

Queensland Caravan Centre, Caboolture

Roy Wyss not only owns Queensland Caravan Centre, he designs his own range.

Roy Wyss, proprietor of Queensland Caravan Centre, has two strings to his bow – he also runs a caravan manufacturing business, building the Sunland Caravans range in a factory next door to his Caboolture dealership, north of Brisbane.

Coming from a background in sales and management, latterly running events at caravan shows, Roy became interested in the industry and thought he could add some fresh thinking to it.

He joined Sunland Caravans with a business partner in April 2004. In January 2006 he took over the whole company and opened Queensland Caravan Centre as the dealership for the brand.

“I knew I’d never build enough Sunlands to meet demand, so I needed another brand or two,” Roy told CW.

“I chose Olympic – it’s a well known make built in Melbourne, and quite distinct from Sunland. They are great – we have no warranty problems, and there’s no such thing as a customer drama with Olympic.”

Earlier this year, Roy also took on the Qld Trailcraft franchise.

“The Trailcraft caravans, which are built in WA, complement what we do

– the fibreglass front, rear and roof, and aluminium side panels are very different from Sunland, which is a very traditional style of caravan.”

The Sunland range, which includes Winton, Emerald and Longreach models (see page 46 for a review of the Longreach III dirt road van), is built to Roy’s designs and specs in a factory next door.

As well as Sunlands, an offroad van called Blue Heeler is built there; Roy appointed a dealer in the same street, Aussie Offroad, which has the expertise for that specialised market.

Queensland Caravan Centre has 12 staff, a full service department, and a spare parts department.

“Occasionally we’ve had caravanners staying over if they’re in strife and need urgent help. We’re on the main highway so it’s convenient for them,” said Roy. “We do warranty work on our three brands but we can also help with repairs on other brands and service on fittings such as Dometic or Camec appliances. We’re here to help people as much as possible.”

Caravanning is very much on Roy’s agenda.

“I get out and about and use

the caravans as much as I can – if you don’t use the product then I don’t know how you can judge it. My idea of relaxation is getting away and driving – I don’t stay anywhere too long, there’s not enough time, and in caravan parks it’s like being a doctor at a barbecue.

“People love to talk to you and there’s always good feedback. I am active on caravan forums on the Internet as well and have made decisions about my product based on topics discussed there.”

Sunland Caravans’ customers come from everywhere – some have even been bought in Perth, ordered over the Internet, says Roy. So is it time for a dealer in the west?

“I won’t open a dealership I don’t own so I can keep control over the brand – I am happy to customise Sunland designs for buyers, but I wouldn’t want another dealer to do it!

“The Blue Heeler range are standard designs and can’t be customised, so I’m happy for another dealer to have them.”

Roy feels the future is bright for caravanning.

“More people are realising just what value there is in Australia – caravanners are able to travel and see what’s on our doorstep.

“I think it’s wonderful and I can only see it growing more. There’s still a solid market for the sort of heavy duty dirt road vans I produce.

“I try to keep delivery to no more than three months. Some orders are scheduled for longer periods than that, but I don’t think people should wait more than three months for their caravan.

“I intend to release a couple of new products by the end of the year which is exciting, so we are very busy, but enjoying it.”

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“There’s still a solid market for the heavy duty dirt road vans I produce”

Below and right: The Sunland range is built in a factory next door to Queensland Caravan Centre.
Bottom right: Roy Wyss feels the future for caravanning is bright.

