

# Case Study

## Top Tourist Parks of Australia Ltd

### Client

Top Tourist Parks of Australia Ltd



### Sector

Corporate

### Type

- Mergers & Acquisitions
- Corporate advisory

### People



Simon Venus, Partner

t +61 8 8205 3437

svenus@piperalderman.com.au



Peter Smith, Associate

t +61 8 8205 3399

psmith@piperalderman.com.au

### Matter description

In an innovatively structured transaction, Sunsuper-backed Discovery Parks acquired the branding and licence rights to the Top Parks caravan and holiday parks group, as well as rights to the network of approximately 200 owner-operated Top Parks.

Under the transaction, the Top Parks member parks remain independently owned, but form part of the Discovery Parks network under a house of brands model, taking the combined number of parks operating under the amalgamated brands to more than 220.

The deal was the largest and most significant of its type in the Australian caravan and holiday parks sector and a game-changing development for Top Parks members, who overwhelmingly supported it. The transaction created the largest network of holiday parks in Australia and the largest holiday park loyalty program – “G’day Rewards”.

Top Parks Chairman Richard Emerson said the agreement with Discovery would position Top Parks members for strong future growth, with clear synergies between the groups around culture and customer experience.

Piper Alderman advised Top Parks on all legal aspects of the transaction, including deal structuring, member engagement and approvals and transaction execution. We worked closely and collaboratively with the Top Parks deal team and board on what was a lengthy and complex, but ultimately successful transaction.

### What our client said

Richard Emerson, Chairman, said:

*“This was undoubtedly the most complex, unique and significant transaction in the history of Top Tourist Parks of Australia and the Australian Caravan and Camping industry. We - the Board of Top Parks - could not have received better legal advice and support than what we received from Simon and his team from Piper Alderman. They were available day and night, replying to all requests and queries in the timeliest of manners and allowed us to progress with confidence and surety of our position at all times. I do not believe we would have had as smooth a transaction and as successful a result for our Member Parks without the assistance and input from Piper Alderman.”*

### Website

[www.topparks.com.au](http://www.topparks.com.au)