewed 20 March 2017, <http://epubs.scu.edu.au/cgi/viewcontent.cgi?article=4146&context=tourism_pubs>.
- 2014 Scherrer, P, Moyle, B, Wilson, E, Weiler, Betty, Caldicott, RW, Torland, M Nielsen, N 2014, *Identifying visitor preferences for alternative experiences to summiting Wollumbin (Mt Warning): Final Report - Report 3 of 3: Findings from a survey with potential visitors to test alternative scenarios*, New South Wales National Parks and Wildlife Service, Lismore, NSW, Australia, Last Update June, viewed 20 March 2017, <http://epubs.scu.edu.au/cgi/viewcontent.cgi?article=4149&context=tourism_pubs>.

Refereed Conference Presentations

- 2017 Caldicott, RW, Jenkins, JM & Scherrer, P 2017, 'The politics of freedom camping policy in Australian communities: Understanding the "other" through a taxonomy of caravanning', paper presented to Institute of Australian Geographers, 4-9 June, University of Queensland, Brisbane, QLD, Australia.
- 2017 Caldicott, RW, Jenkins, JM & Scherrer, P 2017 "'My RV my Home": freedom camping (boondocking) in Australia - a challenging "mobility" for urban planning and policy', paper presented to Association of American Geographers: AAG Annual Meeting, 4-9 April, Boston, USA.
- 2015 Caldicott, RW & Harris, A 2015, 'Trading places and parking spaces: when RVing goes DIY in Australia', paper presented to 3rd World Research Summit for Tourism and Hospitality and 1st USA-China Tourism Research Summit: Transforming Partnerships, 15-19 December, Rosen College, University of Central Florida, Orlando, USA.
- 2015 Caldicott, RW & Harris, A 2015, 'Freedom camping: is it changing the face of caravanning in Australia?', in E Wilson & M Witsel (eds), *Proceeding to the 25th Annual CAUTHE Conference - Rising Tides and Seachanges: Adaption and Innovation in Tourism and Hospitality (USB)*, 2-5 February, Southern Cross University, Gold Coast, Australia, pp. 409-413.

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- 2014 Caldicott, RW, Jenkins, JM & Scherrer, P 2014, 'The politics of freedom camping: a conceptual framework acknowledging the salience of power', paper presented to IAG/NZGS Conference, 30 June - 2 July, Melbourne, Australia.
- 2013 Caldicott, RW 2013, 'Freedom camping: 'Aussie' leisure tradition or messy policy problem for public land managers in regional Australia', in R Jeanes & S Fullagar (eds), 11th Biennial ANZALS Conference: Understanding Leisure in a Complex World: Promoting a Critical Leisure Studies, 4-6 December, Frankston, Australia.
- 2013 Caldicott, RW 2013, 'Public management of freedom camping', paper presented to 2013 ISSR: Public-Policy Network Conference, 23-25 January, Brisbane, Queensland, Australia.
- 2012 Caldicott, RW 2012, 'Origins, evolution and potential future of the coastal caravan park: a case study of caravan parks in Australia', in TR Tiller (ed.), BEST EN Think Tank XII, 24-27 June, Greoux les Bains, France, pp. 30-32.
- 2011 Caldicott, RW 2011, 'Where the bloody hell will they all go? Upward-trends and downward-spirals in Australian caravan park capacity', in N Carr & D Evans (eds), 10th Biennial ANZALS Conference: Challenging Leisure 6-8 December, Dunedin, NZ.

Current Memberships

American Association of Geographers
Australian and New Zealand Association of Geographers
Council for Australian Hospitality Educators (CAUTHE)
Centre for Leisure Work and Tourism (Southern Cross University)
Australian and New Zealand Association for Leisure Studies
Australian Institute of Tourism Officers
Regional Development Australia

Previous Memberships

NSW Tourism Industry Council
Northern Rivers Tourism Organisation
Tourism Management Group (Northern Rivers)
Queensland Caravan Parks Association
Mackay/Whitsunday Caravan Parks Association
Whitsunday Tourist Association Inc.
Northern New South Wales Eco-tourism Association
Northern Rivers Regional Cultural Tourism Organisation
Northern Rivers Regional Cuisine Working Group
Northern Rivers Nature Tourism Task Force

Interests and Activities

Student exchange, student learning and cultural hosting
International travel and cultural exchange
Family outings, picnic and playtime
Men and families support networks
Four wheel driving adventures
Recreational vehicle tourism
Photography/writing
Water skiing
Scuba diving
Bushwalking
Camping

Academic References

- # **Professor John Jenkins**
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- # **Professor Diane Dredge**
Tourism Policy and Destination Development
Department of Culture and Global Studies
Aalborg University
Denmark
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E - dredge@cgs.aau.dk
- # **Professor Roslyn Derrett OAM**
Academic Consultant,
Naresuan University
Bangkok Campus, Thailand
P - 61 2 6625 1384
E - rderrett@bigpond.net.au
- # **Associate Prof Erica Wilson**
Deputy Head of School
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Lismore 2480
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Industry References

- # **Cl. Col Sullivan** (Mayor 2008-2012)
Richmond Valley Council
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- # **Ms Andrea Roberts**
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- # **Ms Jennifer Hutchinson**
Director – Hutchinson Resources
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