

**Proposed
Lark Hill Multi-Purpose
Velodrome / Sporting / Entertainment
Facility**

Feasibility Assessment

Prepared for:

Peel District Cycling Club Inc.

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**“Sports serve society by providing
vivid examples of excellence”**

George F Will

**1977 Pulitzer Prize Winner, Washington Post Columnist and Political
Commentator.**

DISCLAIMER

This report has been prepared for the exclusive use of the Peel District Cycling Club Inc. and is based on research and personal interview. It therefore portrays the situation at a given point of time, which subsequently may change.

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- Letter of Support
- Dunedin and Invercargill Facility Plans
- CD Rom disk containing images of Dunedin and Invercargill infrastructure

1 EXECUTIVE SUMMARY AND RECOMMENDATIONS

With the support of the Australian Sports Foundation, the City of Rockingham, the Western Australian Cycling Federation and the Roller Sports Association of WA the Peel District Cycling Club (PDCC) have commissioned this research to formally examine the likely feasibility of a proposed Velodrome and an associated Criterium Circuit centre.

Access to a local Velodrome and Criterium Circuit to service cyclists in the rapidly growing southern suburbs population is a long held aspiration of the PDCC. In 2004, to this end, the club prepared an initial scoping business plan that confirmed stakeholder interest in the project. Concurrently, the City of Rockingham commenced implementation of their plans to develop a regional recreational complex at Lark Hill.

Representing a twenty-two million dollar investment, stage one of the Lark Hill regional recreation complex is now in the course of construction on a 270 ha parcel of land set between the Bunbury Highway and the Indian Ocean. The site is juxtaposed to the new Mandurah to Perth railway and located mid way between the Rockingham and Mandurah central business districts. Lark Hill presents' an ideal site for cycling infrastructure.

Examples of contemporary best practice Velodrome establishment and operation were sought in order to benchmark actual, rather than theoretical, examples of project financing, design, construction facility usage, efficient management and outcomes. Fortuitously, such examples were located in New Zealand's South Island at Dunedin and Invercargill, an open-air and a covered facility respectively.

The consultant's and the PDCC's project manager visited these operations during April 2007 and were welcomed by the local owners / operators who generously provided copies of construction plans and images, construction detail, costings and operational methodology together with offers of ongoing support. Further meetings were held with the architects and construction firms who constructed the New Zealand facilities.

Broadly, Dunedin was only used by cyclists whilst Invercargill was established as a multi-use facility. Whilst Invercargill cost approximately two-thirds more to build, the number of patrons enjoying that facility, and thus the community benefit returned was exponentially greater. Further, the amphitheatre style of construction lends itself to utilisation as an entertainment or function centre. Given this, it is apparent that the best value for money development appears to be an integrated multi-user sports and entertainment facility incorporating a Velodrome. This concept mirrors an existing operation in Launceston Tasmania

Currently, the Mandurah, Rockingham, Kwinana, Cockburn and adjacent communities are not served by a venue capable of seating several thousand people in comfort. The proposed facility could address this failing which, with the benefit of careful design could seat plus 4,000 people.

In their early planning the PDCC had envisaged that empty spaces created below the Velodrome track could be hired out, thus creating a modest cash flow that could offset facility operating expenses. Following the New Zealand visit the research team sought to identify private sector developers who would be prepared to build sports related commercial infrastructure in conjunction with an integrated multi-user sports and entertainment facility. Sol Health, a "Wellness and Lifestyle Services" firm have indicated an initial interest in taking-up this opportunity, essentially a public/private partnership and are engaged in discussions with the City of Rockingham in this regard.

Potentially such a public/private partnership would provide a vehicle that promises to:

- Enhance offerings of sports based activities within an integrated centre complex setting
- Establish Lark Hill as a destination in its own right
- Leverage private capital
- Introduce commercial design expertise
- Resource operations
- Achieve sustainability
- Mitigate risk to government(s).

A demand analysis suggests that the project will attract sufficient clientele to be viable, and interest from the private sector seems to support this view. Patronage from cycling and other sporting groups will undoubtedly increase inline with the continued strong population growth forecast for the region in addition to people attracted by other Lark Hill recreation orientated, commercial offerings (eg cafes, sports shops, medical centre, a swimming pool and fitness centre etc.

Compelling project competitive advantages are the site's location, easy access, the provision of free parking and proximity to main arterial roads including National Route One and the new Perth to Mandurah rail line.

Finally, it is clear that the project delivers a number of high priority strategic programme objectives for all three tiers of government. Specifically:

- Cycling road safety education
- Opportunities for enjoyable physical activity
- "Participation In Sports" promotion
- Encouragement of elite sports development
- Multi-use sports facility model economies of scale, resulting in cost savings and management efficiencies
- A local entertainment venue
- Provision of seamless health / wellness services
- An activity anchor for the Lark Hill regional recreation complex
- A potent example of a public/private approach to infrastructure provision and operation

Negotiations aimed at securing an appropriate mix of funding to build the required infrastructure, together with land use and operating agreements are now required to bring the project to fruition.

The project enjoys the support of the WA Cycling Federation

Recommendations follow.

RECOMMENDATIONS

RECOMMENDATION # 1, Page 21

That infrastructure planning embrace a multi-purpose philosophy with the objective of enabling use of the facility for cycling, other active sports, events and an entertainment venue.

RECOMMENDATION # 2, Page 31

That the Peel District Cycling Club negotiate with Sol Health Pty Ltd and the City of Rockingham to achieve a Lark Hill facility development public/private partnership including the establishment of an integrated Velodrome / Multi-User Sport / Entertainment component on that site.

RECOMMENDATION # 3, Page 31

That subject to the success of the facility development public/private partnership agreement the Peel District Cycling Club negotiate cycling access and management arrangements with the City of Rockingham and Sol Health.

RECOMMENDATION # 4, Page 34

That the Peel District Cycling Club seek to expedite the early construction of the Criterium Circuit as a high-visibility precursor to the establishment of Velodrome and associated infrastructure.

RECOMMENDATION # 5, Page 35

That:

1. Following in-principal approval of capital funding, competent architects and a reputable firm of quantity surveyors to be appointed to qualify indicative assumptions and prepare a costed local design and building specification. They are to be provided with copies of plans and costs provided by Dunedin and Invercargill project collaborators.
2. Given their experience, specified New Zealand construction firms be given the opportunity to utilise intellectual property gained to benefit the Lark Hill project, possibly in partnership with local providers.
3. The project proponent establish a technical reference advisory group to guide facility design. Membership of the advisory group to include the City of Rockingham, Peel District Cycling Club, Department of Sport & Recreation, Western Australian Cycling Federation and the Roller Sports Association of WA.
4. Schuermann Architekten and R.V.Webb Ltd be encouraged to tender for the Velodrome track design and installation component.
5. Upon completion the Velodrome be certified as an internationally complying track by UCI.

RECOMMENDATION # 6, Page 35

That the Peel District Cycling Club negotiate mutually beneficial facility access and financial arrangements with the City of Rockingham and Sol Health, when appropriate.

RECOMMENDATION # 7, Page 36

That the facility manager establish a users reference group to achieve transparency in the allocation and optimisation of infrastructure utilisation.

RECOMMENDATION # 8, Page 36

That upon the completion of construction the facility manager commission a facility operations external risk management assessment, with recommendations including ongoing risk mitigation measures.

Notional Multi-Purpose Velodrome & Sporting Facility Location, Master Plan and Development Map.



2 INTRODUCTION

2.1 Preamble

The era of the bicycle, as a means of convenient personal transport commenced in the mid 1860's with the invention of the "Boneshaker". This machine was equipped with pedals directly fixed to the front wheel, its dubious reputation related to a combination of wood construction, metal tyres and cobblestone roads. By 1870 however, improvements in technology saw the penny farthing bicycle appear on the roads and soon after the normal or safety bicycle, albeit still with hard tyres. By the late 1800's pneumatic tyres were invented and gears that allowed the riders to maximise the efficiency of their peddling effort.

Improvements in bicycle manufacturing methods and volumes reduced purchase prices and by the turn of the century people clamoured to buy one. Indeed, a bicycle was a practical investment for the working man, and in addition gave increased leisure options. Commentators at the time reported that for ladies the bicycle craze killed the bustle and the corset and instituted common sense dressing for women and increased their mobility. The social impact that the modest bicycle had can be gauged by a statement in 1896 attributed to social activist Susan B Anthony who said that "the bicycle has done more for the emancipation of women than any thing else in the world".

Notwithstanding the then enthusiasm for the bicycle, technology moves on, and in this case the pervasive attractions of the motor car caught the imagination of people living in advanced economies. The motor car offered even more freedoms than the bicycle and meant that breadwinners and their families could travel independently for work or leisure, that is when the roads were not clogged with traffic.

The advent of the car, whilst reducing the popularity of the bicycle, and unlike other innovations of the time did not herald in its demise as a form of transport. The bicycle remained a favoured means of transport in many countries and bicycling became a recreational and sporting pursuit.

Regrettably twentieth century labour saving devices, like the car came at a cost. Poor fitness in the general population is now a real concern and obesity levels, particularly amongst young people are at an all time high. As a consequence of these adverse lifestyle factors medical services are stretched.

Compounding these problems, the reducing availability and increasing cost of oil to fuel motor vehicles, the deleterious effects of excess carbon emissions from vehicles and the unacceptable levels of greenhouse gasses have reached a crises point with world governments under great pressure to address the causal issues.

In Australia the three tiers of government have been and are actively promoting programmes which aim to encourage people to leave their cars at home and bicycle to work as well as to use bicycles for leisure. This policy initiative has proved successful with the sales of bicycles increasing exponentially, albeit from a low base. Notwithstanding this success people's paradoxical "love affair" with the motor car continues. Unfortunately the road requirements of fast moving and polluting motor vehicles often conflict with the needs of bicycle riders leading to the development of dedicated bicycle paths and other such strategies.

In Western Australia, whilst one arm of government seeks to encourage bicycle riding, state road authorities are placing ever increasing restrictions on how and where bicycle clubs use public roads, with an emphasis on warning signage, suitability of certain roads and traffic separation.

Clearly, the construction of a Velodrome and associated criterium circuit to service the South West Metropolitan Region will offer a safe place for residents to ride and in the case of young people to learn to ride as well as stimulating interest in cycling as an active sport – all outcomes which mesh with government policy.

2.2 Study Objectives

The primary purpose of this document is to assess the feasibility of establishing a multi-use sports facility incorporating a Velodrome and a criterium circuit at Lark Hill in the City of Rockingham. Further, to report on the preconditions necessary to achieve project viability and the likely community benefits accruing from this proposal.

2.3 About the Project Champion

The Peel District Cycling Club Inc. (the Club) was established in June 1995 to:

- Promote interest in cycling
- Good fellowship among those interested in cycling
- Educate, train, coach and encourage club members

Over the years the club has grown to its present size of more than 120 members, of which 80 are competitively active. The Club takes its name from the original Peel District which stretched from Pinjarra to Kwinana taking in all of Mandurah and most of Rockingham. Geographically, membership is split roughly one third Rockingham, one third Mandurah/Pinjarra and the remaining third made up of members from the Serpentine Jarrahdale Shire, Bunbury and south metropolitan areas.

The organisation runs a comprehensive racing program covering at least 45 weeks of the year. The racing program is a mixture of Road Racing, Time Trials and Criterium Racing and includes the running of at least six major open events each year. The Club has always been at the leading edge of competitiveness and during the last few years has excelled with the achievements of one of the younger members, Peter Dawson, in becoming a Commonwealth Games Gold Medallist, World Record Holder, World Champion and the breaking of the World Record on two occasions.

Two very popular social touring groups, comprising around 30 participants each are sponsored by the club. One is based in the Rockingham area riding twice weekly for local sightseeing and coffee stops on Wednesdays and Sundays with the Mundijong Wheelers riding on Thursday's.

The Club caters for all ages and the aim is to encourage members to enjoy riding and racing. The Club is affiliated to both the West Australian Cycling Federation and the West Coast Masters Cycling Council. During the season the club holds major cycling events, Road Racing during the Winter months, Criteriums and Time Trials in the Summer.

Coaching and advice is freely available to members and interested people with informal and formal training rides held regularly

Club activities are managed by an active eight-member board of management. With Department of Sport & Recreation assistance the Club has prepared a business plan to guide its future development.

The Club is represented on the WA Cycling Federation Race Management and the Sports Development committees. Communication with members is achieved via a widely circulated bi-monthly newsletter.

The Club is an entity incorporated pursuant to the Western Australian Associations Incorporation Act (1987). The Club, ABN 74 345 214 554 is a participant in the GST regime.

3 SITUATION ANALYSIS

3.1 Introduction

Cycling is an international sport, recreational past-time and a low environmental impact means of transport. Cycling's peak body - Union Cycliste International based in Switzerland represents the interests of more than 170 National Federations, 5 Continental Confederations, 1,200 professional riders, 600,000 licensed riders and millions of cycling athletes who train regularly. There are approximately 885 Velodromes¹ operating around the globe.

Cycling attracts varying levels of interest on a country by country basis. Whilst the Tour De France spectacular, by virtue of its global media exposure is well known the Japanese obsession with cycle racing, or Keirin is less recognised. Keirin racing commenced in Japan in 1948. Over the following fifty plus years 1.467 million people enjoyed Keirin events. These people wagering 44.4 trillion yen² on the races. In 2001 Keirin attendances reached 57.11 million people who invested 1.17 trillion yen. Net wagering proceeds are used for community betterment projects.

Locally, the Peel District Cycling Club (PDCC) is at the vanguard of plans to build a Velodrome at Lark Hill in the City of Rockingham to service the rapidly growing southern suburbs population. To this end the PDCC prepared an initial scoping business plan that confirmed stakeholder interest in the project.

Lark Hill is a regional recreation complex now in the course of construction on a 270 ha parcel of land juxtaposed between the Bunbury Highway and the Indian Ocean, the Mandurah to Perth railway and located mid way between the Rockingham and Mandurah central business districts.

Buoyed by a positive response to the scoping business plan the PDCC sought partners willing to help fund a robust project feasibility study. Subsequently, contributions were received from the City of Rockingham, Western Australian Cycling Federation and the Roller Sport Association of Western Australia. These monies augment Club funds held in trust by the Australian Government's Australian Sports Foundation.

¹ Bikecult.com – July 2005

² 1 Australian Dollar = approximately 100 Yen

3.2 Cycling Participation

At a national level the Australian Government, via the Australian Sports Commission's Standing Committee on Recreation and Sport, outputs an annual Participation in Exercise, Recreation and Sport report. The most recent version relates to data gathered in 2005.

The Exercise, Recreation and Sport Survey (ERAS) is a joint initiative of the Australian Sports Commission and the state and territory government agencies responsible for sport and recreation, and was first conducted in 2001. ERAS collects information on the frequency, duration, nature and type of activities that are participated in by persons aged 15 years and over for exercise, recreation and sport during the 12 months prior to interview.

Participation means active 'playing' participation, and does not include coaching, refereeing and being a spectator or activities related to work or household chores. The total participation rate in physical activity for exercise, recreation and sport refers to the number of persons who have undertaken exercise, recreation and sport during the previous 12 months. The frequency and duration data provide an indication of the number of persons who are regularly active.

The survey is conducted quarterly throughout Australia. In 2005, AC Nielsen Research completed the fieldwork and supplied the data tables. The report was then prepared by the Australian Sports Commission in consultation with the states and territories.

In summary, researchers found that during the twelve months prior to interview in 2005, an estimated 7.1 million persons aged 15 years and over exercised three times per week or more (44.2% of the population).

Whilst the activity with the highest participation rate was walking, involving an estimated 6.0 million persons (37.3%) other sports and physical activities that recorded high participation rates were aerobics/fitness (18.5%), swimming (14.4%), cycling (10.3%) and tennis (7.8%)

Top Ten Activities by Number of Participants

	2001		2004			2005		
	Rank	Number of participants ('000)	Rank	Number of participants ('000)	% change 2001-04	Rank	Number of participants ('000)	% change 2001-05
Walking	1	4,353.7	1	6,168.1	41.7%	1	5,973.6	37.2%
Aerobics/fitness	3	1,961.0	2	2,698.2	37.6%	2	2,959.7	50.9%
Swimming	2	2,415.5	3	2,605.7	7.9%	3	2,311.2	-4.3%
Cycling	4	1,438.3	4	1,658.4	15.3%	4	1,646.9	14.5%
Tennis	5	1,381.8	5	1,323.2	-4.2%	5	1,253.3	-9.3%
Running	7	1,084.3	6	1,312.0	21.0%	6	1,231.7	13.6%
Golf	6	1,240.2	7	1,250.6	0.8%	7	1,139.3	-8.1%
Bushwalking	8	794.9	8	818.0	2.9%	8	910.4	14.5%
Football (outdoor) ⁶	10	551.3	9	659.2	19.6%	9	614.3	11.4%
Netball	9	612.4	10	564.3	-7.9%	10	581.7	-5.0%

Base: All persons aged 15 years and over (2005 n=13,726; 2004 n=13,662; 2001 n=13,424)

As will be noted from the table above, cycling ranks number four in importance with 1,646,900 Australian's participating in this activity. Further, cycling participation rates have increased by 14.5% over the three years 2001 to 2005.

Of these cyclists some 8.7% or 143,300 persons reported that they participated in organised activities eg mostly operated by clubs but also schools and to a lesser extent leisure centres.

Specifically in Western Australia, 112,600 survey respondents reported that they were frequent cyclists, with two-thirds being males and one-third female respectively. In common with the national result cycling ranked fourth in the state as the activity of choice.

Given that 8.7% of participants³ are involved in club or school organised cycling then approximately 9,800 people are likely to have a direct interest in the availability of a Velodrome / criterium circuit. The spacial distribution of Western Australia's population suggests that the majority of these people would reside in the Perth Metropolitan area.

3.3 Cycling Development Structures

At national level Cycling Australia advocates for the sport and promotes its development. In addition Cycling Australia is the peak body for eight state and territory cycling organisations. Cycling is an Olympic Sport and thus is of interest to the Australian Institute of Sport and other similar bodies.

In Western Australia the WA Cycling Federation has 18 affiliated clubs and a membership of approximately 1,850. These clubs are predominantly competitive with the exception of Cyclo Sportif who cater for the serious recreational cyclist. In its own right Cyclo Sportif is the largest club in Australia which indicates the fastest growing demographic in cycling is the serious recreational rider.

Other member based organisations for cycling in WA are the Bicycle Transport Alliance, Western Australian Mountain Bike Association, Triathlon WA, BMX Sports WA and the West Coast Masters Cycling Club. The Bicycle Transport Alliance alone have around 500 members.

The Western Australian State Government's commitment to cycling promotion is delivered by the Department of Planning and Infrastructure's dedicated Cycling Unit.

Apart from a most useful web site (www.dpi.wa.gov.au/cycling) the Department coordinates promotional events, provides sponsorship, offers cycling information and education and undertakes research. Importantly, some \$60 million in funding⁴ has been provided to improve and establish cycling infrastructure. These funds have enabled the construction of around 200 km of cycle paths and some 400 kms of on-road facilities.

Strategically, the Department aims to double cycling use over a 30 year period.

³ The national rate

⁴ Press release Alannah MacTiernan Jan 2006

3.4 Cycling Safety

Regretfully, each year an average of 35 cyclists are killed and over 2,500 are seriously injured on Australia's roads and many more incidents go unreported. The majority of these collisions involve a motor vehicle and most are preventable⁵.

For the past seven years, bike sales have exceeded car sales with in excess of 1.1 million bikes sold per year. As more and more people are turning to bicycle riding for health and transport needs, the potential for fatalities and injuries on the roads increases. Clearly, all road users need to appreciate and avoid the potential dangers of mixing cars and bikes.

The tragic death of sports cyclist Amy Gillett brought into sharp focus the inherent dangers of cycling on public roads. Amy's death spurred the establishment of a Foundation in her memory which has road safety as its primary focus. The Foundation's utilises data from the Monash University Accident Research Centre (MUARC) to inform its activities.

MUARC statistics⁶ reveal that:

- Cyclists most at risk of a collision are
 - 6 – 19 years old 29.2%
 - 20 – 29 years old 20.1%
 - 30 – 39 years old 16.9%
- 80% of collisions involve male cycle riders
- 54% of incidents involve a male motorist
- Cyclists account for about 11% of people seriously injured on Australian roads each year

A further insight into cycle safety by age group and experience can be drawn from the now Department of Planning and Infrastructure's Bike Ahead Bicycle Strategy for the 21st Century⁷ document.

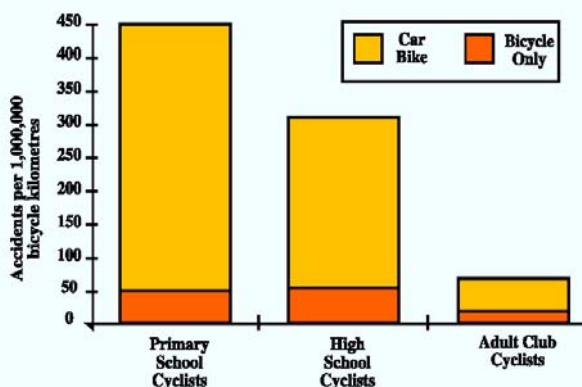
⁵ Amy Gillett Foundation

⁶ 2006 MUARC Study commissioned by the AGF

⁷ Department of Planning & Infrastructure August 1996 – www.dpi.wa.gov.au/cycling

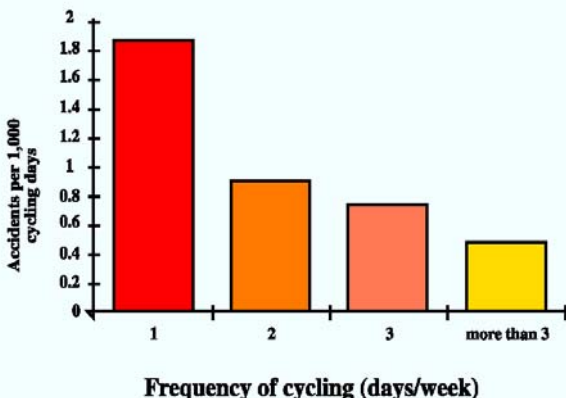
As will be noted from the graphs extracted from the Bike Ahead report, the most likely cohort of cycle users to sustain an injury are Primary School Students, followed by High School attendees. This result contrasts starkly with the low likelihood of an adult club cyclist incurring an injury.

Safer with Experience



Safer with Experience graph data is represented as Accidents per 1,000,000 Bicycle Kilometres. Given that school students would use their cycles more frequently than the general car driving adult population, the chance of an individual experiencing an accident is correspondingly high.

The More Often You Cycle, The Safer It Is



Notwithstanding the frequency of school student bicycle usage, the More Often You Cycle, the Safer It Is graph illustrates how important it is for all age groups to gain riding experience – presumably bolstered by appropriate safe riding education.

The above information inevitably raises the question of how and where can local people, particularly children gain the necessary cycle riding skills in a safe environment. Seemingly, a Velodrome / criterium circuit would provide such a facility.

Indeed, to quote from the Bike Ahead report: “As cyclists become collectively more visible and individually more experienced, the safer cycling becomes. Encouragement of cycling, combined

with the provision of quality cycling facilities (both on-road and off-road) and enhancing skills and awareness amongst all road users, will be a highly effective safety strategy”.

4 FEASIBILITY ASSESSMENT PROCESS

4.1 Demand

4.1.1 Demographic Data

It is envisaged that the Velodrome / Criterium facilities will primarily attract patronage from residents living in the South West Perth Metropolitan and Peel Areas. That is from Cockburn to Mandurah and environs inclusive. Notwithstanding interest in the project, and thus its client catchment has been received from Busselton / Bunbury in the south to the north of Perth. Actual visitation will be influenced by the standard of infrastructure offerings, accessibility and international certification, amongst other factors.

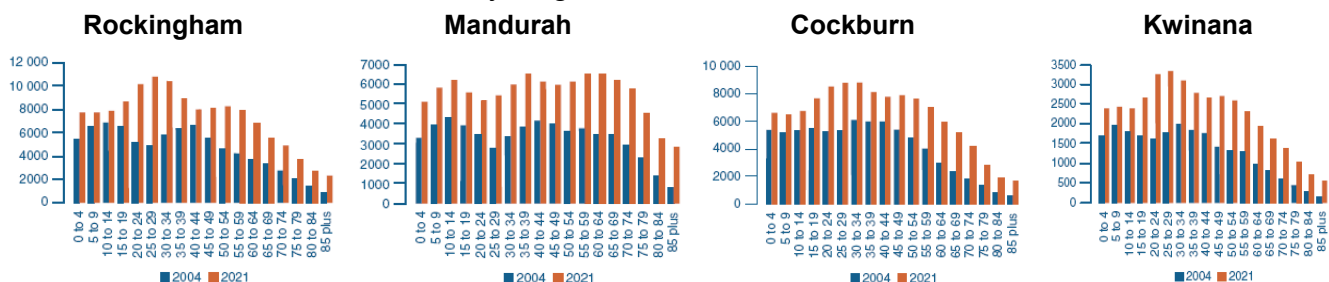
The Western Australian Planning Commission (WAPC) is the agency charged with the responsibility of predicting shifts in population numbers and ensuring appropriate infrastructure provision to address people’s needs.

In its publication Western Australian Tomorrow⁸, the WAPC estimates that by 2021 – that is 14 years from now, the:

- State’s population will be 2,534,600
- South West Metropolitan Sector will have 283,900 residents, or 11.2% of the state’s population, up from 179,500 in 2004
- Peel Region, mostly Mandurah based, will enjoy 127,300 residents, or 5% of the state’s population, up from 75,300 in 2004
- City of Rockingham will have a population of 130,100, up from 82,200 in 2004
- City of Mandurah will have 100,000 residents, up from 58,500 in 2004
- City of Cockburn will have 130,900 people, up from 73,900 in 2004
- Town of Kwinana will support a population of 39,000, up from 23,400 in 2004

This data suggests that facility will sit centrally in a location with a primary catchment in 14 years of 411,200 people equalling approximately 16% of the Western Australian population.

The spatial distribution graphs following provide an insight as to age groupings by municipality up to 2021. It will be noted that there is a high proportion of the 15 to 44 year old group which are known to have an interest in cycling⁹.



4.1.2 Potential User Profile

In addition to Cycling Participation Data as outlined in Section 3.2 the consultant’s sought to obtain quantifiable information in order to assess likely demand for the facilities. Identified targets included:

- Cyclists
- Roller Sports
- Users of the Midland Speed Dome
- Schools
- Other sporting codes
- Hosting events

⁸ November 2005

⁹ Participation in Exercise, Recreation and Sport Survey – Table 16

4.1.2.1 Cyclists

Apart from Peel District Cycling Club members and local track cycling coaches who are keen to use an easily accessible Velodrome, the Club sought to establish the likely proportional usage of the proposed Lark Hill facility by “enthusiast” riders from across the Metropolitan Area. The population of cyclists in this category is estimated at 9,800.¹⁰

The club seized the opportunity to survey cyclists participating in two events held in 2006, the Pinjarra Classic and the West Coast Masters.

The Pinjarra Classic is an official Western Australian Cycling Federation event that attracts riders from across Perth. Fifty-three riders were surveyed. Of this number 45 respondents advised that they would race at Lark Hill and would also use the track for training purposes.

In 2006 the West Coast Masters Cycling Council Age Division “Cycle Instead” Criterium Championships were held in Rockingham. Eighty-four riders participated in the event and of these 78 took part in the survey. Fifty-two respondents stated that they would race at a Lark Hill Velodrome with 37 advising that they would access the track for training.

Data gathered indicates a facility usage take-up rate of 71%

4.1.2.2 Roller Sports

Skate WA, who have part funded this paper, are the peak Western Australian body for the various Roller Sport disciplines. Skate groups advise that their combined Perth Club membership is around 700 persons.

Evidently a lack of skating infrastructure is constraining development of the sport, and consequently they are keen to see skate accommodated as part of the proposed Lark Hill Velodrome facility.

Skate use of the Midland Speed Dome presents difficulties as the complex was not originally designed for the purpose and the lack of public transport makes it difficult for some people to access the site.

Skate requires a 200 metre circuit, that is a 60m X 30m concrete square, or similar. Physical barriers around 1.2 metres high and nets (roller hockey) will be required.

Track criteria / dimensions to suit the various skate disciplines will need to be incorporated into the final design. Specifications are available as a web based resource on:

Inline Hockey http://www.skateaustralia.org.au/rollersports/files/links/2007_FIRS_Rule_Book.pdf

Artistic <http://www.skateaustralia.org.au/rollersports/pages/artistic>

Roller Hockey http://www.skateaustralia.org.au/rollersports/files/links/ARHC_Rule_Book_2003.pdf

¹⁰ See Section 3.3 for calculation basis

4.1.2.3 Users of the Midland Speed Dome

The Speed Dome was originally purpose built for the sport of track cycling and roller sports, however its facilities have been expanded to accommodate other sports as well as leisure activities. It is the only facility of its type in Western Australia and managed by the Western Australian Sports Centre Trust on behalf of the State Government.

Built in 1988/89 at a cost of \$7.8m as a State Government / City of Swan partnership, it evidenced the State Government's desire to develop elite athletes and attract more national and international events in cycling, whilst the Shire wished to improve facilities available to its residents. Its international standard sporting facilities include a 250m timber cycling track and a 166m roller skating arena, all enclosed with a column free roof structure. There is seating for 1,500 spectators and public amenities for up to 3,000. A high level of maintenance is required because of its size and specialist nature.

Key Stakeholders (major user groups) of the Speed Dome include the Western Australian Cycling Federation, Rollersports Association of Western Australia, Weightlifting Western Australia, Bando Burmese Boxing, In – Line Hockey WA Branch and the Western Australian Institute of Sport.

There is no public transport close to the Speed Dome. Whilst there is reasonable parking, the access from the adjacent highway is not easy. This also inhibits large groups converging on the facility at the same time. Overall, it is perceived as remote and access poor. The Speed Dome attracts around 25,000¹¹ visitors per year. Of this number some 31% (~7,700) were associated with cycling competitions, training or programmes.

Spectators to the various events accounted for approximately 23% of attendances, with Roller Hockey Skating, Martial Arts and other activities making the balance.

As previously mentioned the Speed Dome is a “State” facility that caters for cycle sport training and elite riders. A proportion of these users travel from the South West Metropolitan Area or further south to access these facilities. Local cycle coaches have indicated that they would be very pleased to transfer their activities to a Lark Hill Velodrome.

4.1.2.4 Schools

Some 78,918 students¹² attend schools in the Fremantle-Peel Education District. These schools have an interest in an initiative which imparts safe riding skills and encourages physical activity.

A presentation to the then Member for Peel was well received and ultimately resulted in a meeting with seven school principals and the District Directors organised by the Fremantle-Peel Education District Office. Meeting attendees were enthusiastic about the Velodrome / Criterium Circuit concept and indicated that their schools would use such facilities.

A copy of the Member for Peel's 30th October, 2007 letter and other letters of endorsement are attached.

¹¹ 2005/06

¹² 2005 year Semester 1 Dept Education & Training web published information July 2006

4.1.2.5 Other Sporting Codes

As with all modern recreational facilities, the ability to accommodate a number of sporting codes under the same roof is essential to:

- Justify the initial investment – that is to produce an appropriate return on funds
- Increase patronage
- Generate sufficient income to offset operating costs
- Enable marketing of the facility
- Secure sustainability

The importance of a multi-use approach is particularly relevant to Velodrome planning given the relatively low numbers of participants versus the high cost of infrastructure. Indeed, inspection of best practice Velodromes elsewhere evidences a shift away from single purpose facilities.

To this end preliminary discussions have been held with sporting groups. Apart from cycling and skate potential user groups could include:

- Dance Sport
- Tennis
- Indoor Soccer
- Beach Volleyball
- Equine activities
- Netball

Further negotiations with interested codes will need to take place post a decision to proceed with construction of the facility.

4.1.2.6 Hosting Events

Velodrome design results in a banked track of at least 250 metres enclosing a centre area of around 80 metres X 40 metres in size. In effect this creates a stylish amphitheatre which could well be used as a public or entertainment venue. A combination of fixed, retractable and relocatable seating can be placed adjacent to the track, on the surrounding concourse and at each end of the centre area.

With the benefit of careful design this arrangement could see development of a plus 4,000 seat venue. The estimated capital cost¹³ of this seating array would be in the order of \$1,700,000 to \$2,200,000 nevertheless the resulting venue will offer a unique and easily assessable entertainment facility outside of the Perth CBD.

An example of a combined multi-use Entertainment / Velodrome facility is the 12,000 seat capacity Silverdome located in Launceston Tasmania. Built in 1984, the Silverdome is Tasmania's largest entertainment venue and is used to host a wide variety of national and international events, the Cycling Velodrome, exhibitions and conventions. Launceston's population is 64,000 people.

An important spin-off accruing from a sports and entertainment venue is increased after-hours activity which will help deter anti social activity and vandalism.

¹³ Acromat South Australia June 2007

Events that could be undertaken in such a local venue include:

- Product Shows eg car, boat, travel, home goods etc
- Live Performances
- Sporting Spectaculars
- International Thoroughbred Horse Sales, leveraged from the adjacent horse racing track which will accommodate 300 horses and some 500 trainers
- Formal Gatherings

4.1.3 Access

As previously mentioned, the City of Rockingham, in conjunction with the Western Australian Planning Commission is in the process of constructing a regional recreation complex at Lark Hill, some 60kms south of the Perth central business district on a 270 ha parcel of land located between the Bunbury Highway and Warnbro Sound Avenue.

Lark Hill is situated roughly mid way between the Rockingham and Mandurah central business districts. To the east the site abuts the National Road Route One Highway and to the west Warnbro Sound Avenue, a major internal arterial road. See image.



Stage one of the development consists of large areas of playing fields for various popular sports supported by dual sided viewing pavilions which incorporate change rooms, offices and refreshment facilities etc. These improvements complement an established race horse training track (see bottom right) walking eco-tourism trails and an interpretation centre.

The first stage of the development is now mostly implemented at a cost of approximately \$22 million, with about 75% of the funds provided by the City of Rockingham and the remainder contributed by the State Government. The project has received valuable financial support from the Australian Government's Regional Partnership Programme.

The complex can be entered from both the Bunbury Highway and Warnbro Sound Avenue.

Apart from easy road access the site is well served by public transport, including the Mandurah to Perth railway, when it opens later in 2007. This proximity to the metropolitan rail System will mean that a cyclist, or other user of the Lark Hill facilities will be able to quickly travel from any part of Perth to the site. In non-peak travel times cyclists are able to take their machines on suburban trains.

The PDCC has been encouraged by the City of Rockingham to consider Lark Hill as a location for the proposed Velodrome and has been working closely with their officers to achieve this outcome.

4.1.4 Strategic Relationship with Midland & Cycling Sport Development

For Mandurah riders the Midland Speed Dome is located around 70kms away. This distance and the general access difficulties has proved an impediment for young people aspiring to participate in competitive cycling. What Midland does offer is an international standard venue, albeit capital funding to maintain existing infrastructure and effect improvements has been constrained.

Conceivably, the proposed Lark Hill Velodrome could achieve international (UCI) certification. This outcome would most likely boost interest in competitive cycling in the southern sections of Perth and the South-West of Western Australia as well as opening links with international riders and cycling events.

At an appropriate time it would be sensible to build on the existing spirit of good will and develop an Midland / Lark Hill venue operating protocol that will benefit both parties and build participation numbers.

4.1.5 Demand Summary

A base level of usage is guaranteed given the Peel District Cycling Club's involvement. However, income generation from cycling only, and thus sustainability, will be constrained.

From the above research it does seem that there are considerable opportunities to radically expand facility patronage by designing infrastructure to accommodate multiple activities and appointing a management team that will apply innovative strategies to capture these outcomes. Whilst it is acknowledged that the built infrastructure required to fully exploit the facility will be costly, it is considered that this investment would be money well spent. An example of this progressive thinking is the suggestion that the building be equipped to operate as a public entertainment as well as a sporting venue.

Ultimately, the project strengths are its:

- Easily accessible iconic road frontage location with adequate parking on high volume traffic routes
- Excellent transport linkages
- Co-siting within an extensive regional recreational complex, including the horse racing track
- Rapidly expanding population base

The task is to leverage these advantages to maximise community benefits and ongoing sustainability.

RECOMMENDATION # 1

That infrastructure planning embrace a multi-purpose philosophy with the objective of enabling use of the facility for cycling, other active sports, events and an entertainment venue.

4.2 Search for Best Practice Examples

Velodromes are permanent structures. Indeed, some of the early European facilities were built in the late 1800's. Clearly it is important to "get the planning right". However planning for the new Velodrome presented particular challenges, especially as the only nearby facility is the Midland Speed Dome which is operated by the Western Australian Sports Centre Trust and thus enjoys government patronage. Further, Midland operates as a state sports facility.

Rather than rely on predications entirely based on derived data the consultant's chose to model the proposed venue on existing examples of best practice with the objective of outputting a more realistic assessment. To this end the initial phase of the feasibility study focused on identifying examples of Velodrome best practice design and operation for the type and style of facility envisaged to be constructed at Lark Hill.

Over late 2006 to the early part of 2007 the consultants undertook this preliminary research which aimed to identify suitable bench-mark models. These efforts were specifically focused on regional facilities rather than heavily subsidised state sports venues.

Firstly, following enquiry in Australia contact was made with Velodrome owners and or lease holders in:

- Alice Springs
- Townsville
- Coffs Harbour
- Gold Coast

Subsequently, contact was made with overseas Velodrome owners/operators/designers in:

- Trexlertown, Pennsylvania USA
- World renown Velodrome designers Ralph Schuermann, Germany and Ron Webb UK
- Dunedin, New Zealand
- Invercargill, New Zealand

Research outcomes were considered against a Sport England publication "Cycle Sports Facilities".

Six critical planning issues immediately became apparent:

1. An absolute precursor to successful facility establishment and sustainable operations is positive stakeholder support and a committed, leadership orientated management team
2. A decision needs to be made as to whether an enclosed or an open Velodrome is to be constructed. This decision has significant funding, use (including multi-use ability) and income generation implications
3. Location and accessibility is a predetermine of success
4. Project access to appropriate no or low cost land on which to establish a Velodrome is important
5. Availability of adequate capital to construct use efficient infrastructure is a project make or break factor
6. Most Velodromes around the world are designed by two or three expert architects. Design mistakes, especially for concrete Velodromes are embarrassing and particularly expensive to rectify

For a variety of reasons the Australian Velodromes in Coffs Harbour, Townsville and the Gold coast were discounted as examples of best practice for the purposes of this study. However, the Alice Springs Velodrome proved to be an interesting example of a community based facility, and was visited by the PDCC project manager. Images follow.

The Velodrome, which is operated by the Alice Springs Cycling Club features a 333 metre open-air track. (Generally, the larger the track the less the banking angle is at the turns).

The facility was constructed in 1986 with private funds on land owned by the Northern Territory Government.



The Club has around 140 members, which is an excellent result considering that the town's population is only 28,000 people. Venue operating costs amount to approximately \$15,000 per year. As entry charges are only \$2 per session the Club undertakes fund raising activities during the year to cover its outgoings. Some income is derived from the lease to others of nearby storage areas. The Velodrome is mostly a single sport facility.

Whilst an admirable example of community resolve to acquire a specific purpose sporting venue, the consulting team have concerns relating to the sustainability of this model if reproduced in the Perth Metropolitan Area.



Although examples of Velodrome establishment / operations best practice were sought to properly evidence and inform the local planning process, Australia wide enquiries revealed no usable examples for the type of Velodrome likely to be built at Lark Hill, despite the consultant's best endeavours. Indeed, the consultant's were made aware of the difficulties that existing facilities were confronting.

This early research proved disappointing resulting in a decision to widen the geographic search area.

Subsequently, following discussions with Velodrome operators in the USA and with the benefit of advice from Ralph Schuermann in Germany (international Velodrome design expert) useful examples were identified in New Zealand at Dunedin and Invercargill. A decision was made to inspect these facilities.

Fortuitously, Dunedin and Invercargill are within a half day's drive of each other and offered an opportunity to inspect an unenclosed and a covered facility.

In the week April 23rd to the 27th the consultant's and the PDCC's project manager Peter Moyses visited the Dunedin and nearby Invercargill Velodromes and met with funding agencies and operators. Details, images and verbatim visit notes follow.

4.2.1 Dunedin Velodrome Overview

Dunedin is located in the south of New Zealand's South Island. The City has a population of approximately 120,000 people.

Dunedin City Council (DCC) built the Velodrome (see image left) in 2001 for approximately AUD \$2 million as part of a general reconstruction of recreational facilities. Apart from the Velodrome these improvements included a 400 metre running track, a 1,000 seat grandstand and a soccer ground together with clubrooms and amenities. DCC owns the Velodrome infrastructure and as such is responsible for major maintenance.



DCC leases the Velodrome to an incorporated association Cycling Otago for NZ \$1,946 per year. The Velodrome is located some 12 kms south of the Dunedin CBD.

The Dunedin Velodrome is an outside concrete structure with club rooms. The riding surface is 250 metres with a gradient of 13 to 42.5 degrees of banking. Full construction costings and council reports have been provided by the DCC.

Cycling Otago operate the facility over a season running from mid September to the end of March each year utilising a volunteer work force. The club has 220 members.

Club member rider usage is estimated at 1,000 per season. Cycling Otago have developed a mutually beneficial relationship with nearby high schools which results in high levels of student engagement in the sport. The club provides young people with an opportunity to ride the circuit under supervision, on club provided bicycles at no cost. This arrangement provides a healthy recreation diversion for young people and ultimately a source of new club members.

4.2.1.1 Dunedin Site Visit Report

Meetings were held with:

David McKenzie – Property Manager Dunedin City Council

Melvin Tudor – Vice President Cycling Otago

Simon Parker and Ken Warburton – Parker Warburton Architects (Over sighted construction of the Dunedin facility)

Cycle Surgery – Retail Bike Shop

David McKenzie

Initially met with David McKenzie at the City of Dunedin. David was most helpful outlining the consultative approach that the City had adopted with key stakeholders and his experience actually constructing the facility.

Essentially, the track is a Schuermann design (a reoccurring theme) registered with the UCI in Switzerland as complying with international standards.



David advised that in his opinion a replacement would cost approximately AUD\$3 million. This budget estimate was subsequently confirmed by the architects.

Engineers advised that the track foundations should be preloaded with gravel to stabilise the ground. This recommendation was accepted and took some twelve months to complete. Track walls were poured in-situ in a two stage, section alternating process, which involved a hard concrete shell subsequently plastered with a more flexible

mix. No track lighting is available however sockets have been incorporated in the foundation design which can receive cantilever beams sufficient to support a fabric roof and the lighting at an estimated cost of AUD\$700,000.

David provided construction images and a facility drawing. A number of technical problems presented during the build stage and were overcome by a range of innovative engineering solutions. David kindly offered to act as a technical resource for a similar facility at Lark Hill.

Parker Warburton Architects

A subsequent meeting with the principals confirmed their interest in overseeing construction of a Dunedin Velodrome at Lark Hill and thus the transfer of job specific intellectual property.

Melvin Tudor

Apart from being a fanatical bike rider, Melvin is a teacher at a nearby 1,200 student high school. He provided a tour of the track and associated club rooms.

Melvin has a cohort of some forty students who he coaches in the art of Velodrome competitive riding, by all accounts very successfully. It would be fair to say that Melvin exudes enthusiasm for cycle racing and this has encouraged an active group of young people to be committed to the sport.

The main new rider age group target is young people of both sexes in the nine to twelve year cohort. In answer to a direct question, Melvin advised that the track wall angle did not deter young people's involvement, especially given the training that he provided.

Melvin would be a very useful advocate / presenter for Velodrome cycle racing in Perth.

Cycle Surgery

The shop manager advised that the Dunedin Velodrome had a noticeably positive effect on trade and interest in cycling generally.

4.2.2 Invercargill Velodrome Overview

The City of Invercargill has a population of 50,000 persons and is located some 200 km south west of Dunedin. Stadium Southland incorporates a Velodrome which opened in mid 2006. The Velodrome itself is a covered, timber track facility.

Stadium South is a multi-purpose international standard recreational and entertainment complex (see image) constructed at a cost of approximately AUD \$24 million. Financing of the Velodrome component was achieved through contributions from The Invercargill Licensing Trust and the Community Trust of Southland.



The operator is the Southland Indoor Leisure Centre Trust, a charitable trust formed in May 1998. A staff of six manage the facility.

Stadium Southland enjoys a cash turnover of NZ\$1.2 million per year. Various entities (local government and community trusts) provide operating subsidies for the entire operation of some NZ\$380,000 per year.

One section of the facility incorporates two elite courts geared for sports such as netball and basketball to international level. Sprung timber floors are one part of the offerings as is retractable seating for up to 4100 spectators. This, the non Velodrome section incorporates two corporate lounges, a media box, a large administration office for cycling, a café, a kitchen, two floors of sports administration including twenty

offices, a physiotherapist, sports shop, health centre, staff rooms and meeting rooms.

Other sport codes accommodated include badminton, squash, athletics, tennis and indoor soccer. Indoor rock-climbing and a fitness centre represent ancillary recreational activities. With seven courts in total a wide range of indoor sports activities can be accommodated, for instance over two dozen schools use the Stadium for their physical education curricula.

Apart from elite sports, facility target markets are corporate challenges, non competitive and competitive club riding, provincial/national championships, international carnivals and athletes with disabilities. In addition, with the use of retractable seating the facility is equipped to host entertainment, function and catering services and product shows eg boats etc.

The Velodrome component is also fitted with spectator seating. The track centre is utilised by other sports and income generating activities.

Evidently, the Stadium Southland venture is meeting all of its operational targets. Nigel Skelt, Stadium Southland's General Manager has expressed his interest in forming an operating relationship with like Australian facility operators.

4.2.2.1 Invercargill Site Visit Report

Meetings were held with:

Ray Harper – Chairman Stadium Southland Invercargill

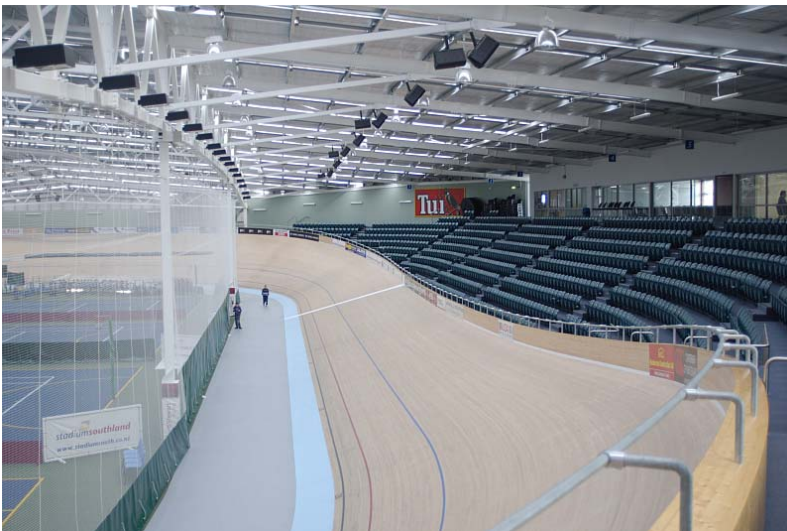
Nigel Skelt – General Manager Stadium Southland Invercargill and the centre's financial controller Fred Warnaar

Cycle Surgery – Retail Bike Shop

Previous discussions were held with Lindsay Bowmar from the construction firm Calder Stewart who built the Invercargill Velodrome

Ray Harper, Nigel Skelt & Team

The entire facility and particularly the Velodrome can only be described as very impressive, both in relation to the energy and leadership of the board of management through to the professional staff and the quality of the available infrastructure.



The Invercargill facility has been marketed as, and has achieved the status of a community recreational and entertainment hub. Evidently, Stadium Southland welcomes some 6,000 to 10,000 visitors / facility users per week.

The success of Stadium Southland as a sports facility, especially for netball and cycling has resulted in national and international media attention that has had a demonstrably positive economic impact on the town which hitherto was struggling. This is a remarkable achievement given that Invercargill is known for its contrary weather.



Stadium Southland is very much a multi-use facility catering for community, sporting and entertainment events.

By way of example, the popular music group Hi Five were to perform at the stadium on the day following the visit. Eighty-two major events had been held or were planned in the twelve

month period. Apart from admission and hire charges major revenue streams include Velodrome banner advertising at NZ \$15,000 per year and office rental to Invercargill's equivalent of the Department of Sport & Recreation.

The Velodrome replacement cost is estimated at AUD\$9 million. As with Dunedin, the Invercargill Velodrome is a Schuermann design registered with the UCI in Switzerland as complying with international standards. Management advise that the timber track is “very fast” and has produced national (possibly international) record times and the establishment of an ardent following of aspiring and recognised track cyclists.

Track banking is not regarded as presenting an impediment to new riders. In addition to providing design sketches, Stadium Southland offered to act as an ongoing source of establishment and operating information if a similar track is constructed in Perth.

Cycle Surgery

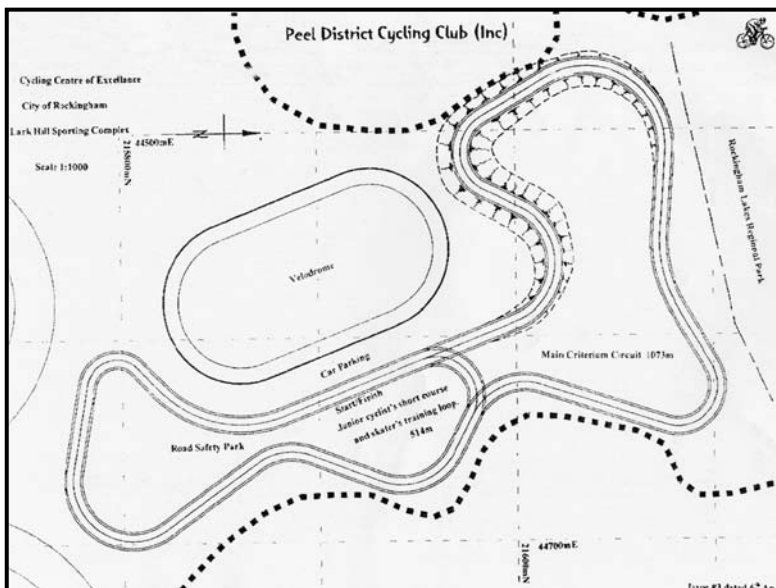
The Invercargill Cycle Surgery retail shop employ a track cycling professional, Glen Thompson as one of their staff. Glen is also a part owner of the business. He advised that a number of New Zealand’s best track cyclists had moved to Invercargill in order to access the Velodrome which is regarded as one of the finest in the world. By all accounts, the Beijing 2008 Olympic Velodrome is modelled on the Invercargill design.

Calder Stewart

Telephone discussions were held with Lindsay Bowmar, the supervising engineer for Calder Stewart who built the Invercargill Velodrome. Unfortunately Lindsay was overseas during the scheduled visit however he did indicate that Calder Stewart would be very interested in building a Velodrome at Lark Hill. As with Dunedin, this arrangement would effect the transfer of Velodrome construction expertise.

4.3 Criterium Circuit

This proposal, as per the sketch below¹⁴, includes a Velodrome and an associated Criterium Circuit. In keeping with international standards the Criterium Circuit is seven metres wide and approximately one kilometre long. The circuit design incorporates a Road Safety Park, a Junior Cyclist’s short course and a Skater’s training loop.



The circuit design incorporates a Road Safety Park, a Junior Cyclist’s short course and a Skater’s training loop.

The notional configuration has been arranged to follow land contours and sensitive wetland areas.

Construction is asphalt on crushed limestone and road base. Edges are stabilised by flush cast concrete edges with drainage channels to one side. The track will have a slight fall to promote water run-off.

The City of Rockingham’s engineering department¹⁵ have indicated a budget Criterium Circuit construction cost of \$350,000 not including unforeseen drainage works.

¹⁴ See also the Master Plan on Page 8

5 PROJECT DEVELOPMENT

5.1 Land Size Requirements

The Velodrome / Multi-Use facility proposed to be built at Lark Hill incorporates a 250 metre track. The ground area required¹⁶ to build the track only and a 10 metre concourse, but not including amenities or clubs rooms etc would be in the order of 140 metres by 100 metres, or 15,000 square metres / 1.5 hectares inclusive of surround paving.

The seven metre wide by 1,000 metre Criterium Circuit, with return will cover some 7,700 square metres, or about three-quarters of a hectare, however it is envisaged that the circuit will meander through sensitive wet/damp land areas so its on-the-ground impact will be minimised.

5.2 Potential Opportunities

Whilst the Lark Hill recreational complex, as currently planned promises to be a magnificent sporting resource it lacks a single point of focus and its assets are vulnerable to theft, damage or vandalism. The Velodrome proposal would provide an iconic gateway representation of what the Lark Hill project set out to achieve and additional human activity which would help address both concerns.

Currently, the Mandurah, Rockingham, Kwinana, Cockburn and adjacent communities are not served by a venue capable of seating several thousand people in comfort. Conceivably the Velodrome could address this failing.

City of Rockingham officers have indicated that they would support the development of a Velodrome with nearby or attached commercial premises. Such trading undertakings may be approved¹⁷ subject to their linkages/connections with sports activities (eg sports shops, medical services, fitness offerings etc). Notwithstanding, it is considered unlikely that the PDCC itself would be in a position to financially underwrite development of commercial infrastructure and thus take advantage of this situation directly.

Health and sports services infrastructure providers/operators are known to be interested in locating commercial premises at Lark Hill. The PDCC President has had informal and productive discussions with two such entities. Clearly, an arrangement with a health services developer could result in a much needed capital injection to the project.

Potentially such a public/private partnership would provide a vehicle that promises to:

- Enhance offerings of sports based activities within an integrated centre complex setting
- Establish Lark Hill as a destination in its own right
- Leverage private capital
- Introduce commercial design expertise

¹⁵ June 2007

¹⁶ Sport England "Cycle Sports Facilities" April 2003

¹⁷ Subject to formal approval by the City of Rockingham and Lessee/Local Government/State Government/ Developer land lease negotiations

- Resource operations
- Achieve sustainability
- Mitigate risk to government(s).

The consultant's are aware that a "Health & Wellness Firm" Sol-Health has approached the City of Rockingham with a proposal that would result in the establishment of a 50 metre pool with grandstand seating for 300, leisure water, hydrotherapy pool, large wellness centre, group exercise, and group cycling rooms, health and wellness studio, Day Care and Kids Activity Centres, sports retail tenancies, day spa and a 900 square metre Medical Centre operated by Symbion Health together with a major coffee / café chain.



See typical development image left.

Sol Health Pty Ltd was established in 2005 to design, develop and operate integrated health, aquatic, medical and lifestyle centres throughout Western Australia. Sol Health will build community facilities and deliver essential services traditionally provided by the Local Government sector for the community.

The Sol Health's model is designed to help Governments at all levels keep up with the community's growing demand for first-class facilities and services and in an Australian First, integrate the medical and wellness industries, all working to improving the health of the community.

Construction of Sol Health's first health and lifestyle centre in Butler will start in August 2007 and be completed by January 2009 at a cost of \$18 million. Evidently that facility is fully tenanted and the State Government has just announced \$2.4 million in support funding.

Typically, a Health and Wellness centre, incorporates 1,100 square metres of gymnasium, aerobics / fitness room, health & wellness studio and a spinning / cross training area and activity rooms available for community / commercial hourly hire. Programmes and services offered include swim squads, learn to swim classes, school carnivals, education department learn to swim classes, aqua, aerobics, community and sporting club usage, health and wellness members and general usage.

Sol Health's health centres are designed to become a "lifestyle destination" for the community. The company has indicated its plan to build a Lark Hill centre **concurrent with the proposed Velodrome** by 2009 subject to resolution of planning, administrative and financing issues.

RECOMMENDATION # 2

That the Peel District Cycling Club negotiate with Sol Health Pty Ltd and the City of Rockingham to achieve a Lark Hill facility development public/private partnership including the establishment of an integrated Velodrome / Multi-User Sport / Entertainment component on that site.

RECOMMENDATION # 3

That subject to the success of the facility development public/private partnership agreement the Peel District Cycling Club negotiate cycling access and management arrangements with the City of Rockingham and Sol Health.

5.3 Relationship to Government Strategies

It is apparent that the project delivers a number of high priority strategic programme objectives for all three tiers of government. Specifically:

- Cycling road safety education
- Opportunities for enjoyable physical activity
- “Participation In Sports” promotion
- Encouragement of elite sports development
- Multi-use sports facility model economies of scale, resulting in cost savings and management efficiencies
- A local entertainment venue
- Provision of seamless health / wellness services
- An activity anchor for the Lark Hill regional recreation complex
- A potent example of a public/private approach to infrastructure provision and operation

5.4 Finance**5.4.1 Challenges & Capital Financing Implications**

In addition to the Criterium Circuit proposal the primary decision that must be made is to determine whether to work towards the establishment of an outdoor or indoor Velodrome.

The New Zealand experience suggests that an outdoor track based on the Dunedin model would likely cost AUD\$3 million plus a standard contingency of 25% or \$3,750,000. A fabric cover could cost, including a contingency around another \$1,125,000; or \$4,875,000 in total.

It is noted that a covered all weather track would provide certainty of use, a critical issue for schools and elite rider training.

Alternatively an Invercargill type multi-use indoor facility is likely to cost \$11,250,000 to construct, including a contingency. To this sum must be added a further \$2,200,000 for seating and associated improvements required to fully exploit market opportunities, totalling about \$13.5 million.

In summary the development options, **indicatively costed** as at July 2007, for discussion purposes only and with no allowance for escalation in construction prices¹⁸ or contingencies etc are:

Option 1.	Construct Criterium Circuit Only	\$350,000
Option 2	Construct Outdoor Velodrome Track Only Plus Criterium Circuit	\$3,750,000 \$350,000 Total \$4,100,000.00
Option 3	Construct Outdoor Velodrome Track With Fabric Cover Only Plus Criterium Circuit	\$4,875,000 \$350,000 Total \$5,225,000.00
Option 4	Construct Indoor Multi-Use Facility, Including a Velodrome Track Only Plus Criterium Circuit	\$11,250,000 \$350,000 Total \$11,600,000.00
Option 5	Construct Indoor Multi-Use Facility, Including a Velodrome Track with Seating for 4,000 Patrons Only Plus Criterium Circuit	\$13,500,000 \$350,000 Total \$13,850,000.00

NB: The above indicative estimates, which are subject to verification, are exclusive of GST. It is assumed that funders will “gross up” grants by 10% in regard to the GST, resulting in a nil GST cost to the proponent. Further, that GST credits will be claimed in respect of building construction and other set-up costs, again producing a nil GST effect.

5.4.2 Capital Funding Sources

The success of negotiations between the Peel District Cycling Club, Sol Health Pty Ltd and the City of Rockingham to achieve a Lark Hill facility development public/private partnership will lead to the construction of an integrated commercial and recreation development at Lark Hill. This outcome will enable reduced construction costs overall through economies of scale, that is planning, engineering, site works and reduced mobilisation costs and the common use of amenities, entrance areas, car-parking, landscaping, services and the like.

Whilst negotiations are currently at an early stage, it is expected that Sol Health will have the capacity to fund part of the Velodrome / Multi-User Sport / Entertainment component of the complex.

Other potential funding sources include:

- Western Australian State Government, who evidently have contributed \$2.4 million to the proposed Sol Health Butler facility
- City of Rockingham

¹⁸ Nominally 11% per annum

- The Department of Sport & Recreation's Community Sporting & Recreation Facilities Fund (CSRFF). CSRFF grant guidelines suggest that the department could fund up to one-third of the capital cost up to a \$1.8 million cap. Published criteria indicates that:
 1. Priority will be given to projects that lead to facility sharing and rationalisation as multi-purpose facilities reduce infrastructure required to meet similar needs and increase sustainability¹⁹
 2. Construction of new facilities to meet sport and recreation needs
- Australian Government's Regional Partnerships fund.

5.5 Return on Investment

Given that scarce public monies are to be sought to build a Velodrome it must be recognised that funding agencies look for a community impact Return On Investment (ROI) as part of their assessment process. Grants are awarded on a value for money basis.

A simple illustrative but realistic comparison ROI is based on the original capital cost of the project, an estimate of its usable life in years (say 20 years), and a calculation of the number of persons who will use the facility²⁰. The ROI is calculated thus: capital investment \$ / users over the facility life cycle, **not including** operating charges, maintenance and cost of funds etc. Application of this formula generates a (constant dollar value) cost per session estimate of \$62.50 / \$81.25 for a Dunedin style Velodrome, open and fabric covered respectively.

A similar calculation for an Invercargill type covered track Velodrome produces a cost per session estimate of around \$187.50 / \$225.00, without and with addition seating respectively. However the indoor track is capable of accommodating a number of different sporting codes and entertainment events that could multiply user numbers ten fold or greater. Conservatively, a ten fold increase over cycling only would suggest 600,000 users over 20 years equalling a capital cost per user allocation of around \$22.50.

Of course other factors are considered by governments when determining grant applications, including elite sports development, health outcomes, road safety tuition, equitable availability of public infrastructure, wide community benefit (eg health) and broad appeal (eg school use) etc.

6 IMPLEMENTATION

6.1 Introduction

Establishment of a Multi-Purpose Velodrome / Multi-User Sport / Entertainment facility at Lark Hill represents a significant investment involving a number of organisations who have various project development roles and responsibilities.

The following sections outline a suggested implementation pathway and detail a number of important issues that need to be addressed as part of the planning process.

6.2 Strategic Objectives

The principal objective of the Velodrome / Multi-User Sport / Entertainment facility project is to provide otherwise unavailable sporting and entertainment venue infrastructure to service the active recreation and cultural needs of the South West Perth Metropolitan and Peel Area population.

¹⁹ DSR / CSRFF programme grant guidelines published January 2007

²⁰ Based on 3,000 sessions per year

6.3 Project Staging

Even when capital funds are secured it is apparent that the facility would be unlikely to be constructed within an 18 to 24 month time frame. Delays of this magnitude are to be expected in the current economic climate and have upward cost implications.

Clearly in the interim it is important that the club encourage interest in its plans well prior to any development. To expedite on the ground activity it is suggested that the PDCC pursue a two stage development programme with the establishment of the Criterium Circuit representing phase one.

RECOMMENDATION # 4

That the Peel District Cycling Club seek to expedite the early construction of the Criterium Circuit as a high-visibility precursor to the establishment of Velodrome and associated infrastructure.

6.4 Design

Competent architects and a reputable firm of quantity surveys will need to be appointed following in-principal approval of capital funding. Their initial task will be to negotiate, design and accurately budget cost required infrastructure including all fees, services, fit-out and cost escalations etc, making adjustments as necessary to the indicative costings provided herein. Logically, these professionals should be provided with copies of plans and costs kindly provided by contacts in Dunedin and Invercargill.

Given the practical experience gained by the New Zealand construction firms and the opportunity to translate this intellectual property resource to benefit the Lark Hill project we recommend that the companies mentioned be invited to tender for this work, possibly in partnership with local providers.

Notwithstanding, the appointed architects should be encouraged to peruse the comprehensive Velodrome construction technical publications produced by Sport England, especially as the facility will be used for multiple sports and events. See www.sportengland.org/floors.pdf and www.sportengland.org/cycling.pdf

Further, that the project proponent establish a technical reference advisory group to guide facility design. Membership of the advisory group to include the City of Rockingham, Peel District Cycling Club, Department of Sport & Recreation, Western Australian Cycling Federation and the Roller Sports Association of WA.

International best practice suggests that the design of the Velodrome track should only be assigned to an architect experienced in this area. Most Velodromes around the globe have been designed and built by Schuermann Architekten, Muenster Germany and or R.V.Webb Ltd, an Australian living in the United Kingdom.

Ron Webb, who was awarded the Order of Australia in 2006, is the principal of R.V.Webb Ltd. R.V.Webb Ltd has been responsible for the on-site construction of 62 cycle tracks since 1970. including permanent tracks at Tasmania, Edinburgh, Launceston, Seoul, Ipoh Malaysia, Perth Western Australia, Herne Hill London, Adelaide, Manchester UK, Wanganui New Zealand, Calshot UK, Taiwan, Sydney, Melbourne, Newport Wales and the Athens Olympic track.

Ralph Schuermann represents the third generation of Velodrome Track designers. Over this period the Schuermann Architekten company has designed 120 tracks around the globe including Dunedin and Invercargill. Currently, Schuermann Architekten is constructing the 2008 Olympic Games Velodrome in Beijing China. Additional information can be viewed at www.velodromes.com/index.htm

It is noted that a track built by a recognised designer will ensure international registration by UCI.

RECOMMENDATION # 5

That:

1. Following in-principal approval of capital funding competent architects and a reputable firm of quantity surveyors to be appointed to qualify indicative assumptions and prepare a costed local design and building specification. They are to be provided with copies of plans and costs provided by Dunedin and Invercargill project collaborators.
2. Given their experience, specified New Zealand construction firms be given the opportunity to utilise intellectual property gained to benefit the Lark Hill project, possibly in partnership with local providers.
3. The project proponent establish a technical reference advisory group to guide facility design. Membership of the advisory group to include the City of Rockingham, Peel District Cycling Club, Department of Sport & Recreation, Western Australian Cycling Federation and the Roller Sports Association of WA.
4. Schuermann Architekten and R.V.Webb Ltd be encouraged to tender for the Velodrome track design and installation component.
5. Upon completion the Velodrome be certified as an internationally complying track by UCI.

6.5 Operations

Two scenarios are possible, the first relates to the Peel District Cycling Club (PDCC) having sole responsibility for managing the Criterium Circuit and or a Velodrome the second possibility, and the recommended model is that Sol Health manage all infrastructure that comprises the "Health & Wellness Centre" together with the proposed Criterium Circuit and Velodrome.

In the case of the first (PDCC) management option, the club would be obliged to generate sufficient income to offset a facility lease fee, maintenance and associated outgoings plus administration costs. Of necessity, the bulk of this income would have to be derived from member fees which are constrained, in addition to fund raising, space rental and other sources. The success of this model will rely on the City of Rockingham providing the facilities at essentially no cost for community benefit and the ongoing willingness of volunteers to provide their services. See the Alice Springs Cycling Club experience detailed in section 4.2.

Should Sol Health or a similar operator establish and manage an integrated facility then that company will have staff on site at all times negating any requirement for the PDCC to be concerned with infrastructure maintenance and overhead costs. However club members will be expected to pay entry fees. Track access and financial arrangements, including an income stream to support an active cycling programme will need to be negotiated at an appropriate time.

RECOMMENDATION # 6

That the Peel District Cycling Club negotiate mutually beneficial facility access and financial arrangements with the City of Rockingham and Sol Health, when appropriate.

6.6 Access Arrangements

Ensuring equitable access to facilities on days and times to suit all users whilst balancing the need to optimise utilisation will require robust communication, understanding and tact. Further, the setting of appropriate access charging rates is always fraught, leave alone the difficulties in communicating the rationale underpinning the decisions made to users.

A perceived lack of transparency and a “fair go” has the potential to cause discontent and ultimately reduce attendances and thus utilisation.

We recommend that the facility manager establish a users reference group as a tool to achieve the best outcomes possible. Naturally the PDCC must be represented if Sol Health manages the facility. Alternatively, if the club secures management rights other user groups will need to be appointed to a reference group.

RECOMMENDATION # 7

That the facility manager establish a users reference group to achieve transparency in the allocation and optimisation of infrastructure utilisation.

6.7 Risk Management

Establishment risk amelioration can be achieved through monitoring and funding body contractual control.

No doubt project funders will insist that construction firms selected are of high repute and will undertake required due diligence checks. The tendering of construction contracts must comply with government tender regulations.

Upon completion we recommend that the facility operator commission a facility operations external risk management assessment, with recommendations and a ongoing risk mitigation process.

RECOMMENDATION # 8

That upon the completion of construction the facility manager commission a facility operations external risk management assessment, with recommendations including ongoing risk mitigation measures.

Letter of Support



Steve Hubbard & Mark Toomath
Sport & Recreation Officers
City of Rockingham
PO Box 2142
Rockingham WA 6967

Dear Steve and Mark

I write in support of the application to the City of Rockingham for inclusion in its funding for a feasibility study to assess the creation of a Velodrome at Lark Hill.

I am in support of the project to build the Velodrome at this venue and I strongly believe that it will be of great benefit to the region and positive move towards promoting healthy lifestyles in the community.

I have met with the representatives of the Peel Cycling Club and also with members of the Education Department. I am also aware that the Member for Brand may also become involved in the near future.

Please let me know if there is anything that I can do to assist in developing or helping to move this project forward.

Yours sincerely

**Norm Marlborough MLA
MEMBER FOR PEEL**

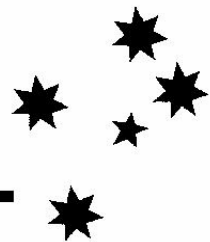
CC: Peel Cycling Club

30 OCT 2006

MoysesP-Vel061017-1154.Doctb



PO Box 223
Kwinana WA 6167
Tel: (08) 9420 2050 Fax: (08) 9420 1115





WESTERN AUSTRALIAN
SPORTS CENTRE TRUST

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EMAIL info@wasct.wa.gov.au
WEBSITE www.wasct.wa.gov.au

21st October, 2004

Mr Peter Moyses
Secretary
Peel Districts Cycling Club Inc
3 Hickman Rd
SILVER SANDS WA 6210

Dear Peter,

RE: VELODROME AND ROLLERSPORT PROJECT - LARK HILL

Thank you for the opportunity to meet with you and Tony Van Merwyk to discuss the proposal by the Peel Districts Cycling Club Inc to construct and operate an outdoor velodrome and rollersports complex at the Lark Hill sports precinct.

The project, including the business plan, appears to have been thoroughly developed and I have no doubt it will be a valuable addition to the sporting facilities in the Peel region.

The WA Sports Centre Trust supports the proposal as I believe it will lead to an increase in participation in cycling and rollersports in the region which can only be beneficial to those sports.

This should have a positive on the cycling and rollersports programmes conducted by the WA Cycling Federation and the Rollersports Association WA at the SpeedDome.

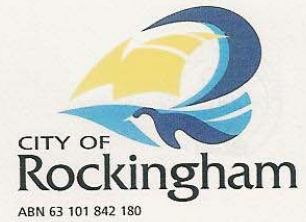
The Trust is prepared to assist with the project in any way possible and wishes the proponents every success.

Yours sincerely,

Graham Moss
CHIEF EXECUTIVE OFFICER

VENUES

Our Ref: GR:sdp
Your Ref:
Enquiries to: Mr Gary Rogers



1 November 2004

Mr Peter Moyses
Secretary
Peel District Cycling Club (Inc)
3 Hickman Street
SILVER SANDS WA 6210

Dear Peter

I refer to previous correspondence in relation to the Peel District Cycling Club's proposal to establish a Velodrome and Criterion Circuit on land located within the Lark Hill Sporting and Equestrian Complex.

I wish to advise that Council at its last meeting considered the proposal as submitted by your Club and resolved as follows :

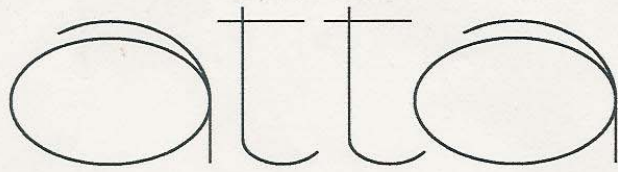
- "1 Support in principle the proposal as detailed in the Business and Management Plan dated June 2004 as submitted by the Peel Districts Cycling Club to develop a Velodrome and Criterion Circuit as part of the Lark Hill Regional Sport and Recreation Complex.*
- 2 Subject to the satisfactory resolution of the issues identified in the report and associated with the proposal, Council's Manager of Recreation and Culture present a detailed report to a future meeting of the Corporate and Engineering Services Committee for consideration."*

Would you please continue to liaise with myself to further progress this matter and consider in detail all matters related to proceeding with this proposal.

Yours faithfully



GARY ROGERS
MANAGER RECREATION AND CULTURE



australian time trials association inc

president: peter meyer 88 gugerl st, claremont wa 6010
phone(08) 9384 2568 or 0408 902 349

peterm@cvgnus.uwa.edu.au

honsec: stuey estcourt 2A quillen view, joondalup, 6027
phone(08) 93011393 stuest@wantree.com.au

Internet: <http://www.atta.asn.au>

email: atto@atta.asn.au

February 11, 2004

To Whom It May Concern:

Peel District Velodrome Project

ATTA would like it known that it enthusiastically supports the efforts of the Peel Districts Cycling Club to establish a Cycling Facility, including a banked, concrete track and criterium circuit at the Larkhill Sporting Complex in Rockingham.

While ATTA has its membership spread throughout the metropolitan area, for many years we have held a number of events each season in the Rockingham-Serpentine area. This has included many State title events over various distances. Last year the WA 40km Championships at Hopeland attracted a full field of 150 riders.

ATTA's current membership is 112 but throughout the year we have many more casual members who will ride on a 1-day membership and, although the focus of our activities has been and remains road events, a number of our members already ride the track and we have long considered extending our racing to the track. Indeed, as road traffic continues to build, that may well be our only option in the future!

Yours sincerely

Peter Meyer

>
>Dear Peter,
>
>Further to our numerous telephone conversations. I would like to reiterate
>that Roller Sports WA Inc. would be fully supportive of a venue being
>built in the Mandurah area that could be used for both cycling and skating.
>
>A number of year ago one of the largest Skating clubs in WA was based in
>Mandurah. The Mandurah club was made up of Speed, Artistic and Roller
>Hockey skaters some of whom went on to become World Champions in their
>chosen disciplines. Unfortunately, with the closure of the Mandurah Roller
>skating Rink the club gradually grew smaller and is now non existent.
>
>I am sure that if a facility was available we would be able to resurrect
>the Club and give the youth of Mandurah another sport in which to participate.
>
>Please do not hesitate to contact me should your require any assistance
>with this project. I must apologise for the delay in my reply. I have been
>extremely busy with the Australian Speed Team which recently competed in
>the Oceanias Championships on the Gold Coast, this along with the fact
>that WA has won the right to host the National Championships this year.
>
>Good Luck with this very worthwhile venture.
>
>Regards
>Pauline Robertson
>State Administrator
>Rollersports WA Inc.

Outgoing mail is certified Virus Free.
Checked by AVG anti-virus system (<http://www.grisoft.com>).
Version: 6.0.487 / Virus Database: 286 - Release Date: 1/06/03



WEST COAST MASTERS CYCLING COUNCIL Inc.

AEN 85 545 796 772

President: Mr. Kevan Logan
Tel: 94518557

Secretary: Lot 11 Lance Street
Mt. Helena, Western Australia 6082
Tel. 61-8-92953265
Fax. 61-8-93801016
e.mail: mdavies@ecel.uwa.edu.au

10 February 2004

Dr. Tony van Merwyk,
Vice-President Peel Cycling Club
828 Baldivis Road,
BALDIVIS WA 6171

Dear Tony,

The committee of the WCMCC have asked me to express their strong support for your endeavours to obtain a cycling facility of excellence at Rockingham. A facility that caters for track and criterium racing and that will provide a traffic free environment is one that deserves priority. Such a facility we feel will prove attractive to current racing cyclists and will encourage others to participate in what is an invigorating and healthy pastime. In addition we support the idea of using the facility as a safety venue for cycling education – presumably this will cater for old and young and is something that I'm sure all authorities will see as a much-needed and positive development.

As you will be aware our organization caters for veteran age riders, the fastest growing area of the sport all over Australia. We currently have 240 members but with the ageing of the population we are expecting this to grow appreciably in the future. A safe environment to race and train is what many of our members desire and it appears that the plans that you have described will see such a venue become a reality. In addition, while we have track facilities in Midland, the Rockingham area and locations east of the town are currently poorly endowed with such tailor made facilities. The plans will therefore help redress the balance towards the south west of the City.

We therefore strongly support your intentions and wish you all the best in your negotiations towards the above ends.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Mel', with a long horizontal flourish extending to the right.

Mel Davies
Secretary/Treasurer



WESTERN AUSTRALIAN INSTITUTE OF SPORT (WAIS)

Challenger Stadium Stephenson Avenue Mt Claremont WA 6010
P.O. Box 129 Mt Claremont WA 6010
TEL: (08) 9387 8166 FAX: (08) 9383 7344
www.wais.org.au email: wais@wais.org.au

Dear Tony,

I would like to take this opportunity to congratulate both yourself and the Peel District Cycling Club for your endeavour in developing a cycling facility in the Peel region. It is my belief that a quality facility inclusive of velodrome, criterium circuit and cycle safety educational park, would be an asset to both regional and metropolitan cycling.

Such a facility would encourage regional cycling participation, and potentially encourage city cyclists to also utilize the centre. Peel cyclist Peter Dawson, current World Champion, WA Sports Star of the Year and Olympic gold medal hopeful; highlights the need of providing regional athletes with opportunities to participate and develop locally, without the difficulties of constant discouraging travel.

The Western Australian Institute of Sport Cycling Program would also benefit from such a facility, as a quality outdoor velodrome does not exist in Perth. Track cycle racing on outdoor velodromes, constitutes a significant part of the Australian track cycling season. Having such a facility could play an important part in our track season preparation.

The construction of this cycling facility would greatly benefit many in both regional and metropolitan areas alike. Regional communities have a great tradition of producing outstanding sports people. Western Australian cycling has benefited greatly from the successes of country cyclists such as Peter Dawson, and with increased regional cycling participation, should continue to do so. We at the Western Australian Institute of Sport wish to express our support of this project.

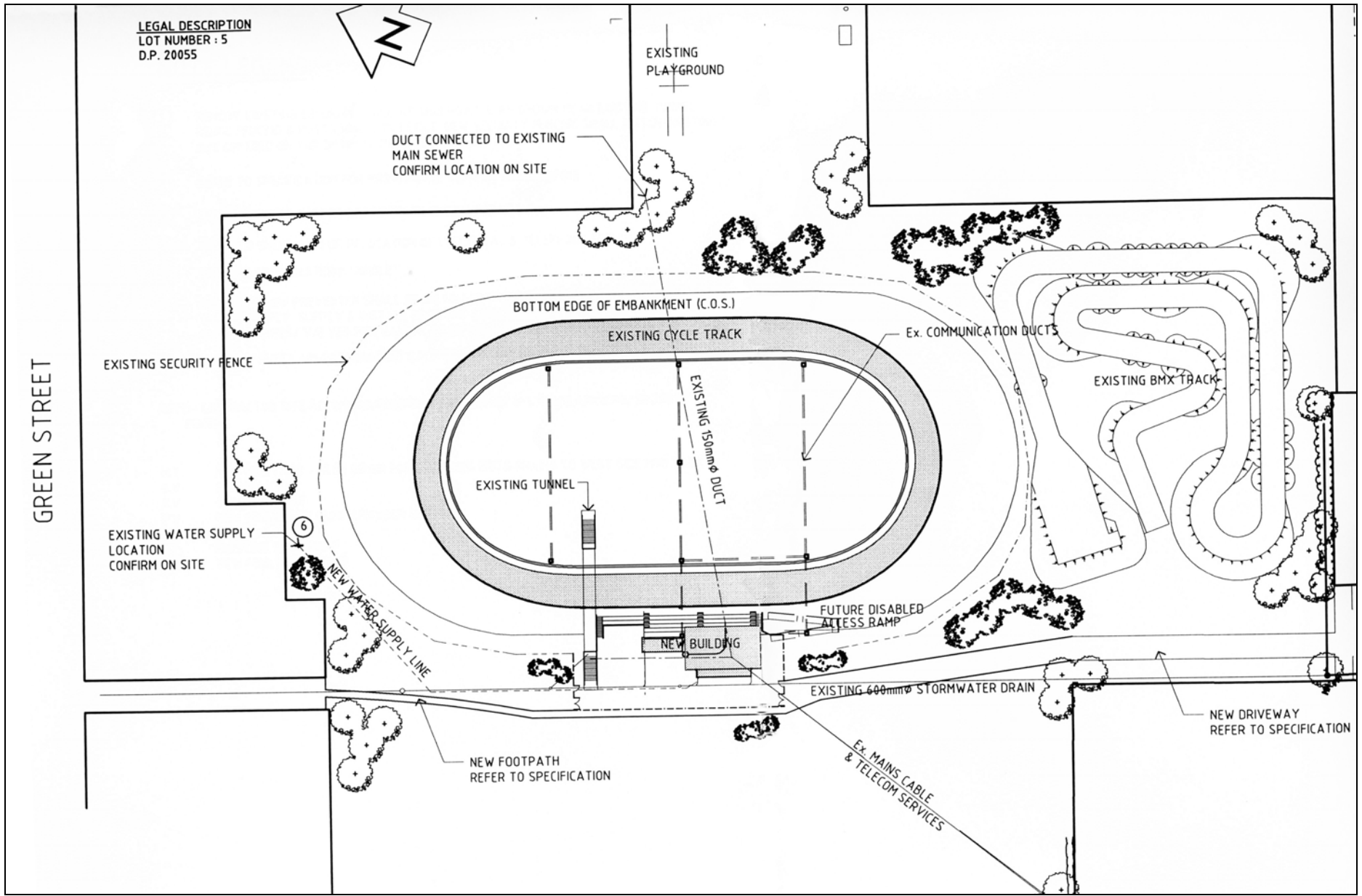
Best wishes,

Darryl Benson
WAIS Head Cycling Coach.

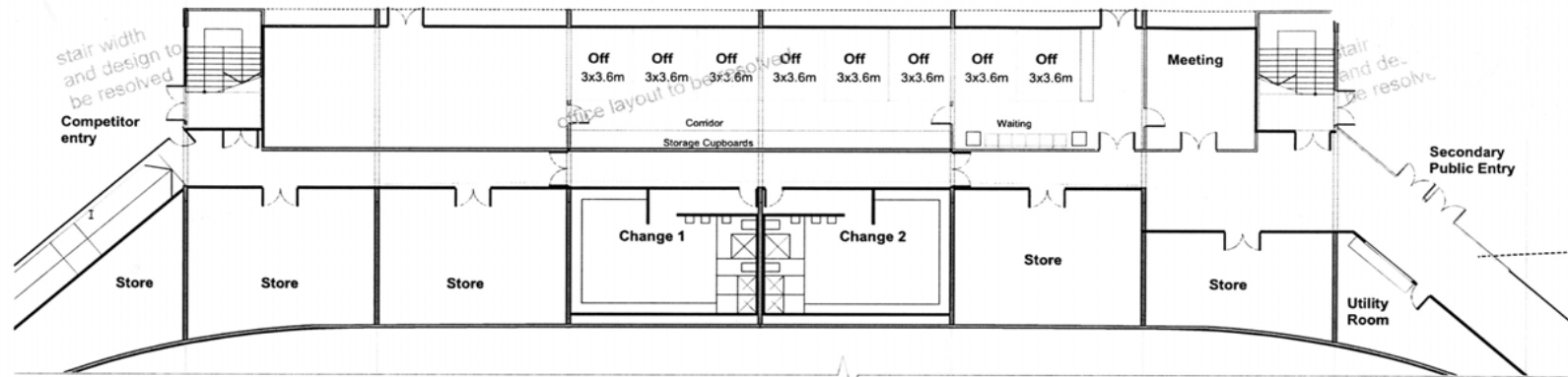


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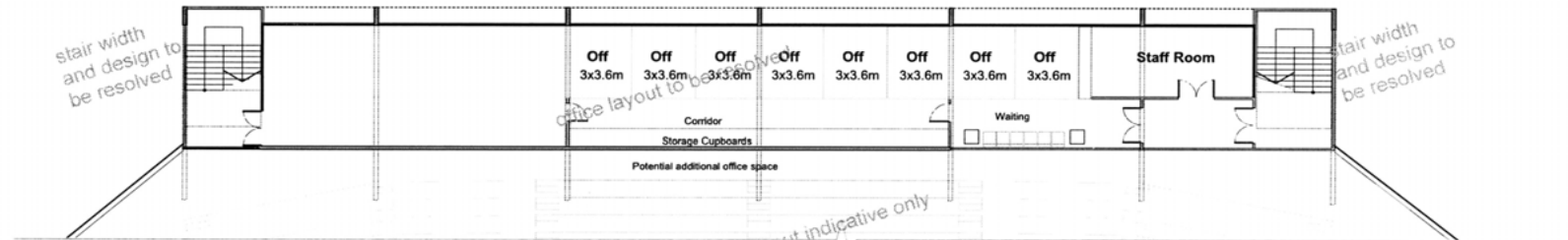
Dunedin Plans



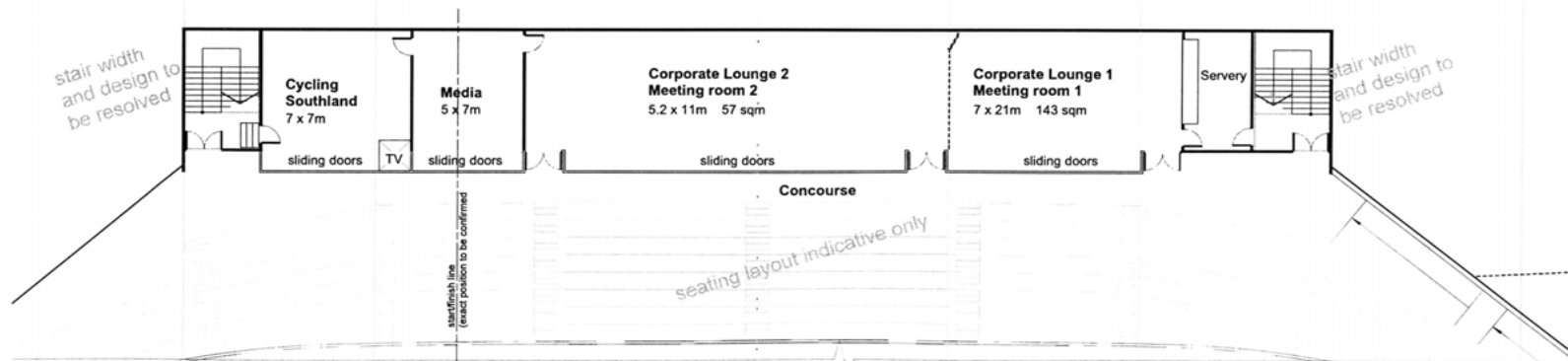
Invercargill Plans #2



ground floor plan



mezzanine floor plan



upper floor plan

CHECK ALL DIMENSIONS PRIOR TO CONSTRUCTION OR INSTALLATION DIMENSIONS.

REVISIT	BY	REASON

SCALE: 1:100

DATE: 29 JUNE 2004

JOB TITLE/CLIENT: STADIUM SOUTHLAND EXTENSION INVERCARGILL

SHEET TITLE: DETAIL PLANS

SHEET No: 3

PROJECT No: 0404