

Renewal Application – Serenity in Waikiki (7 Almeria Place)

Please accept this submission in support of the renewal of my short-stay unhosted accommodation approval for Serenity in Waikiki. The enclosed documentation demonstrates ongoing compliance with local requirements, details the operational management of the property, and sets out the measures in place to protect neighbours, guests and the local environment.

Serenity in Waikiki has operated courteously and responsibly in the neighbourhood. To date, there have been no complaints from neighbouring residents regarding the operation of the short-stay accommodation. I am committed to maintaining positive relationships with neighbours and to operating to the highest standards expected by the city.

The property is managed to minimise impacts on the local community through strict occupancy controls, clear guest rules, robust guest screening and communication, professional cleaning and maintenance, and responsive handling of any neighbour concerns should they arise.

Operational and safety commitments

Guest safety, neighbourhood amenity and regulatory compliance remain primary priorities. Measures in place include:

- A maximum occupancy limit and clear house rules to limit noise and disturbance.
- Comprehensive bushfire preparedness and response procedures (BMP).
- Mapped evacuation routes, guest information packs and active monitoring of official warnings.
- Managed guest vehicle parking and secure equipment storage to avoid on-street congestion.
- Professional listing management and guest screening via established booking platforms to attract responsible visitors.
- These controls are supported by an active marketing and communications program that sets clear expectations for guests prior to arrival and reinforces behaviour standards during their stay.

Enclosures / Index

The following documents are provided as part of this renewal application. I have indicated the number of pages for each section below:

Marketing – 2 pages

Scale of Operations and Accommodation Overview – 1 page

Site and Floor Plan – 1 page

Timetable of Operations – 3 pages

Guest Vehicle Parking – 1 page

Guest Equipment Storage – 1 page

Guest Rules and Regulations – 2 pages

Bushfire Management Plan (BMP) – 2 pages

I trust the enclosed material demonstrates that Serenity in Waikiki is well managed, contributes positively to the local visitor economy, and operates without impact on neighbours. I respectfully request that the city consider this renewal favourably.

I am available to provide any further information, clarify any matter in the enclosed documents, or meet with City staff if required.

Purpose

This Marketing statement documents current and planned marketing activities for Serenity in Waikiki to support the short-stay re-application, demonstrate how the property is promoted to appropriate markets, and show measures in place to attract responsible guests.

Marketing activity to date

Website: A dedicated website (www.serenityinwaikiki.com.au) has been developed and launched. The site provides property photos, local area information, guest guidance and a clear path to make bookings via Stayz/ Airbnb. It is designed to set guest expectations and direct qualified enquiries to the established booking channels.

Booking platforms: The property is actively listed on Stayz and Airbnb to reach a broad audience of short-term travellers. All reservations are managed professionally through these platforms to ensure clear booking records and consistent guest communications.

Guest experience & reputation: Consistently high standards are maintained – evidenced by 12 five-star reviews – which form the core of our marketing. Positive reviews and responsive communication drive repeat business and referrals.

Local information and imagery: Listings and the website feature curated local recommendations and high-quality images to promote Rockingham’s attractions and the benefits of staying at Serenity in Waikiki.

Planned and ongoing marketing approach

Continued website development: Ongoing updates to improve searchability, clarify guest information (arrival instructions, house rules, local recommendations) and to showcase guest feedback.

Social media presence: Establish and utilise social media channels to increase visibility, share local stories and connect with potential guests who value the Rockingham coastal experience.

Platform optimisation: Regular updates to Stayz and Airbnb listings (seasonal rates, calendar management, accurate listing content and professional photos) to maximise occupancy while maintaining standards.

Review and reputation management: Continued emphasis on prompt guest communication, thorough cleaning and attentive service to sustain positive reviews and high guest satisfaction.

Serenity in Waikiki – Marketing
(Short-Stay Unhosted Renewal Application – City of Rockingham)
Property address: 7 Almeria Place, Waikiki WA 6169
Business name: Travis Stephen Serene Sanctuaries
Operator: Travis Stephen Williams
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Channels, assets and targeting

Primary channels: Website, Stayz, Airbnb with plans to expand to other hosting platforms in the near future.

Supporting channels: social media (planned), local tourism listings and curated local partner recommendations.

Assets: Professional property photography, local area guides on the website/listings, and guest reviews used to build trust and set expectations.

Targeting: Short-term leisure travellers seeking a coastal Rockingham experience, families and couples, with emphasis on guests who value cleanliness, clear instructions and local knowledge.

Roles and responsibilities

Operator (Travis Williams): Maintain website and listings, respond to enquiries and bookings, manage guest communications, oversee cleaning and maintenance, and monitor reputation and reviews.

Service providers: Engage professional cleaners and photographers as required to maintain presentation standards.

Measurement and review

Key indicators: Occupancy rate, number and quality of reviews (current total: 13 five-star reviews), booking lead times and guest satisfaction feedback.

Review cycle: Marketing activities and listing content will be reviewed and updated regularly (minimum quarterly) and after any significant change to the property or guest feedback.

Purpose

This document provides the City of Rockingham with the Scale of Operations and Accommodation Overview for Serenity in Waikiki. It describes the property layout, maximum occupancy, and an infant amenity provision intended to support the operator's renewal application to continue operating as a Short-Stay Unhosted business.

Maximum occupancy and operating approach

Maximum permitted occupancy: 10 guests at any one time.

Operating approach: Serenity in Waikiki is operated as a low-impact, peaceful short-stay property. Operations are limited to 10 guests to preserve a tranquil environment, minimise disturbance to neighbours and ensure compliance with applicable local requirements.

Accommodation layout (five bedrooms)

Ground floor

Bedroom 1 — Master Bedroom: King-size bed. Suitable for one or two guests (ideal for couples). Includes a walk-in robe and an ensuite bathroom containing a bath.

Bedroom 2 — Second Bedroom: Two king single beds. Configured primarily for children or family members who prefer separate sleeping arrangements.

First floor

Bedroom 3 — Third Bedroom (master): King-size bed. Suitable for one or two guests (ideal for couples).

Bedroom 4 — Fourth Bedroom: Queen-size bed. Suitable for one or two guests.

Bedroom 5 — Fifth Bedroom: Two king single beds. Designed to provide individual sleeping spaces as needed.

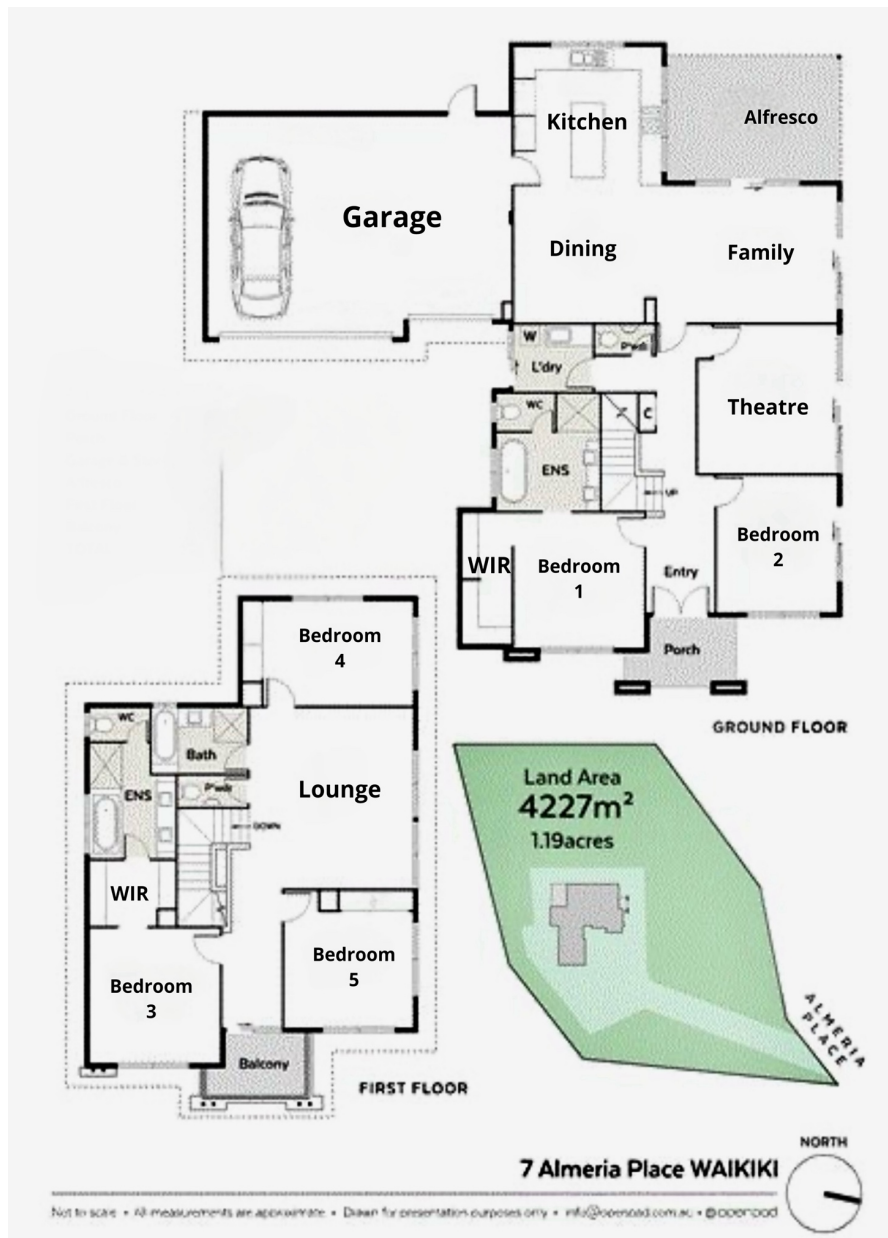
Infant amenity and storage

A baby cot with the permission of the City of Rockingham will be available for guests with infants. The cot will be stored within the walk-in robe of Bedroom 1 (Ground Floor Master) when not in use.

Justification for storage/use in Bedroom 1:

- Ground-floor location provides easy access for parents and caregivers.
- The ensuite contains a bath, which facilitates convenient cleaning and care for young children.
- Guests may request cot provision at the time of booking or during pre-arrival verification. Cot setup will be completed prior to arrival when requested.

Serenity in Waikiki – Site and Floor Plan
(for Short-Stay Unhosted Renewal Application to the City of Rockingham)
Property address: 7 Almeria Place, Waikiki
Business name: Travis Stephen Serene Sanctuaries
Operator: Travis Stephen Williams
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Purpose

This Timetable of Operations is provided to the City of Rockingham as part of the application materials for operation of Serenity in Waikiki as a Short-Stay Unhosted business. It summarises the routine tasks, staff responsibilities, vendor arrangements and regular servicing schedule to ensure the property is managed consistently, safely and with minimal impact on neighbours. 7 Almeria Place (Serenity in Waikiki) operates full-time throughout the year.

Summary of roles

Operator / Primary manager: Travis Williams – responsible for all day-to-day property management, guest communications, cleaning coordination, check-ins/check-outs, stock replenishment and incident response.

Support person: Amie Dawson – assists with same-day turnovers (cleaning, linen/towel change, guest arrival logistics) and heavy tasks when two people are required. Phone: 0468 325 262 Email: amie.dawson@outlook.com

Dry cleaning provider (linen & soft-goods when required): Warnbro DRY CLEANING, 2/3 Fielden Way, Port Kennedy WA 6172.

Septic system maintenance (Graff Eco Septic System): Ecowater Services, Malaga WA 6944 – scheduled servicing every 3 months.

Standard operating timetable (routine bookings)

Day before guest arrival

09:00 – Pre-arrival check: confirm booking details, guest count and any special requests (cot, early arrival).

10:00 – Prepare property checklist: confirm supplies, rubbish bins, garden checks.

Arrival day (standard check-in window 14:00–17:00 unless otherwise agreed)

07:00–13:00 – Turnover window for departing guests (check-out no later than 11:00). Cleaning begins as soon as property is vacated.

11:15–14:30 – Deep clean, linen/towel replacement, restock consumables, safety checks, and final quality inspection.

13:30–17:00 – Final inspection and key handover.

14:00–17:00 – Check-in window for arriving guests (unless alternate arrangement agreed).

Serenity in Waikiki – Timetable of Operations
(Short-Stay Unhosted Renewal Application – City of Rockingham)
Property address: 7 Almeria Place, Waikiki
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Same-day turnover procedure

(when one guest departs and another arrives same day)

Two-person operation: Travis Williams leads; Aimie Dawson assists.

Priority turnaround tasks: remove used linen to be sent to Warnbro Dry Cleaning if needed, thorough cleaning of bathrooms and kitchen, bed remakes, vacuum/mop, rubbish removal.
(Target minimum turnaround time: 4-6 hours depending on property condition and occupancy level)

During guest stay

Daily monitoring: remote check of bookings and any guest messages; response within 60 minutes during operating hours.

Mid-stay requests (cleaning/cot replacement etc.): arranged within 24 hours where feasible.

Departure day

- Standard check-out: no later than 11:00 (guests reminded 24 hours and 2 hours prior).
- Post-departure inspection: from 11:15 to 12:00 to determine if immediate remedial cleaning or vendor services required.
- Damages or breaches: documented and reported to guest and platform as per house rules.

Laundry and linen handling

Routine laundering of sheets and towels: managed directly by the operator; large volumes or specialty items forwarded to Warnbro DRY CLEANING.

contact details: Warnbro DRY CLEANING, 2/3 Fielden Way, Port Kennedy WA 6172 **Phone:** (08) 95 24 5088

Septic system servicing and maintenance

Service provider: Ecowater Services, Malaga WA 6944.

Service frequency: every 3 months (quarterly).

Typical tasks at each service: system inspection, effluent levels check, pump/service as required, written service report retained with property records.

Record keeping service invoices and reports filed and retained for compliance and audit purposes.

Serenity in Waikiki – Timetable of Operations
(Short-Stay Unhosted Renewal Application – City of Rockingham)
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Emergency and escalation procedure

Operator (primary contact): Travis Williams – (Phone: 0451 631 985)

Secondary contact (support): Aimie Dawson – (Phone: 0468 325 262)

Vendor emergencies

Warnbro DRY CLEANING: (Phone: (08) 9524 5088)

Ecowater Services: (Phone: 0447 516 179)

In an emergency (plumbing, sewage, fire, major safety risk) the operator will:

- 1) **Contact emergency services if immediate danger.**
- 2) **Notify the City of Rockingham and affected neighbours as required.**
- 3) **Engage the appropriate contractor (Ecowater / trades) and document actions taken.**

Purpose

This page documents the guest vehicle parking arrangements and requirements for Serenity in Waikiki. It is provided to the City of Rockingham as part of the short-stay unhosted renewal application and to inform guests of parking expectations and compliance measures.

Parking facilities overview

Dedicated guest parking: A secure, three-car garage is provided exclusively for guest vehicle parking.

On-site overflow: Additional hard standing on the property provides ample space for extra vehicles so that no street parking or parking on the grassed verge is required.

All guest vehicles must be kept within the property boundary to minimise neighbourhood impact and ensure compliance with local regulations.

Vehicle registration requirement

Guests must provide registration details for all vehicles that will be on the property at the time of booking.

Registration information required

License plate number(s)

Vehicle make and model

Duration of stay (arrival and departure dates/times)

This information assists with monitoring, security and neighbour liaison and is retained with booking records.

Parking arrangements and procedures

Garage use: The three-car garage is prioritised for guest vehicles. Guests are asked to park considerately to maximise capacity.

Overflow parking: Additional on-site spaces should be used if the garage is full; guests must not park on neighbouring properties, the street or the grassed verge.

Arrival/departure: Guests are reminded to move vehicles promptly on check-out day to enable turnovers and to avoid obstructing the driveway.

Safety, security and compliance

Keeping vehicles on-site improves safety and access and reduces the risk of complaints from neighbours.

The operator will log vehicle registration details and may take photographs of parking where necessary for records.

Breach of parking rules (including parking off-site or obstructing neighbours) may result in warnings, charges for recovery/towing at the guest's expense, or cancellation of future bookings.

Purpose

This page sets out the equipment storage options, rules and responsibilities for guests at Serenity in Waikiki. It is provided to the City of Rockingham as part of the short-stay unhosted renewal application.

Storage options available to guests

Garage storage: The three-car garage may be used to store larger items such as beach chairs, umbrellas, coolers, bicycles and surfboards.

Outdoor storage: Side yard storage, designated area for larger items (kayaks, paddleboards). Items must be stored securely and not block pathways or access points.

Patio space: Suitable for smaller, frequently used items (beach toys, snorkelling gear), kept tidy to maintain amenity and access.

Interior storage options: Closets and cabinets inside the property are available for smaller items, towels and accessories to help keep living areas organised.

Use guidelines and rules

Security: Guests are responsible for securing their equipment; the operator recommends removing valuables or locking larger equipment where appropriate.

Prohibited items: No hazardous materials, flammable liquids, or fuel containers may be stored on the premises.

Access and obstruction: Stored items must not obstruct emergency exits, pathways, driveway access, garage door operation or neighbour access.

Cleanliness: Equipment should be returned in a clean, dry condition; excessive sand, mud or salt should be cleaned prior to storage where possible.

Return condition: Guests are expected to return storage areas and shared spaces to the same general condition as at check-in; excessive cleaning or repair due to misuse may incur charges.

Liability and insurance: The operator provides storage space as a convenience. The operator accepts no liability for loss, theft, damage or personal injury arising from guest equipment stored on the property. Guests are advised to ensure their travel insurance or vehicle/equipment insurance covers stored items.

Booking and coordination: Where significant or bulky equipment is expected (e.g. multiple kayaks, bicycles), guests are requested to advise at time of booking so space can be coordinated. For extended stays or unusual storage requests, contact the operator in advance to confirm availability and any special arrangements.

Record keeping and incident handling: Any reported damage, loss or issues relating to guest equipment storage will be documented and handled in accordance with the incident procedure (guest notified, assessment made, remedial action or charges applied if applicable). Records of significant storage agreements or incidents will be retained with booking files and available on request.

Purpose

This page sets out the House Rules and guest etiquette for Serenity in Waikiki. The rules are intended to ensure a pleasant stay for guests, to protect the amenity of neighbouring properties and to safeguard the safety and environment around the property. These rules form part of the terms of the booking and are enforced by the operator.

Noise control

Quiet hours: 10:00 PM to 8:00 AM. Please keep noise to a minimum during these hours to respect neighbours.

Parties or gatherings that exceed the number of booked guests is not permitted.

Excessive noise or amplified music at any time that disturbs neighbours may result in immediate action, including warnings, cancellation of the booking and requirement to vacate the property.

Anti-social behaviour

Any form of anti-social behaviour (excessive noise, aggressive or disruptive conduct, harassment or disrespect towards neighbours) is strictly prohibited.

Complaints from neighbours will be acted upon immediately. The operator reserves the right to contact guests to address the issue, to terminate the stay, and to seek police assistance if behaviour is unlawful or dangerous.

Pet policy

7 Almeria Place is not pet-friendly. No pets are permitted on the property at any time.

Parking regulations

All vehicles must be parked within the designated three-car garage or on the approved on-site parking areas. Street parking and grassed verge parking are not permitted.

Vehicle registration details must be provided at booking. Breach of parking rules may lead to fines, towing at the guest's expense, or termination of the booking.

Check-in and check-out

Check-in: Permitted between 7:00 AM and 7:00 PM.

Check-out: By 11:00 AM on the departure date.

Guests must ensure vehicles are moved promptly on check-out day to allow turnovers and avoid obstruction.

Serenity in Waikiki – Guest Rules and Regulations
(Short-Stay Unhosted Renewal Application – City of Rockingham)
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Respect for property

Treat the property with respect. Any damage, excessive cleaning or misuse will be charged to the credit card on file and may affect security deposit/claims.

Guests must not obstruct pathways, emergency exits, garage operation or neighbouring access with stored equipment.

Safety and environmental protection

Entering the bushland surrounding the property is strictly prohibited. This measure is for guest safety (risk of injury, snakes, unstable ground) and to protect the local environment from erosion and habitat disturbance.

No hazardous materials, flammable liquids or fuel containers may be stored or used on the premises.

Notification and reminders

Prior to arrival: Guests will receive a welcome email containing these rules and a digital copy of the house rules for easy reference.

During the stay: A printed copy of the house rules will be placed in a visible location inside the accommodation. A friendly reminder may be sent by text or email halfway through longer stays to reinforce expectations.

Enforcement, incident handling and record keeping

Any neighbour complaint or rule breach will be logged, investigated and responded to promptly. Actions may include guest warning, guest removal, charges for damages or involvement of local authorities.

Records of complaints, incidents and remedial actions will be retained with booking files and provided to the City of Rockingham on request.

Liability and insurance

The operator accepts no liability for guest injury resulting from non-compliance with rules or from activities such as entering prohibited bushland. Guests are encouraged to hold appropriate travel/contents insurance.

Purpose

This Bushfire Management Plan (BMP) documents the measures in place at Serenity in Waikiki to manage bushfire risk, protect guests and property, and ensure compliance with requirements for properties within Bushfire Prone Areas.

Guest capacity management

Maximum occupancy: The property will not exceed 10 persons at any one time. This limit reduces land-use intensification and assists with safe evacuation and accountability during emergencies.

Bushfire prevention measures

No open fires: A strict prohibition on open fires is enforced on the property. This includes barbecues, bonfires and any other activity that could create an ignition source.

Flammable materials: Guests will be advised to avoid use or storage of flammable materials on site and to follow safe practices on days of elevated fire danger.

Bushland access: Entering the surrounding bushland is strictly prohibited to reduce risk of injury and to protect the environment from erosion and disturbance that could increase fire risk.

Awareness and education

Arrival information:

- Local bushfire risks and any relevant historical context for the area.
- Contacts for local emergency services and authorities.
- A checklist of actions to follow if a bushfire warning is issued.

Signage and printed materials: Relevant printed material and a summary of key actions will be provided inside the property for quick reference.

Evacuation procedures

Evacuation routes and assembly points: Guests will be provided with a map showing the recommended vehicular evacuation routes, emergency assembly points and locations of nearby shelters.

Instructions: Guests will be instructed to follow the directions of emergency services and to evacuate promptly when advised by authorities or by the operator if the situation warrants.

Accountability: The operator will use booking records and vehicle registration information to assist in accounting for occupants during an evacuation.

Monitoring and communications

Monitoring: The operator will monitor official bushfire warnings and alerts (via local emergency services and weather alerts).

Communication with guests: Relevant warnings and instructions will be communicated promptly to guests by text message and/or email. The operator will provide guidance on whether to shelter in place or evacuate based on official advice.

Roles and responsibilities

Operator responsibilities:

- Maintain and provide up-to-date bushfire information to guests.
- Monitor official warnings and relay critical information to guests.
- Keep evacuation maps and emergency contact details available on site.

Guest responsibilities:

- Observe the no-entry rule for bushland and comply with all safety instructions.
- Follow evacuation directions from authorities and the operator.
- Ensure personal readiness (transport availability, awareness of exits and routes).

Record keeping and review

Records: The operator will retain records of any bushfire incidents, warnings issued to guests, and any evacuation actions taken.

Review: This BMP will be reviewed periodically and updated as required, particularly following any bushfire incident, significant change to the property, or changes to local bushfire guidance.

Liability and insurance

Guests are advised to carry appropriate travel and contents insurance. The operator is not responsible for losses resulting from bushfire events beyond the operator's reasonable control.