
7.2 BROADFORD STATE MOTORCYCLE SPORTS COMPLEX - EXPANSION FEASIBILITY STUDY - PUBLIC CONSULTATION

Author: Chris Cheal - Economic Development Coordinator

File No: EC/10/002

Attachments: Nil

SUMMARY

A feasibility study (previously circulated) has been drafted by GHD Consultants Ltd on the potential to expand the Broadford State Motorcycle Sports Complex including potential associated developments with any expansion and the impacts it would have economically on Broadford and Mitchell Shire. This report provides an overview of the draft feasibility study and the public and stakeholder consultation that is now proposed to take place.

RECOMMENDATION

THAT Council:

1. Note the contents of the draft Broadford State Motorcycle Sports Complex – Expansion Feasibility Study.
2. Release the draft Broadford State Motorcycle Sports Complex – Expansion Feasibility Study for the purposes of a four week public consultation process.

BACKGROUND

State Motorcycle Sports Complex History

The State Motorcycle Sports Complex (SMSC) is one of three major motorcycling facilities in Victoria. In the early 1970s, Motorcycling Victoria purchased land on 260 Strath Creek Road, which has since become the State Motorcycle Sports Complex.

Various types of motorcycling and car activities and events are currently held at the SMSC. The complex is home to various motorcycling clubs and regularly attracts large competitor and spectator numbers, which can exceed 4000 people at any one event. The SMSC is a visitor attraction for the Broadford and the wider region.

Motorcycling Victoria now owns 163.51 ha across eight parcels of adjoining land – principally at 260, 280 and 420 Strath Creek Road. The core of MV's ownership (ca. 77.05 ha) is developed as the SMSC; while there are additional land holdings to the east (ca. 71.81 ha) and to the west (ca. 14.65 ha).

Visions and Aspirations

Motorcycling Victoria has identified its vision for Broadford to become the recognised home of motorsports in Victoria, as well as being a stand out national facility, by expanding the State Motorcycle Sports Complex to attract a larger and more diverse

BROADFORD STATE MOTORCYCLE SPORTS COMPLEX - EXPANSION FEASIBILITY STUDY - PUBLIC CONSULTATION (CONT.)

range of activities and events, which has the potential to bring more jobs, businesses and visitors to the site and the wider region.

The Mitchell Shire Council Economic Development Strategy 2016 includes strategies and actions to seek to undertake initiatives that can help Broadford township to further leverage opportunities from the presence of the Broadford SMSC.

The State Government has spoken of its support for the SMSC and the catalytic economic development and tourism opportunities that its expansion could have for Broadford.

Feasibility Study Project

Reflecting these aspirations, Mitchell Shire Council, Motorcycling Victoria and Regional Development Victoria have jointly funded the preparation of a feasibility study into the potential expansion of the Broadford SMSC.

The purpose of the study has been to investigate the feasibility of expanding the operations of the SMSC, with the wider aim of attracting more visitors, supporting complementary development, and boosting the local economy. This has involved identifying and examining potential options for the expansion of the SMSC and consider the implications for future layout and servicing.

The study has also examined the potential role that neighbouring sites could play in helping to contribute to the cost of delivering enabling infrastructure for the SMSC. This has included consideration of the role of the nearby 51 ha Council owned land at 110 Strath Creek Road.

An assessment of the economic benefits that would occur for Broadford, Mitchell Shire, and the wider region and Victoria with expansion of the SMSC has also been undertaken as part of this piece of work.

The preparation of the study has been overseen by a Project Steering Committee; the membership of which includes the three central ward Councillors, three Council officers, two representatives of Motorcycling Victoria and a community representative (who was selected following a publicly advertised nomination process).

ISSUES AND DISCUSSION

The feasibility study has reviewed the existing operations of the SMSC and considered a range of factors affecting the current and future feasibility of the operations of the SMSC. Some of the key issues considered include:

- the current planning regime governing use and development of the site (including the land use zoning, overlays and approved planning permits),
- the type and quality of existing tracks and associated facilities within the Complex,
- the type and frequency of activities and events that currently take place at the site,
- the future potential and demand for additional activity at the SMSC, and
- the condition, topography and general suitability of directly adjoining sites for potential expansion of the SMSC.

BROADFORD STATE MOTORCYCLE SPORTS COMPLEX - EXPANSION FEASIBILITY STUDY - PUBLIC CONSULTATION (CONT.)

A key preliminary finding of the analysis is that there are both operational and physical constraints that currently limit the ability of the SMSC to achieve its full potential.

These constraints compromise the ability of the facility to both generate sufficient revenues to enable Motorcycling Victoria to reinvest in the venue and maintain and upgrade its facilities, including (but not limited to) dams, track side buildings and pit sheds, time keeper's viewing towers, spectator facilities, toilet and shower blocks, camping facilities, solar energy generation and fire-fighting systems. The constraints also limit the frequency and number of activities and events that can be hosted at the Complex and the degree to which the Complex can attract visitors and tourists to the Complex, as well as to Broadford and the wider region.

In terms of operational constraints, the use of the SMSC as a motor racing track is currently restricted by conditions set out in Schedule 2 to the Special Use Zone. This planning control is restrictive in the types of non-motorsports related uses which could occur on the site. For example, events which are not for the purpose of motorsports are prohibited. As a result of this prohibition, Motorcycling Victoria have had to decline several requests from event managers to hire the space.

The Special Use Zone (SUZ) sets out maximum decibel limits and the days and hours that the use may occur. Most notably, the conditions state that no motorcycles or other vehicles may be raced or operated on the land before 9am or after 6pm on any permitted day; nor on Tuesdays or Wednesdays; nor on at least one weekend per month. The SUZ further states that the complex must be closed for a period of four weeks around the Christmas – New Year period.

A planning permit and a related VCAT review in 2008 provided for a variation in the days of use of the SMSC's sealed Road Racing Track, which effectively allows certain activities to occur on Tuesdays and Wednesdays (i.e. motor vehicle and motorcycle education, promotion and testing; but not competitive racing, competitive training or other events) provided that the vehicles being used meet certain Australian Design Rules – which are generally consistent with those Rules governing passenger vehicles and motorbikes that are allowed to be registered for use on a public road.

In terms of physical constraints; the principal constraints are the fact that existing facilities are inadequate to attract more frequent and potentially larger events. This relates to both the quality of existing facilities, but also the fact that the current 2.1 km road race circuit is not long enough to attract certain types of events such as national level competitions and events. As well as enabling the SMSC complex to host a wider range of events, including national standard events, a longer track or a second track would also enable the SMSC to run concurrent events and increase its overall revenue generating capacity.

As such, Motorcycling Victoria's ability to generate revenues from the overall venue is restricted.

In summary, there are two key changes that could help to facilitate expansion of the SMSC.

- a) Changes to the operational conditions related to noise emissions, either:
 - i) Allowing more operating days overall but fewer days at the current allowed maximum noise emission limits, or

BROADFORD STATE MOTORCYCLE SPORTS COMPLEX - EXPANSION FEASIBILITY STUDY - PUBLIC CONSULTATION (CONT.)

- ii) Allowing more operating days overall at the current maximum noise emission decibel limit of 95 dB(A).
- b) Construction of additional road race circuit capacity, either:
- i) Extending the existing 2.1km road race circuit to between 3.2km and 3.5km (but still including the ability to run the shorter 2.1km loop) – most likely by utilising Motorcycling Victoria’s existing land holdings and potentially a small additional area of land to the south (which is currently privately owned), or
 - ii) Constructing a new 3.2 to 3.5 km road race circuit largely or entirely outside of the existing boundaries of the SMSC by utilising a larger area of land to the south of the existing SMSC which is currently privately owned.

The feasibility study has examined and tested four different options. These include a no change or business as usual option (Option 1) and three further ‘expansion’ options involving varying combinations of the above noted changes (Options 2 – 4).

The options are summarised in the below table:

Option	Operational Days	New Road Race Track?	Cost Benefit Ratio (CBR)	Local Jobs
Option 1	No change – Maintain 315 days - 218 days @ 95 db(A) - 96 days @ ADR level - Christmas shutdown maintained	No. Maintain existing road race track; minimal adjustments.	n/a – Business as usual; no substantial investment.	No significant construction 29 operational phase jobs
Option 2	Increase to 335 days - 150 days @ 95 db(A) - 185 days @ ADR level - Christmas shutdown maintained	Yes; 2 nd track 3.5km long Land Acquisition required (45 ha)	0.673	134 construction phase jobs 56 operational phase jobs
Option 3	Increase to 346 days - 346 days @ 95 db(A) - Christmas shutdown maintained	Yes; 2 nd track 3.5km long Land Acquisition required (45 ha)	0.846	141 construction phase jobs 58 operational phase jobs
Option 4	Increase to 335 days - 150 days @ 95 db(A) - 185 days @ ADR level	Modify existing track to create a 3.5 km	1.800	41 construction phase jobs

BROADFORD STATE MOTORCYCLE SPORTS COMPLEX - EXPANSION FEASIBILITY STUDY - PUBLIC CONSULTATION (CONT.)

	- Christmas shutdown maintained			44 operational phase jobs
--	---------------------------------	--	--	---------------------------

The draft report has concluded that Option 4 offers the most desirable ‘end point’ for any expansion in that it allows for an overall increase in operating days but with a tightening of the number of days allowed at the higher noise level; while also offering the best cost benefit ratio.

All options would envisage some kind of upgrade of existing facilities; but the degree to, and speed at, which Motorcycling Victoria is able to re-invest in and upgrade the existing facilities is likely to be affected by the degree to which the SMSC is able to generate surplus revenues.

The study has also recommended a degree of other changes to the planning regime. The most significant of these is to provide scope for a greater range of uses to occur within the site (as governed by the SUZ but still subject to the requirement for a planning permit application and in accordance with conditions), including event-type uses including capacity to host non-motorsport related events (e.g. cycling, cross country foot races, other sporting events, place of assembly-type uses) and potential for a limited amount of office, retail, warehousing and industrial uses.

The feasibility study has suggested that other types of development could happen including development of the adjacent Council land (e.g. for light industrial type uses) and also development of camping facilities could be undertaken in alignment with a potential expansion of the SMSC. However, the report states that these developments need not necessarily occur at the same time.

Broadford Structure Plan

The drafting of the feasibility study has also taken the current exercise to prepare a Broadford Structure Plan into consideration. The Broadford Structure Plan is following a separate process and has completed the Emerging Options stage; and is now progressing towards the development of a draft Structure Plan. It has been noted that the future plan, once it is adopted, is likely to support an increase in the population of the town and with it the need to plan for an increase in the number of jobs available locally. While the Structure Plan is likely to confirm the Hume Freeway as the town’s eastern boundary in terms of residential subdivision and development, the plan is also examining the potential for supporting employment-related land uses to the east of the freeway in the vicinity of Strath Creek Road. To that end, the potential expansion of the SMSC and the potential for additional commercial development on adjoining sites would be useful for helping to support the creation of jobs which could be taken up by existing and future residents of Broadford.

CONSULTATION

As part of the process of preparing the draft feasibility report, preliminary research has taken place including adjacent and nearby property owners and industry analysis.

The consultation process will allow for engagement with property owners, businesses and the wider Mitchell Shire community. The clubs which form the membership of

BROADFORD STATE MOTORCYCLE SPORTS COMPLEX - EXPANSION FEASIBILITY STUDY - PUBLIC CONSULTATION (CONT.)

Motorcycling Victoria and the principal users of the SMSC will also be consulted for their views.

This will be held over a four-week period and a further report will be presented to Council.

FINANCIAL, RESOURCE AND ASSET MANAGEMENT IMPLICATIONS

The project and proposed consultation have been budgeted for as part of the overall project. There are no financial implications associated with the recommendations of this report outside of that which has already been budgeted for.

POLICY AND LEGISLATIVE IMPLICATIONS

The Mitchell Shire Council Economic Development Strategy 2016 includes strategies and actions to undertake initiatives that enable Broadford township to further leverage opportunities from the presence of the Broadford SMSC.

RISK IMPLICATIONS

Risk Ranking is determined using [ROHS201-G1- Corporate Risk Matrix](#). Risk is identified as Low, Medium, High or Very High.

Risk	Risk Ranking	Proposed Treatments	Within Existing Resources?
There is a risk that the community and other stakeholders will not be aware of or actively engage during the consultation process.	Medium	Advertise / promote the engagement process as actively as possible through a variety of means and media. Allow opportunities for stakeholders to engage one on one with Council officers where warranted. Prepare and utilise an easy to fill out survey.	Yes, a portion of the project budget has been allocated to allow for community consultation.
That, as the study is a three-way partnership, the community might be of the belief that decisions to support the expansion have already been made.	Medium	A report will be provided to Council on the stakeholder engagement outcome.	Yes.

SUSTAINABILITY IMPLICATIONS (SOCIAL AND ENVIRONMENTAL)

Mitchell Shire's interest in exploring and testing the feasibility of a potential expansion of SMSC has been related to its aspiration for the SMSC to continue to act not only as

BROADFORD STATE MOTORCYCLE SPORTS COMPLEX - EXPANSION FEASIBILITY STUDY - PUBLIC CONSULTATION (CONT.)

a sports complex and facility but also as an economic generator for Broadford and the wider Shire.

If expansion of the SMSC is to proceed, it is likely to contribute towards supporting increased employment – both during construction phase (including improvements to existing facilities plus new facilities) and once the expanded facilities become operational. This is also likely to support jobs off site as well, in the local economy and local businesses.

In terms of environmental implications, the land being considered within the feasibility study for either a new track or expansion of the existing track is currently zoned for farming. Any future buildings and works associated with upgrade or expansion of the SMSC would be subject to a full planning permit application process, which would examine environmental implications (e.g. native vegetation, noise emissions, etc.) in accordance with the existing zoning and overlay provisions on the site.

CHARTER OF HUMAN RIGHTS IMPLICATIONS

The rights protected in the *Charter of Human Rights and Responsibilities Act 2006* were considered in preparing this report and it's determined that the subject matter does not raise any human rights issues.

CHILDREN AND YOUNG PEOPLE IMPLICATIONS

Motorcycling Victoria has an active program of activities and events, many of which are aimed at engaging young people in motorcycling, motorsport and cycling activities. Expansion of the complex would be likely to further enable Motorcycling Victoria to run activities and events that appeal to people of all ages, including young people.

OFFICER DECLARATION OF CONFLICT OF INTEREST

No officers involved in the preparation of this report have any direct or indirect interest in this matter.

CONCLUSION

A feasibility study has been drafted on the potential to expand the Broadford State Motorcycling Sports Complex including associated developments with any expansion and the impacts it would have economically on Broadford and Mitchell Shire.

The draft has examined four options and identified a recommended way forward involving a more modest expansion proposal, but which would nevertheless be likely to support increased employment as a result. It is now proposed to conduct a public and stakeholder consultation exercise to hear from and consider the views of the local community and other interested stakeholders including nearby businesses, as well as Motorcycling Victoria's constituent motorcycle clubs and their members who make use of the facility.

An engagement process will be undertaken to consider the merits of potential expansion as a whole.