



Canberra Bulls Speedway Club

The Case for Speedway in Canberra

Discussion Paper

December 2011

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Overview

Purpose

The purpose of the *Case for Speedway* is to identify a need to develop the sport in the ACT, clarify the goals and objectives of the Canberra Bulls Speedway Club (immediate, medium term and long term) and provide recommendations to assist in achieving these goals and objectives.

The *Case for Speedway* should be read in conjunction with the *Canberra Bulls Speedway Club Strategic Plan 2013-2016*.

Summary

In returning speedway to the ACT, the Canberra Bulls Speedway Club has identified as its key goals the following:

- Grow participation in the sport particularly in the areas of juniors, women and other targeted groups including indigenous and multicultural groups
- Conduct regular training and competition
- Provide supporting structures and resources including officials, coaches and club administrators
- Attract major events to the ACT

The key enabler in delivering these goals is securing a suitable track. The Canberra Bulls Speedway Club's ideal position is to secure and manage their own track and would like to conduct a feasibility study to evaluate the viability of establishing a purpose built facility serving the sport and attracting major events to the ACT.

We have first-class expertise on hand to design and develop a stadium suitable for speedway and related activities (Cox);

We have first-class expertise on hand (SSRAV, Gillman, Pinjar, MNSW, MA, Air Sine etc) to develop an international standard racing surface;

We have extensive experience within the Club to promote and conduct practice and race meetings at every level, including:

- Extensive experience in TV and newspaper reporting
- Two Level 3 Referees
- Two Level 3 Clerks of the Course (over 30yrs experience, including officiated in Young Britain vs Young Australia international, several State Championships)
- Level 3 Race Secretary
- Level 4 Scrutineer / Machine Examiner
- Numerous Club members with general Officials qualifications, including Machine Examiner, Starter, Pit Marshall etc.

The club is fully capable of running speedway meetings, at any level, in the event that a licensed track can be constructed in Canberra. Currently, these skills are exercised for the benefit of speedway in NSW and Victoria.

The club would consider a partnership arrangement with the Canberra Greyhound Racing Club at Narrabundah if this was part of their exit strategy from the facility, in order to get the sport happening in the short term. However it is very important to note that any shared

arrangement places the potential success of the club in the hands of other organisations over which it has no control.

Recommendation 1 – Apply for support from the ACT Government to conduct a feasibility study to evaluate the viability of establishing a purpose built track serving the sport and attracting major events to the ACT.

Recommendation 2 – Conduct facilitated discussions with the Canberra Greyhound Racing Club along with government representatives to begin a shared arrangement to allow competition, training and junior development in the immediate term.

Section 1 – Background

Motorcycle Speedway is an international sport which originated in Australia in the early 1920s. Riders from over thirty countries now participate¹, with the major speedway nations being the United Kingdom, Sweden, Poland and Denmark, Australia, Czech Republic, Italy, Russia, Slovenia and the United States.

The Canberra Bulls Speedway Club currently has approximately 50 members and is affiliated with both Motorcycling Australia (MA) and Motorcycling NSW (MNSW). It is governed by the rules and supported by policies and procedures provided by Motorcycling NSW and Motorcycling Australia. Both peak bodies have identified a need to grow the sport in the ACT and Region.

In the 1980s, the Canberra Bulls were an important part of Canberra's motorsports scene. Since the mid-1980s closure of the Tralee stadium, while Australian riders have held the World Solo, Under-21, Teams and Sidecars Championships, motorcycle speedway has been seen only very rarely, in the form of long track racing at EPIC.

The re-formed Canberra Bulls Speedway Club has received financial assistance through the ACT Government's Community Motorsport Development Program (CMDP) to develop a new strategic plan leading to the re-establishment of the sport in the ACT.

The planning process has identified the Club's goals and objectives in developing the capacity of the sport to grow its membership, develop its riders, mentors and officials, as well as attract national and international events to the ACT.

The key enabler in delivering these goals will be a suitable facility. As a track based sport, the Canberra Bulls Speedway Club needs to identify existing, spectator-friendly, venues where the sport can take place, or identify a green-fields venue and attract sufficient funding to develop it to a viable facility.

The *Case for Speedway in Canberra* outlines the proposal to conduct a feasibility study to bring the sport back to the nation's capital, highlighting the benefits and dealing with the challenges of the venture. The dates quoted in this document reflect the intention to identify or construct a track in 2012 and begin operations by 2013.

¹ <http://www.internationalspeedway.co.uk/countries.htm>

1.1 Alignment

Locally changes in the positioning of sport within the ACT Government and the release of a 10 year strategic plan for sport and recreation provide new opportunities for the Canberra Bulls. Sport and Recreation Services is now located in the Department of Economic Development providing greater focus and profile for sport as well as better links with tourism and major events.

Active 2020, the strategic plan for sport and active recreation in the ACT, envisions that sport and active recreation in the Canberra region enables an enriched active national capital and is supported through a united system that connects and promotes the economic and social value of sport and recreation to the health and well being of the community.

Active 2020 also acknowledges the Recreation-Participation-Sport Continuum which recognises a continuous pathway and the benefits that flow in both directions between recreation and sport. It builds collaboration between recreation and sport systems:

Recreation ◀▶ Participation◀▶ Community Sport◀▶ Competition ◀▶ Talent Development ◀▶ Performance Sport

The Canberra Bulls goals and strategies directly align with the Active 2020 Strategic Priorities as shown below:

Active 2020 Strategic Priorities	Canberra Bulls Goals and Strategies
Maximise community engagement (participation) in sport and active recreation	Growing participation of junior and senior riders as well as coaches, officials, volunteers and spectators. Particular attention to indigenous, female and other groups often neglected by motor sports.
Greater acknowledgement and promotion of the health, education and social benefits of sport and active recreation	Speedway provides opportunities for social engagement of people taking part in all aspects of participation in and delivery of the sport
Increase capacity and capability of sport and active recreation to provide quality opportunities in the ACT	Build the management team, coaching team and capability of officials and Generate income sufficient to maintain sustainable club activities
Maximise opportunities for outstanding individual successes	Building on Australia's reputation of producing international speedway champions by providing quality competition and events that support the performance and development pathways
Maximise opportunities for sustainable outstanding team performances	Become as much a part of Canberra's sporting scene as the Raiders, Brumbies, Darters or Capitals.
Create Canberra's image as the "National Sporting Capital"	Bring major national and international events to Canberra and promote Canberra as The National Speedway Centre
Maximise supporting infrastructure and resources	Ensure facilities and supporting infrastructure are designed to accommodate other sports and community activities

1.2 Vision

Our Vision is *'Bringing Motor Cycle Speedway back to Canberra and to continue to grow and develop the sport in the ACT and Region'*

1.3 Values and Commitment

In delivering our goals, we will conduct our activities in accordance with the following values:

- Safe, inclusive and supportive environment
- Professional in our conduct
- Striving for continuous improvement
- Transparency
- Respect for all

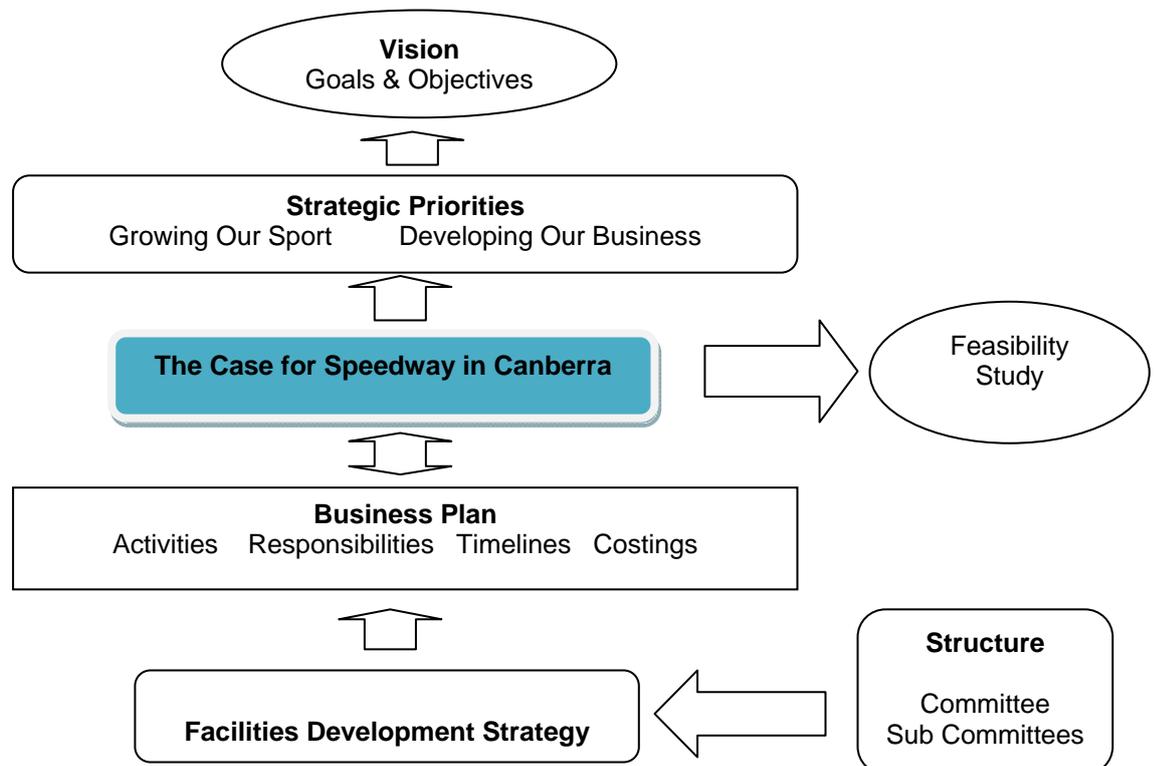
These values are further supported by the Motorcycling Australia Code of Conduct.

1.4 Strategic Framework

In developing our Strategic Plan 2013-2016 (*Appendix 1*) we have identified two key strategic priorities to be the pillars upon which the strategic plan is based:

- Growing our Sport - *Find or build a track to enable the development of the sport and growth of the membership*
- Developing our Business - *Refine our business practices and generate sufficient income to maintain club activities.*

These initiatives will be supported by innovation, good governance, sound financial management and effective communication. The Strategic Plan will be underpinned by a detailed Business Plan and Facilities Development Strategy that will ensure a focus on successfully achieving our vision. The Strategic Plan and associated Success Indicators will be regularly monitored by the Board and Management. The *Case for Speedway in Canberra* provides support for the plan and informs the Facilities Development Strategy.



Section 2 – Business Model

The Business Model outlines the framework for building the membership and its capacity to service growth and deliver competition and events.

The model can then be transposed onto potential locations to test for the best fit. The model allows for initial establishment of a basic facility to get racing and junior development going and then take a staged approach to future development and expansion to service increased membership and host more events.

The model is also based on comparisons to similar regional facilities around the country:

2.1 Facility Comparison²

Club	Members Junior/Senior	No of Events (annual)	No of Spectators
SSRAV (Broadford, Vic)	Membership 30/187 Competition 10/25	7 club days 2 Championship 4 practice days	Club day 200; Championship 700
Shepparton (Vic)	Membership 25/100 Competition 10/40	5 club days 8 practice days	Club day 100
Mildura (Vic)	Membership 90/350 Competition 30/120	12 junior meets 12 practice days 15 Club days + 3 Championship meets 20 Dirt Kart meets	Club day 1000; Championship 3000
Kurri Kurri (NSW)	Competition 30/50	20 club/practice days 2 Championship meets	Club day 1000; Championship 5000
Nepean (Penrith) (NSW)	Competition 30/50 +10 Quad bikes	20 club/practice days	Club day 300
Gillman (S.A.)	Competition 7/142	17 practice/CATI days 13 Race meets	Club day 700; Championship 3000
Tamworth (NSW)	Membership 90/125 Competition 35/45	Practice 1 st Sat every month (12) Club day 3 rd Sat every month (12) 3 State-level Meets	Club day 300; Championship 1000
Gippsland (Vic)	Membership 15/50	Practice/Race Days once a month (12)	

² These data obtained by telephone survey of relevant club officials.

2.2 Participation - active members (racing members, juniors, officials and volunteers)

- Membership

- grow the membership from 55 currently to 200 by Year 1 of operations (2013) and to 500 by Year 4 (2016)
- Focus on attraction and development of junior members
- Provide particular attention to indigenous, female and other groups often neglected by motor sports.



- Club Capability

- Harness the existing high level event management capacity of the club
- Develop the administrative capacity of the club to grow and service the membership
- Develop a sub-committee structure that enables expertise to be focused in all operations of the club
- Develop a new Webmaster position when the club becomes competitively active and actively use the website to promote the club and engage the members

- Competition

- Conduct regular local competitions by Year 1 of operations (2013)
- Develop regional partnerships and compete in regional competitions and events

- Equipment

- Provide equipment for competition and training
- Develop and maintain an equipment asset register

- Coaches

- Develop the coaching team to cope with current and future membership

- Officials

- Ensure officials are taking on MNSW Officials Training (*see Appendix 4 - Speedway Officials Accreditation System*)

- Volunteers

- Develop structures that support the administrative needs of the club and promote opportunities for volunteers
- Use existing tools and templates to train, retain and reward volunteers

2.3 Events

- Events

- Local – conduct regular local events by Year 1 of operations (2013)
- National – conduct at least one national event in Canberra by Year 2 (2014)
- International – conduct an international event in Canberra by Year 3 (2015)
- Grow participation from spectators and supporters. (*See Appendix 3 - The ABS figures show the ACT has the lowest attendance in motorsports probably*)

because there is so little available but the potential to increase it is very high. but it still rates higher than the other summer-season sports)

- Marketing and Promotion
 - Actively promote the club at community events, displays and shows
 - Develop a Media Plan to engage TV, print and other electronic media
 - Engage with Capital Tourism in promoting the benefits that regular competitions and major events would bring to Canberra
- Commercial development
 - Develop sustainable income streams through sponsorship, grants and corporate partnerships
- Facilities management plan
 - Develop a facilities management plan that takes into account all aspects of safety and operational best practice ensuring social and commercial returns are maximised

2.4 Community and Commercial Benefits

- Tourism
 - Speedway events will have a positive effect on tourism in the ACT through attracting participants and competitors from interstate and overseas as well as the region
 - National and international major events will bring focus to Canberra as a major sporting city and destination
- Partnerships and other uses of the venue
 - The facility will provide the opportunity for other motor sport activities including speed cars and stadium motocross, as well as related activities such as junior speedway bikes
 - The facility can also provide a venue for other community events including concerts and festivals
 - Opportunity for to partner with other existing sport venues including the Canberra Greyhound Racing Club
- Media
 - Sale of media and broadcast rights will provide commercial benefits as well as promotional benefits to Canberra

2.5 Track Requirements

All new speedway tracks must be constructed according to specified dimensions and standards and should take heed of all local by-laws for sporting facilities, public parks, health and building codes (*see Appendix 5*). Speedway tracks should be as near to level as possible and formed by two straights joined by two semi-circular corners.

- Track layout must be initially designed with all grades of competing riders in mind.

- Competitor safety and spectator viewing must both be taken into account when designing and building a speedway track.
- Consideration should be given to drainage in the event of heavy rainfall.
- Track length: (measured one (1) metre from the inside edge of the track)
 - Senior & Junior 250cc & 350cc
 - a) Minimum – 275 metres
 - b) Maximum – 450 metres
 - Junior Tracks (125cc):
 - a) Minimum length 100 metres
 - b) Maximum length 200 metres
- Track width:
 - a) Tracks up to 350 metres: - 10 metres on straights - 12 metres on bends
 - b) Tracks over 350 metres: - 10 metres on straights - 14 metres on bends
 - c) Junior Tracks (125cc): - 8 metres on straight - 10 metres on bends
- Surface:
 - a) The top surface must be granite, shale, brick granules, or similar unbound material rolled in on the base ground.
 - b) The grain size of the material used for top dressing must not exceed 7mm in diameter.
 - c) The depth of the dressing should be not less than 30mm.
- Public and Rider Safety:
 - a) In principle, there must be two lines of protection between competitors, and their machines, and members of the public:
 - i) the first line of protection, also known as the Safety Fence
 - ii) the second line of protection, also known as the Spectator Fence,
 - iii) a neutral zone, as shall exist between the safety fence and the spectator fence.
- Lighting:
 - For night racing, lighting must be of a standard that provides clear and even visibility on the entire racing surface. It shall be free of shaded areas and provide a minimum of 200lux. It is to be measured at the track surface. For TV purposes standards are higher.
- Noise Abatement - a common objection to the development of motor sport facilities is the perception of noise
 - Sound tests will be conducted at all potential sites to measure accurate noise output
 - Speedway racing requires only 4-5 bikes competing at any one time (warm up periods may have more engines being tested)
 - Modern track design includes sound proofing technology and construction techniques (see *Appendix 6,7 & 8 -sound wall information and Cox Architecture design*)
 - Logical location of the facility in an existing motor sport location, under the flight path or in a remote location would minimise community impact

2.6 Possible Locations

The following potential sites have been explored to date:

Site	Benefits	Challenges/Comments
Sharing with ACT Motorcycle Club, Fairburn Park	Potential existing infrastructure	Requires coordination of scheduling for practice and events; license for speedway problematic due to track shape/slope. There are also noise credits issues.
Canberra Greyhound racing Club	Existing infrastructure	Requires relocation of (or sharing with) greyhound racing club; sound proofing
Narrabundah Velodrome	Existing infrastructure but would require modification	Requires relocation of track cycling to Lyneham; sound proofing
Fairbairn Park	Co-location with other motor sports; on flight path	May require relocation of Hill Climb track; sound proofing
Symonston /Monaro Highway	New site; remote location	Requires full construction and sound proofing
Local quarries	Existing sound barrier walls and noise abatement	Availability and access

Section 3 – Financials

3.1 Capital Costs³

Capital Costs will vary depending on the chosen site and level of existing infrastructure (if any). Typical initial establishment costs would include:

Capital Item	Cost \$
Earthworks and track surfacing	100,000
Security fencing	20,000
Soundproofing to ACTPLA standards	120,000
Basic amenities and storage	30,000
Spectator seating	40,000
Airfence (optional except for Championship level meets)	100,000
Total	\$ 410,000

3.2 Recurrent Costs⁴

The following are typical estimated 4 year income and expenses for a similar motor sport facility:

Income	Year 1	Year 2	Year 3	Year 4
Membership fees	7,000	8,000	9,000	10,000
Income from Activities includes:				
<ul style="list-style-type: none"> • Event entry fees • Canteen sales • Merchandising • Equipment sales • Sponsorship (suppliers, signage and naming rights) 	144,000	292,000	340,000	340,000
Total Income	151,000	300,000	349,000	350,000
Expenses	Year 1	Year 2	Year 3	Year 4
Expenses includes:				
<ul style="list-style-type: none"> • Track maintenance • Insurances • Licences and affiliation costs • Rent and taxes • Admin costs • Communication costs • Utilities • Marketing and promotion • Sponsor servicing • Facility management • Security • Landscaping • Equipment 	99,000	172,000	205,000	205,000
Total Expenditure	99,000	172,000	205,000	205,000
Net Result	\$52,000	\$128,000	\$144,000	\$144,000

³ These data obtained from estimates supplied by local businesses.

⁴ These data obtained by comparison with actual club accounts.

Basis for calculations:

Member Numbers (Based on rough average of similar clubs)

Membership - 40 Junior; 160 Senior; Competition - 20 Junior; 30 Senior

Membership Fees (Based on SSRAV, Broadford)

Full Membership - \$50 – (for points and full benefits to all club point score meetings)

Social Membership - \$40 – (for Mechanics etc)

Junior Membership - \$25 – (for members under 16yrs, benefits as per full members)

Family Membership - \$80 – (4 members - 1 Full, 1 Social, 2 Junior members only)

Annual Membership Income: - 25*40 +50*160 = \$9000

RACE DAY INCOME/EXPENDITURE based on Gosford recent experiences

Expenses:		Income	
MNSW Permit & Rider Levies	\$1,000	Riders Sign-on	\$1,000
Track Preparation	\$1,000	Spectators & Program sales	\$15,000
First Aid / Ambulance	\$1,000	Canteen	\$1,000
Prize Money	\$1,500	Sponsorships/Advertising	\$2,000
Printing	\$1,000		
Advertising TV/Radio/CT	\$2,000		
Sundries	\$1,000		
Track Hire	\$3,000		
Total	\$11,500	Total	\$19,000
		Net Profit/Loss	\$7,500

Average spectator numbers – 1,000. 25% non-paying children. Admission Price \$20 per adult.

Main reason for better profit than Gosford is expectation of better spectator numbers – Gosford must have had only 500 paying spectators; Canberra should be expected to do better than that.

CLUB/CATI DAY INCOME/EXPENDITURE based on Nepean events

Expenses:		Income	
MNSW Permit & Rider Levies	\$1,000	Riders Sign-on	\$4,000
Track Preparation	\$1,000	Spectators & Program sales	
First Aid / Ambulance	\$1,000	Canteen	\$1,000
Prize Money		Sponsorships/Advertising	
Printing			
Advertising TV/Radio/CT			
Sundries	\$1,000		
Track Hire	\$1,000		
Total	\$5,000	Total	\$5,000
		Net Profit/Loss	\$0

Average rider numbers = 15 Junior; 40 Senior. Entry fees \$50 per junior; \$80 per adult.
15*50 + 40*80 = \$3950.

CHAMPIONSHIP RACE DAY INCOME/EXPENDITURE based on Kurri/Mildura events

Expenses:		Income	
MNSW Permit & Rider Levies	\$2,000	Riders Sign-on	
Track Preparation	\$1,000	Spectators & Program sales	\$90,000
First Aid / Ambulance	\$2,000	Canteen	\$5,000
Prize Money	\$15,000	Sponsorships/Advertising	\$5,000
Printing	\$2,000		
Advertising TV/Radio/CT	\$5,000		
Sundries	\$5,000		
Track Hire	\$8,000		
Total	\$40,000	Total	\$100,000
		Net Profit/Loss	\$60,000

Average spectator numbers = 3,000 (25% non-paying children) Admission Price \$40 per adult.

Year 1:

6 Club/CATI days;

Income = $6 \times 5,000 = \$30,000$; Expenditure = $6 \times 5,000 = \$30,000$

6 race days

Income = $6 \times 19,000 = \$114,000$; Expenditure = $6 \times 11,500 = \$69,000$

Total Income = \$144,000; Total Expenditure = \$99,000

Year 2:

8 Club/CATI days;

Income = $8 \times 5,000 = \$40,000$; Expenditure = $8 \times 5,000 = \$40,000$

8 race days

Income = $8 \times 19,000 = \$152,000$; Expenditure = $8 \times 11,500 = \$92,000$

1 Championship

Income = \$100,000; Expenditure = \$40,000

Total Income = \$292,000; Total Expenditure = \$172,000

Year 3:

10 Club/CATI days;

Income = $10 \times 5,000 = \$50,000$; Expenditure = $10 \times 5,000 = \$50,000$

10 race days

Income = $10 \times 19,000 = \$190,000$; Expenditure = $10 \times 11,500 = \$115,000$

1 Championship

Income = \$100,000; Expenditure = \$40,000

Total Income = \$340,000; Total Expenditure = \$205,000

Year 4:

10 Club/CATI days;

Income = $10 \times 5,000 = \$50,000$; Expenditure = $10 \times 5,000 = \$50,000$

10 race days

Income = $10 \times 19,000 = \$190,000$; Expenditure = $10 \times 11,500 = \$115,000$

1 Championship

Income = \$100,000; Expenditure = \$40,000

Total Income = \$340,000; Total Expenditure = \$205,000

Section 4 – Support and References

The following organisations and individuals are providing support for the project:

- Motorcycling NSW
- Speedway Sidecar Riders Association of Victoria
- Motorcycling Western Australia
- Pinjar Junior Motorcycle Park (WA)
- Shepparton Speedway Club (VIC)
- Mildura Speedway Club (VIC)
- Gosford Speedway Club (NSW)
- Kurri Kurri Speedway Club (NSW)
- Nepean Speedway Club (NSW)
- Gillman Speedway Club (SA)
- Tamworth Speedway Club (NSW)
- Bob Meyer, Director Cox Architecture
- Mark Webber, Red Bull Racing
- Ove Fundin, six times World Speedway Champion
- Jason Crump, three times World Speedway Champion
- Matt Jones, MJM Speedway Spares (Jawa Distributors, Australia)
- Steve Kurtz, former Canberra Bull and GM Australia Distributor
- Chris Holder, current Australian champion and world number 8
- Darcy Ward, twice Under 21 World Champion
- NSW Formula 500 Association



F1 driver Mark Webber, with three-times Speedway World Champion Jason Crump, and Australian World Cup team-mate Leigh Adams inspecting the track prior to a British Speedway League meeting at Reading (U.K.) in 2006.

Appendices

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