



City of Rockingham

Specific Purpose Strategy / Plan

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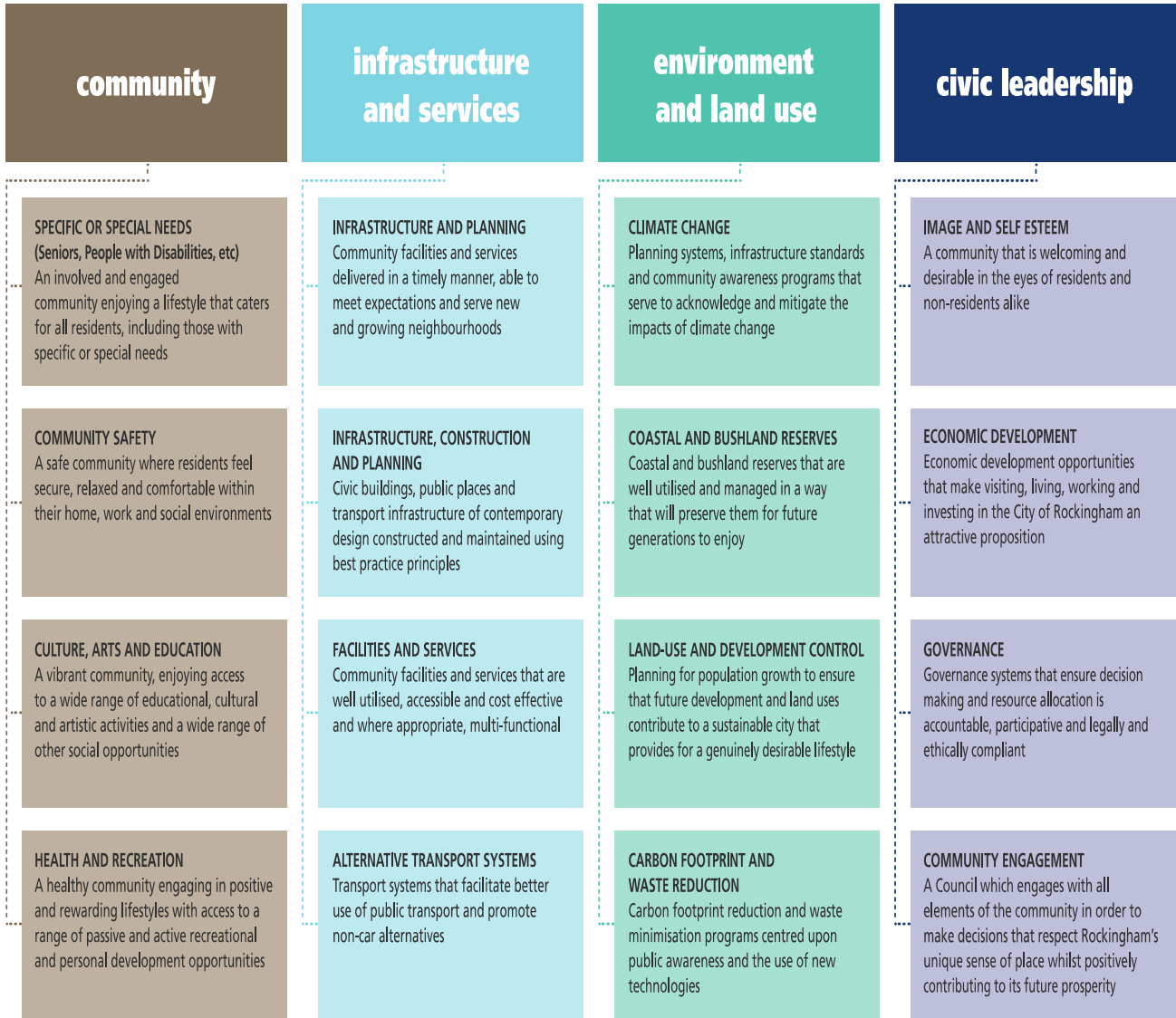
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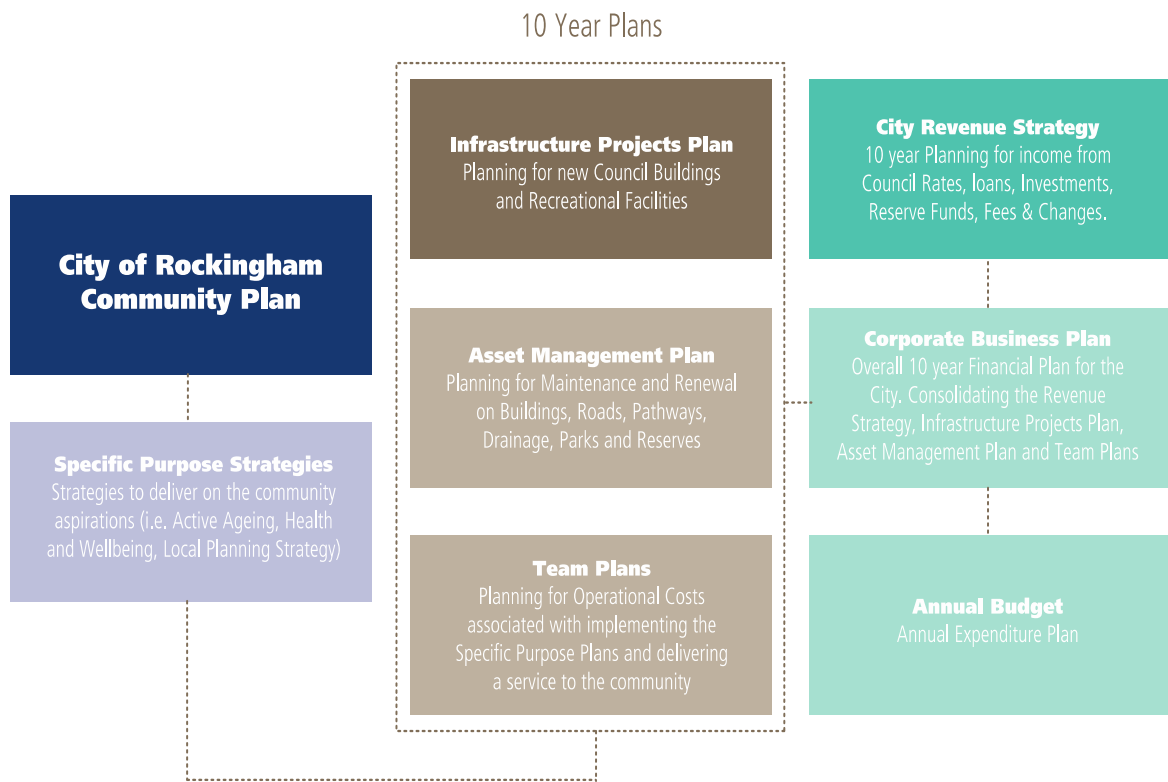
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1 Our Community's Aspirations for the Future



2 City of Rockingham Strategic Development Framework



3 Executive Summary

This study has investigated the needs and feasibility of establishing a Regional Level, purpose built, Cycling Centre which may include facilities such as an outdoor Velodrome, Criterium track, BMX track and other related and supporting cycling facilities. A six stage methodology for the project was proposed and conducted. The study area encompassed the City of Rockingham, City of Kwinana, City of Mandurah, Shire of Murray and Shire of Serpentine Jarrahdale. These Local Governments formed a Steering Group along with the Department of Sport and Recreation (DSR) and Cycle Sport WA (State Sporting Association). This area covers in excess of 1,700 square kilometres and has a combined 2012 population estimate of around 250,000.

There are currently no purpose-built cycling facilities, with the exception of BMX, within the south of Perth including the Rockingham/Peel Region. Relevant Local, State and National Plans support the development of new cycling facilities within Perth and Western Australia. The increasing traffic management issues and constraints being placed on the use of road related areas also support the development of safe purpose built designated cycling facilities.

The significant population of the region and the anticipated growth is likely to lead to the continual growth of all sporting activities in the study area including cycling. According to Federal Government research, Cycling is:

- A high participation activity;
- Fourth highest in total participation;
- Third most popular activity for males and fifth for females;
- Experienced strong growth in participation (45% increase in ten years);
- Third most popular activity in terms of regular participation; and
- Second most popular activity in terms of regular participation in a club-based setting,

The increasing demand will continue to place pressure on Governments of various levels to provide adequate facilities and infrastructure for cyclists into the future, including within the study region.

Cycle Sport WA represents the competitive form of cycling within the State. Its membership has grown rapidly from 989 in 2010, to 1,350 in 2012, representing an increase of over 36% in three years. This membership comprises of competitive road and track club memberships. The Peel District Cycling Club (PDCC) represents around 15% of the total membership of Cycle Sport WA. Clubs based within the Southern areas of Perth comprise over half of Cycle Sport WA's membership base supporting the development of a Regional Level Cycling Centre in the South of Metropolitan Perth.

The PDCC facilitate 40 plus events and competitions each year, many of the events require the club to organise road closures and meet associated requirements which is a resource intensive process. In addition, on average the PDCC attracts circa 65 participants on average at each race. On regular weekends in the 2012 season, up to 80 cyclists have participated. The PDCC run and assist other of events including the five Dams ride in 2014, over 2,500 cyclists participated in the event.

Other potential user groups include the Rockingham Triathlon Club (160 members), the Mandurah Triathlon Club (196 members), Rockingham BMX Club (130 members), West Coast Masters Cycling Council, the Peel Mountain Bike Club, Skate WA, Wheelchair Sports WA and recreational users. It is estimated that there are over 2,000 potential users of a Regional Cycling Centre containing a criterium track, BMX track, mountain bike skills area and velodrome if it was to be located in the Peel region.

Based on the analysis of the information compiled for this report it is clear that there are major gaps in the provision of purpose built cycling sport facilities in Western Australia. Currently, the only

functioning purpose built cycling facilities (excluding BMX) in the Western Australia is the Velodrome and criterium track located in Midvale. There is also a Velodrome situated in Collie but is currently unused as it is in need of repair. There are a number of BMX and Mountain Biking trails and venues, however these are not suitable for road or track pursuits. The need for a purpose built cycling facilities is evident and further supported based on examples from interstate where similar sized regions have purpose built cycling facilities.

Increasing demand through population and participation growth, the need to provide safe 'off road' cycling facilities and the demand from compatible activities such as triathlon, roller sports, BMX, road running and recreational cycling all support the need to provide both organised and non-organised cycling facilities and infrastructure for competition, training, teaching and general recreation purposes. Criterium and BMX tracks would be best suited to fulfil this need.

Although it has been established that there are gaps in the provision of velodromes within the State, the development of a Velodrome, due to the population catchment required, limited cross functionality, incompatibility with wet weather use, and lack of suitable areas within the Peel, would in the short to medium term, is not a feasible option for the Peel region.

A broad desktop analysis, site inspections and consultation with landowners and managers assisted in the identification of a series of sites suitable for further investigation. Unfortunately due to most of the sites not being feasible to develop in the next 10 years an interim option has had to be suggested which is only suitable for a criterium track, this being the Kwinana Motorplex. As development within the Peel region continues and the other sites come online, it may be possible for purpose built cycling facilities to be built on one or more of these sites.

Based on the research and findings to date it is suggested that the following recommendations be endorsed by the Steering Group:

1. In the Short term, continue to support the use of the Kwinana Motorplex as the interim home for the PDCC;
2. In the Long term there is an identified need to support the development of cycling facilities such as Criterium tracks and BMX within the Peel Region;
3. In the development of future Sporting and Recreation areas within the Peel Region, such as Baldivis District Sporting Complex and Fiegerts Road Sporting and Recreation Complex, cycling facilities such as Criterium Tracks, BMX be considered; and
4. Due to a variety of factors it is not desirable to build a Velodrome within the Peel Region.

4 Introduction / Background Information

Due to an increase in participation amongst cycling groups and casual participation the Peel District Cycling Club (PDCC) approached the City of Rockingham in 2007 with a Feasibility Study commissioned by the group outlining the need for a Regional Cycling Centre within the City of Rockingham. Their report specifically named the need for a Velodrome and a Criterium Track. Due to a variety of factors, the creation of the Regional Cycling Centre did not come to fruition. In 2011 the PDCC approached the Department of Sport and Recreation and the City of Rockingham, wanting to reinvestigate the needs and feasibility of the Regional Cycling Centre, and cycling facilities in general, featured in the PDCC's previous feasibility study. Considering the intended regional nature of the Centre, a partnership was developed between Peel Local Governments, the PDCC, the Department of Sport and Recreation (DSR) and a consultant hired to compile a feasibility study on what cycling facilities were required within the Peel Region.

The Peel District Cycling Club (PDCC) was formed in the 1980's and 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 half Rockingham, one quarter Mandurah/Pinjarra and the remaining quarter made up of members from the Serpentine Jarrahdale Shire, Bunbury and South Metropolitan areas. The Club 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. Additionally, the Club also conducts bike skills training for its junior members, facilitates social rides and operates an annual "CycloSportif" event which supports grassroots cycling. The Club currently has 240 members made up of junior, senior and social memberships.

The development of a purpose built Regional Cycling Centre; in particular the development of a velodrome, in the Rockingham/Peel Region has been a long held aspiration of PDCC. Correspondence with the City of Rockingham can be traced back to 2004 and since this time, various studies and Concept Plans have been developed by PDCC.

4.1 Aims and Objectives

The aim of the project is to provide the Peel District Cycling Club, City of Rockingham, City of Kwinana, City of Mandurah, Shire of Serpentine/Jarrahdale, Shire of Murray, Department of Sport and Recreation and Cycle Sport WA with recommendations on the need and feasibility of developing a purpose built regional cycling centre to service primarily the Kwinana, Rockingham and Peel Regions.

The objectives of this project are to:

- Determine the key population and demographic trends that will influence the sustainability of purpose built cycling facilities;
- Identify participation trends and issues which affect cycling and may influence the provision of purpose built Centre; and
- Determine the need and feasibility of a velodrome and/or criterium track and other cycling facilities in the Southern Metropolitan/Peel Region.

The project scope comprises three key phases the Needs Assessment, Feasibility Study and additional planning (dependant on the outcomes of the first two phases).

The brief requirements for the Needs Assessment were to:

- Identify and analyse relevant demographic data and population projects including participation rates in both competitive and recreational cycling;
- Review relevant sport, recreation and infrastructure planning studies, including but not limited to the State Sporting Association Strategic Plan and Lark Hill Multi-purpose Velodrome/Sporting/Entertainment Facility Feasibility Assessment (2007) undertaken within the region;
- Undertake a desktop audit of all cycling facilities in the Perth Metropolitan and Peel Region;
- Identify and profile the number of cycling clubs in both the study area and wider Perth Metropolitan Region;
- Identify current trends, issues and threats relating to Cycling;
- Measure and document the need for a Regional Cycling Centre;
- Examine options of satisfying the demand for cycling facilities within the region; and
- Consultation with relevant and potential users of cycling infrastructure.

The Feasibility Study required the following:

- Undertake a social, economic and environmental sustainability assessment to determine the viability of a Regional Cycling Centre, including an indoor/outdoor Velodrome and/or purpose built Criterium circuit;
- Identify the various facility components and technical requirements based on the outcomes of the needs assessment, identifying primary and secondary activity spaces;
- Investigate the suitability of potential sites, including but not limited to Lark Hill Sportsplex Northern Expansion, the proposed Baldivis District Sporting Complex and the proposed Fiegert Road Sporting and Recreational Complex;
- The following will need to be addressed, at a minimum, for each site:
 - Site suitability and specific requirements;
 - How well the site serves the catchment area;
 - Land ownership and tenure;
 - Environmental and social factors which may impact development;
 - Identify management options for the proposed facility (if applicable);
 - Identify capital funding options for the proposed facility (if applicable); and
 - Site accessibility.
- Prepare a Needs and Feasibility Report comprising key findings and issues as the basis for project justification and recommendations for the next project phase. This should include a discussion around the possible options, including 'do nothing', 'do

minimal', various facility options and finally the preferred option.

- To identify possible partnerships and compatible uses for a Regional Cycling Centre or individual purpose built cycling facilities.
In addition to the Needs Assessment and Feasibility Study, the following “additional planning” components were undertaken:
- A Concept Plan and Capital Cost Estimate for the recommended facility and site location;
- A Management Plan for the proposed facility.

5 Methodology

The following table outlines the six stage methodology for the project. Stage Five will only be conducted if the needs and feasibility of a Regional Cycling Centre is determined.

Stages	Key outputs
1. Project Start-Up and Current Situation Analysis	<ul style="list-style-type: none"> • <i>Initial start-up meeting</i> • <i>Preliminary Site Analysis</i> • <i>Summary of Literature Review Findings</i>
2. Stakeholder Consultation	<ul style="list-style-type: none"> • <i>Stakeholder interviews</i> • <i>Summary of consultation findings report.</i> • <i>Presentation of the Consultation Outcomes to the Steering Committee</i>
3. Needs Assessment	<ul style="list-style-type: none"> • <i>Needs Assessment Report including:</i> <ul style="list-style-type: none"> - <i>Initial review of Candidate Sites;</i> - <i>Literature Review Summary of Findings Report ;</i> - <i>Summary of Consultation Findings Report;</i> - <i>Opportunities and Constraints Matrix;</i> - <i>Confirmation of current and future cycling facility needs, trends and demands;</i> - <i>Progress meeting;</i> • <i>Presentation of the draft report to the Steering Committee.</i>
4. Feasibility Study	<ul style="list-style-type: none"> • <i>Analysis of Status Quo and Other Alternatives (e.g. Greenfield development);</i> • <i>Draft Feasibility Study including:</i> <ul style="list-style-type: none"> - <i>Identified Need;</i> - <i>Site Analysis Report;</i> - <i>Preferred Facility Mix;</i> - <i>Identification of Suitable Sites;</i> - <i>Financial Assessment;</i> - <i>Facility Governance/Management Structure options;</i> • <i>Presentation of the draft Report to the Steering Committee.</i>
5. Additional Planning (if required)	<ul style="list-style-type: none"> • <i>Concept plan of the facility at the preferred location;</i> • <i>Capital Cost prepared by a Quantity Surveyor;</i> • <i>Management Plan.</i>
6. Final Report	<ul style="list-style-type: none"> • <i>Finalised Feasibility Study;</i> • <i>Presentation of the Feasibility Study to the Steering Committee.</i>

Table 1: Summary of Project Methodology

6 Strategic Overview

6.1 The Study Area

The study area has been identified as the City of Rockingham, City of Kwinana, City of Mandurah, Shire of Murray and the Shire of Serpentine Jarrahdale. This area covers in excess of 1,700 square kilometres and has a combined 2012 population estimate of around 250,000. All Local Governments in this area are experiencing rapid growth, with the population expected to increase to over 400,000 by 2031. The map below outlines the study area. It should be noted there is potential to draw users from a wider catchment given the lack of existing purpose built cycling facilities within both metropolitan and regional Western Australia. However, the primary catchment has been determined as the outer southern metropolitan areas of Perth and the Peel Region.

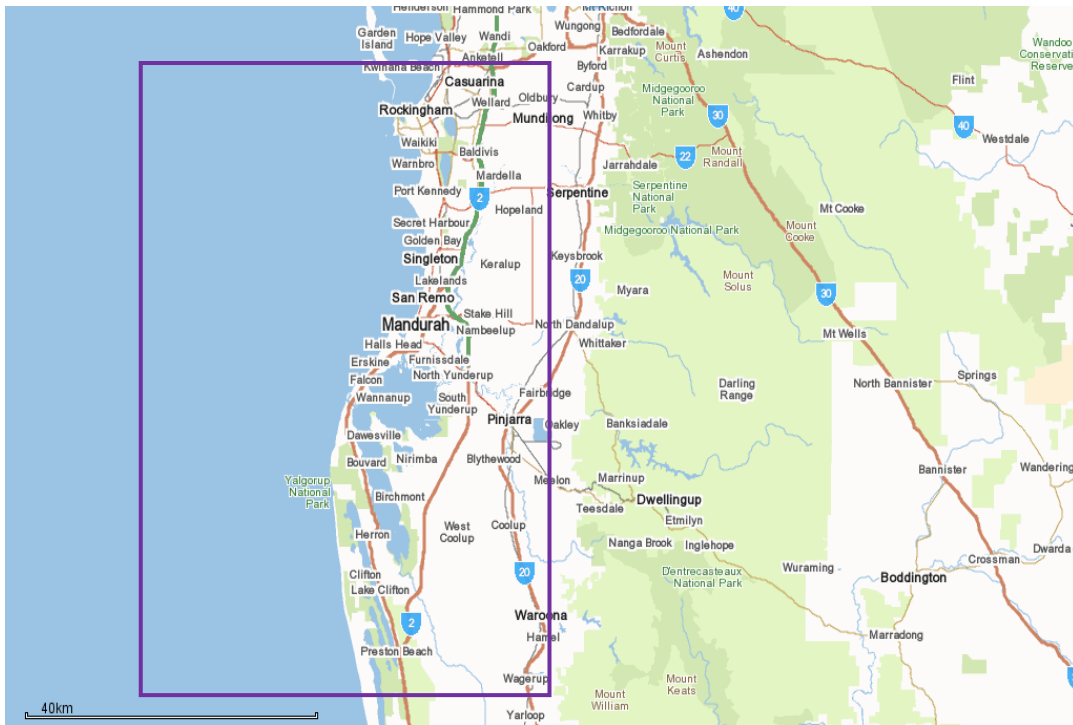


Figure 1: A Map of the Study Area

Source: www.whereis.com.au

6.2 Strategic Directions

All Local Governments in the area broadly support the need of community sport and recreation facilities and services. Notionally, all municipalities support the need of cycling infrastructure within the following plans:

6.2.1 City of Rockingham

Community Plan:

The Community Plan has the following two aspirations:

'A healthy community engaging in positive and rewarding lifestyles with access to a range of passive and active recreational and personal development opportunities.'

Community facilities and services that are well utilised, accessible and cost effective and where appropriate, multi-functional.'

Bicycle Plan 2007:

'The purpose of this Bike Plan document is to provide for short-term and long-term strategies to encourage and allow more residents in the City of Rockingham to be able to cycle for transport, recreation and exercise in a safe and easy-to-use environment.'

6.2.2 City of Kwinana

Strategic Plan 2010 – 2014:

'Providing community programs and multi-use facilities. Providing a range of multi-use community facilities, plus a range of community and human services and programs that address community needs.' Including an associated strategy to develop a Bike Plan.

6.2.3 Shire of Murray

Strategic Community Plan 2021:

Ensure infrastructure and facilities are aligned to community needs encompassing the progression of Fiegert Road as a regional sporting facility.

6.2.4 City of Mandurah

Strategic Plan 2009 – 2012:

'Provide lifelong sport, recreation, entertainment and healthy lifestyle opportunities.'

6.2.5 Shire of Serpentine Jarrahdale

Plan for the future 2009 – 2014:

Wellbeing: 'promote a variety of recreation and leisure activities'.

Community Facilities and Services Plan to 2020:

'Community Facilities and Services are essential to the health, wellbeing and long term sustainability of communities.'

Notably, the City of Mandurah and Shire of Serpentine Jarrahdale also have Bike Plans however all three of the bike plans focus on cycling paths and on road cycling provision and no reference is made to sporting facilities for cycling. The existing and proposed cycling network will be a consideration in the planning of the proposed regional cycling centre as it provides an excellent way of accessing such a facility.

6.2.6 Peel District

Peel District Sport and Recreation Strategy 2010:

Within this strategy to develop sport and recreation in the Peel District there is no specific mention of providing for cycling sporting facilities only the provision of cycling paths and trails. The Fiegert Road site has been identified as having the capability to provide a Regional, District and Local sporting function due to its size and location adjacent to significant growth areas of Yunderup, Ravenswood and Furnissdale.

6.2.7 Cycle Sport WA

Cycling WA State Development Plan 2008:

There are four main components included in the plan for the development of Cycling in WA.

1. High Performance Programs

The State body is involved in the High Performance pathways including:

- Talent Identification;
- Junior Elite Talent Squad;
- South West Regional Academy of Sport; and
- WAIS Cycling Program.

2. Be Active Cycle Instead Development Programs

These programs are coordinated through the state body and delivered by clubs and private coaches including Cycle Skills Schools Program, Cycle Skills Track Cycling Program and Cycle Skills Road and Mountain Bike Program.

3. Events

Conducted 12 months of the year for road, track and mountain bike including club events, State open events, National events, and International events.

4. Club Development

Regular racing, participation and training events conducted by affiliated clubs.

Components three and four support the provision of a Regional Cycling Centre, or individual purpose built cycling facilities through the ongoing promotion and staging of events and club development. Events require facilities and venues to allow them to be conducted and the need for designated off road areas is becoming increasingly evident as traffic restrictions and increased trading hours are reducing the ability to hold events in areas that have been traditionally relatively easily accessible.

6.2.8 Westcycle

Westcycle is a recently formed peak body for cycling activities in WA who are working to facilitate the development of all forms of cycling and bring together the WA cycling community as a unified voice. Westcycle is currently developing a number of key plans:

- Statewide Strategic Plan for Cycling in WA;
- WA Mountain Bike Strategy and Sustainability Framework;
- Cycling Strategic Facilities Plan.

Of most relevance to this study is the Cycling Strategic Facilities Plan. The intent of a strategic facilities plan is to:

“guide the types of road, criterium and track facilities that are needed to advance cycle sport in WA. The Plan will give key consideration to what facilities currently exist, where they are located, where the growth areas for cycling as a sport are (both demographically

and competitively), where facilities are redundant and recommend a hierarchy of future facility provision.” Source: Westcycle and Cycling WA 2012.

The development of this plan is prior to providing the strategic direction for this study would have been preferred, however the outcomes of this study will also be able to inform the development of the Strategic Facilities Plan. It is expected that both plans will complement each other, further supporting the need of a cycling facility within the Rockingham/Peel Region.

7 Facility Options

Described below are the typical types of facilities that cater for a range of cycling disciplines, also provided are some ‘best practice’ examples and facility designs that will assist in informing the elements of developing a regional cycling centre within this region (Section 10). Much of this information was sourced from the ‘Sport England Cycle Sports Facilities – Design Guide’. These facilities will be the focus of investigation during the needs and feasibility study.

7.1 Velodrome

A Velodrome is an arena for track cycling. Modern Velodromes feature steeply banked oval tracks, consisting of two 180-degree circular bends connected by two straights. The straights transition to the circular turn through a moderate easement curve.

Modern Velodromes are constructed by specialised designers. Most of the outdoor tracks are made of asphalt or concrete. Indoor Velodromes are built with pine or other wood based surfaces. Other designers have been moving away from traditional materials. The 1996 Atlanta Olympics saw the introduction of synthetic surfaces supported by steel frames.

The track is measured along a line 20 cm up from the bottom. Olympic and World Championship Velodromes must measure 250 m. New tracks are now constructed based on the metric distance of cycling events:

- 250m track is 4 laps = 1km
- 333m track is 3 laps = 1km
- 500m track is 2 laps = 1km



Figure 2: Edwardstown Velodrome SA

Many old tracks were built around athletics tracks or other grounds and any banking was shallow. The smaller the track, the steeper the banking. A 250 m track banks around 45° , while a 333 m track banks around 32° . Many of the outdoor tracks, particularly in rural Victoria have shallow banking which is more attractive to beginner riders although not as suitable for higher level competition.



Figure 3: Herne Hill, London

The popularity of the 250 meter track stems from the fact that racing on it is more spectacular than on the larger 333 meter track. The design offers better racing lines for cyclists, and spectators feel they are closer to the action on the smaller size track.

Indoor velodromes usually comprise of a 250 meter track as the cost of enclosing a larger track is normally prohibitive.

Semi-roofed tracks can be built with a roof that extends over the spectator accommodation and at least 5 meter past the inner perimeter of the track safety zone. These Velodromes afford protection from normal wet weather and could possibly be used for all-year training and a schools activity program, the cost of developing a semi-roofed track is still substantial due to the cost of the engineering solution.



Figure 4: Semi covered track in Germany

7.2 Criterium Tracks

Criterium tracks are usually at least 800 meters up to approximately 5 kilometres in circumference. A circuit width of 6-8 meters is recommended and the circuit should be designed to simulate open roads with hills and bends if possible with a bitumen surface. Often they are designed to enable varying configurations and track lengths.

Criterium tracks serve two main functions, both of which are complementary to the development of road racing:

- A means of training by competition in surroundings not affected by other road users – this is particularly important for juniors and beginners;
- A form of road racing that will attract the public, thus making it a spectator sport.

Additionally, Criterium circuits have passive recreation benefits when suitably located nearby sports ovals, principle and local shared path networks and include end-of-trip facilities.

Furthermore, they can be used for cycle education classes, running, wheelchair activities, hand powered vehicles and roller sports if managed appropriately.

A more accurate capital costing will need to be determined once a master plan has been developed. Indicatively, a Criterium circuit can be estimated at \$100,000 per 100 metres.



Figure 5: Criterium Track, Preston, England

7.3 BMX Facilities

BMX race tracks must adhere to the minimum requirements of BMX WA. Such race tracks have a separate start and finish and are constructed with various corners and jumps that are designed to be challenging while taking account of riders' safety.

The start hill, as the name suggests, is a downhill gradient with a start gate at the top. The riders start with their front wheels pressed against the start gate, which is hinged and drops forward when released to start the race.

The track length must be 300–400 meters in length with a hard, smooth surface. The track must be a minimum of 5 meter wide at any point. The track design includes obstacles constructed at strategic points to add excitement and an extra skill factor to the racing. There are also banked turns (berms) to help riders maintain maximum speed during a race.

7.4 Mountain Bike Facilities

Mountain biking comprises of a range of disciplines including downhill, cross country (XC), trail riding, all mountain, downhill, freeride, dirt jumping and trials. The vast majority of mountain biking falls into the recreational XC, and trail riding categories and this is catered for in areas such as the Perth Hills (Kalumunda), areas around Dwellingup and Jarrahdale and in the South West of the State. However an area for the disciplines not requiring significantly hilly terrain such as dirt jumping and trials could be provided in a regional cycling precinct that is being investigated here.

8 Need and Demand Analysis

8.1 Demographic Implications

The PDCC predominately obtain membership from the Local Government areas of Rockingham, Kwinana, Murray, Serpentine Jarrahdale and Mandurah. The following table provides a snapshot of key demographic data for each Local Government municipality within the study area. The information has been sourced from the Forecast id data through the relevant Local Governments and Planning WA.

Item	City of Rockingham	City of Kwinana	Shire of Murray	Shire of Serpentine Jarrahdale	City of Mandurah	Total
Population 2012	108,312	22,935	17,661	21,380	75,404	240,660
Children 5-17yr	23,082* 21.3%	4,454 19.4%	2,265 12.8%	2,934 13.7%	13,021* 17.3%	45,756 19.0%
Adults 18-64yr	60,672** 56.0%	14,364 62.6%	7,466 42.2%	8,470 39.6%	38,317** 50.8%	129,289 53.7%
Mature adults 65 to 84yr	11,032	2,122	2,113	1,056	13,426	29,749
SEIFA - Index	1014.2	958.1	984	1048.2	990.9	
Projected Population 2021	151,300	45,000	25,100	31,500	112,800	365,700
Increase in population 2012-2021	42,988 40%	22,065 96%	7,439 42%	10,120 47%	37,396 50%	125,040 52%

Table 2: Potential catchment areas key demographic data
*Age categories are 5-19, ** Age categories are 20-64

Based on the above table, the following key points can be made:

- The City of Rockingham is the most populous area followed by the City of Mandurah and all Local Government areas are predicted to substantially increase in population over the next 10 years. This significant population and associated growth is likely to lead to the continual growth of all sporting activities in the study area including cycling.
- All areas are just over or under the median Socio-Economic Indexes for Areas (SEIFA) score indicating moderate wealth, although it is noted that the City of Kwinana has the lowest SEIFA score in metropolitan Perth. This may indicate that access to a motor vehicle may be an issue in some parts of the study area and cycling provides a low cost alternative to motor vehicle ownership. In addition, the availability of community infrastructure is essential in communities with lower SEIFA indexes as they assist in opportunities for physical activity and reduce social isolation.
- There are significant numbers of young people residing in the City of Rockingham and given cycling is a popular activity amongst children (refer to participation trends below) there is likely to be substantial demand for safe cycling facilities to enable children to learn to ride and then participate safely once they are capable of riding.

8.2 Trends Analysis

National Cycling Participation Survey

The National Cycling Strategy 2011-2016 aims to double the number of Australian bicycle riders. To measure performance towards this target the Australian Bicycle Council commissioned research to obtain baseline data on cycling participation in Australia. The survey was funded by all State and Territory Road Authorities – the first of its kind in Australia. On 31 August 2011 the Australian Bicycle Council released the results of the National Cycling Participation Survey. The survey found that in a typical week around 18% of Australians ride a bicycle for transport and recreation with around 3.6 million people riding for recreation, leisure or sport and 1.2 million people making at least one transport journey. Below is a summary of the outcomes of the survey:

- The recent survey shows that Western Australia has cycling participation rates significantly higher than the national average;
- Around 22% of WA residents ride in a typical week, increasing to 30% over a month and 45% over a year;
- The highest level of participation is amongst children with nearly two thirds of 5-9 year olds riding a bike in a typical week and 45% of children aged 10-17 riding each week. This drops dramatically in adulthood with about 15% of 18-39 year olds and 12% of those aged 40 and over riding in a typical week;
- Men and boys are more likely than women and girls to ride. About 27% of males and 17% of females ride in a typical week. The lowest rate of participation is by older women with 8% of women aged 40 and over cycling in a typical week;
- WA has a significantly higher rate of recreational riders than the national average - 77% of people who ride in a typical week do so for recreation;
- About 159,000 people make at least one trip for transport in a typical week. Transport trips include riding to work, education, shopping or visiting friends or family;
- Nearly two thirds of households in WA have access to a bicycle.

Although these figures predominantly refer to all forms of cycling the significant proportions of the population who ride a bicycle are potential users of any proposed formal cycling facilities even if it is on an informal and irregular basis. Information gained from the operators of existing facilities found that usage by the general public was a significant portion of the total facility participation market.

8.3 Exercise, Recreation and Sport Survey

The top ten non-organised physical activities in Australia in 2010, in terms of total participation rate, were walking, aerobics/fitness, swimming, *cycling*, running, bushwalking, golf, tennis, weight training and fishing. Almost all participation in walking, *cycling*, running and swimming was non-organised.

For males, activities with the highest total participation rates were walking (26.2%), aerobics/fitness activities (18.7%), *cycling* (15.5%), running (12.8%), swimming (12.1%) and golf (11.4%).

For females, activities with the highest total participation rates were walking (45.3%), aerobics/fitness activities (28.2%), swimming (13.9%), running (8.4%), *cycling* (8.4%), netball (6.5%) and yoga (6.1%).

Cycling had an increase of 45% between 2001 and 2010 and was therefore the third highest increase in participation of any activity in the past ten years (non-organised).

In 2010, the organised activity with the highest regular participation rate (3+ times a week) was aerobics/fitness, (2.5%). The other organised activities that attracted the greatest number of regular participants were walking (0.7%), outdoor football (0.6%), Australian Rules football (0.6%) and *cycling* (0.6%).

In summary cycling is a high participation activity, it rates fourth in total participation, it is the third most popular activity for males and fifth for females, It has experienced strong growth in popularity over the last ten years, it is the third most popular activity in terms of regular participation and the second most popular activity in terms of regular participation in a club-based setting with only Australian Rules football having more regular participants. The following table present the participation rates for cycling within Western Australia and are compared with the national figures. Table 3 shows the number and percentages of people that participate in cycling and compatible sports (that is sports that could use a purpose built cycling facility) along with the percentage of organised and non-organised forms.

Sport	WA				National			
	('000)	Organised (%)	Non-organised (%)	Total %	('000)	Organised (%)	Non-organised (%)	Total %
Cycling	255.1	1.7	13.6	14.2	2,081.20	1.50	11.30	11.9
Triathlon	*12.0	*0.7	**0.1	*0.7	54.2	0.3	**0.0	0.3
Roller Sports	*5.6	**0.1	*0.3	*0.3	62.7	**0.0	0.3	0.4

Table 3: Total participation in specific activities by type of activity, 2010

* Estimate has a relative standard error of between 25% and 50% and should be used with caution

** Estimate has a relative standard error greater than 50% and is considered too unreliable for general use

9 Community Engagement

Project Steering Group

To guide the development of this study a project steering group was established with representatives of the following organisations:

- Peel District Cycling Club;
- City of Rockingham;
- City of Mandurah;
- Shire of Murray;
- Shire of Serpentine Jarrahdale;
- City of Kwinana;
- Department of Sport and Recreation; and
- Cycle Sport WA.

A series of meetings have been held with the Peel District Cycling Club (PDCC) and other potential user groups (discussed below) to further elaborate and analyse their needs and demands for individual cycling facilities and a Regional Cycling Centre.

Peel District Cycling Club

Table 4 below details the membership numbers from 2008-2012 for the Peel District Cycling Club. The Club has 240 members currently and has been increasing its membership base annually over the past five years.

Year	Total Membership	Male	Female	Juniors
2008	145	108	26	11
2009	170	119	36	15
2010	187	135	40	12
2011	207	150	41	16
2012	240	170	40	30

Table 4: Peel District Cycling Club Membership

The PDCC facilitate 40 plus events and competitions each year, many of the events require the Club to organise road closures and meet associated requirements which is a resource intensive process. In addition, on average the PDCC attracts circa 65 participants on average at each race. On regular weekends in the 2012 season, up to 80 cyclists have participated. The Cycling State Sporting Association also organises a number of events. Peel Cycling Club run and assist other events including the Five Dams Ride in 2014, over 2,500 cyclists participated in the event.

The PDCC have indicated that although an outdoor Velodrome would be highly desirable the development of a Criterium track is of higher importance. The major issues that were raised included:

- Having a permanent base for the club including clubroom/change facilities which could also be used by the general public and potentially provide a pathway from recreational cycling to organised cycling;
- Storage area for club training and competition equipment;
- Having access to safe and off road (sealed) track facilities for competition, training and events;

- Ideally any track would be lit for use at night;
- Desirable features would include a covered track or section of track for use in inclement weather; and
- The staged development of facilities was also recognised as an option. The user groups recognised the significant capital and operating costs of developing formal cycling facilities and were open to options that involved co-location and sharing with other sports including facilities such as the clubrooms, lighting and the track itself.

Other Cycling Organisations

Cycle Sport WA represents the competitive form of cycling, its membership is growing rapidly from 989 in 2010 to 1350 in 2012, representing an increase of over 36% in three years. This membership comprises competitive road and track club memberships. The PDCC represents around 15% of the total membership of Cycle Sport WA. Clubs based within the Southern areas of Perth comprise over half of Cycle Sport WA's membership base supporting the development of a regional level facility in the South of metropolitan Perth (refer Figure 6).

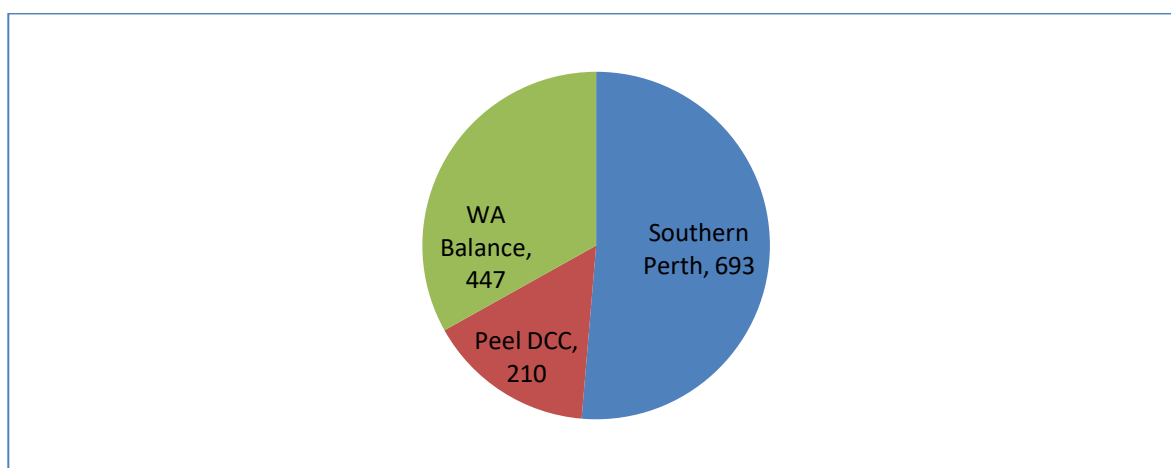


Figure 6: Proportions of WA Cycling Club memberships based in Southern Perth and Peel Region

The West Coast Masters Cycling Council has around 400 members and is open to veteran age members of age 35 years and over for males and 30 years and over for females. The objects of the Council are to promote veteran cycling races on road and track and to create an environment in which enjoyment and fellowship are as important as winning competitions. Racing is conducted almost every Sunday of the year under the rules and regulations of the Australian Veteran Cycling Council (AVCC). A number of the races are held at 'Dog Hill', Baldivis. The West Coast Masters Cycling Council has expressed an interest in using a purpose built cycling facility within the Study area.

The Mandurah over 55s Cycling Club, the Silver Wheels Cycling Club (both based in Mandurah) and the WA Marathon Club were also contacted and supported the concept but indicated they are not likely to use the facility on a regular basis although their members may access the facility informally and for training purposes.

Other Potential User Groups

In addition to the PDCC and other Peel cycling clubs, a number of other potential regular user groups had been identified. These included the Rockingham and Mandurah Triathlon Clubs who have an interest in accessing a safe, off-road facility for training and competition purposes. Also

other potential user groups identified were cycle speedway, mountain biking, BMX, road running, wheelchair sports, skating and roller sports.

The Rockingham Triathlon Club currently has 160 members and uses the public road system to conduct events e.g. Alexandra Street Carpark and Rockingham Beach Road five times per year; Dowling Street – old netball courts for Bike skills – once per month; and Port Kennedy Drive for biathlons 3 times per season. The club trains twice per week and does not have access to clubroom or change room facilities and other amenities. They see a purpose built cycling facility assisting in providing training/competition opportunities in a safe environment, given cycling is a key component of triathlon.

The Mandurah Triathlon Club currently has 196 members and has been growing at around 20-40% over the past few years. Given the attraction of some high profile, including international, triathlon events in the Mandurah area this has provided a platform for growth in the sport. It is expected that membership will continue to grow.

Rockingham BMX has circa 130 members (grown from approximately 80 in 2008). Currently their venue is located on the City of Rockingham’s existing Landfill site and the Club operates from sea containers and transportable style buildings. They do not have access to mains water (thus having to farm fresh water brought in) and the current infrastructure is ageing; which includes toilets, a kiosk and grandstand. The Club has aspirations to upgrade the track to UCI standards to hold state/national titles, however will need to upgrade the starting gate (double in size) and lighting. Furthermore, parking is limited (no formal car park just a grassed area) and the structural stability of the site is unknown as geotechnical investigations are required if the Club is to upgrade the track significantly to the standard they aspire to. The information further supports the opportunity for potential co-location of cycling facilities due to the various constraints at the existing BMX site.

The Peel Mountain Bike Club has a downhill focus and uses the hills in the Peel region to conduct their activities. The club has around 140 members and the majority of members (80%+) also take part in cross country mountain biking. The Club is interested in being involved in any future cycling facility developments in the Study area and would be interested in being involved in future planning of a regional cycling facility.

Skate WA have expressed strong interest in using a bitumen circuit for their speed skating disciplines. National championships are held at the Nundah Criterium Circuit in Brisbane where a small circuit is used for the sprints and a larger circuit is used for the marathon discipline. Due to the lack of facilities in WA they believe this is curbing membership growth.

Wheelchair Sports WA have a strong membership based in the study region which is estimated to be approximately 1000 people. They have expressed interest in using a Criterium circuit in particular for hand cycling and track athletes for competition and training purposes. Although only a certain portion of their members would use a cycling facility based in the study region it is known that the region is well represented in terms of members of Wheelchair Sports WA.

Based on this analysis there are over 2,000 potential users of a regional cycling hub if it contained facilities such as a Criterium track, BMX track, mountain bike skills area and Velodrome.

Potential User Group	Membership Numbers 2012 (Approx)
Rockingham Triathlon Club	160
Mandurah Triathlon Club	196
West Coast Masters Cycling Club	400
Rockingham BMX Club	130
Peel Mountain Bike Club	140
Roller Sports (Speed skaters)	120

Wheel Chair Sports – Wheelchair WA	Up to 1,000
Total	2146

Table 5: Potential User Groups of purpose built Cycling Facilities.

10 Facility Audit and Benchmarking

To understand the current provision of cycling facilities within Perth and WA an audit was conducted of any existing purpose built cycling facilities and the outcomes are included below. Additionally benchmarking analysis was conducted across Australia to compare the provision in WA with other states.

10.1 Velodromes

In terms of the provision of Velodromes around Australia, Victoria has the largest number of Velodromes with 20, followed by New South Wales with nine, South Australia with five, Queensland four and Tasmania seven, Northern Territory two, ACT one with Western Australia having two. In terms of Criterium tracks it was not possible to gain a complete list however it is known all other mainland states have one or more purpose built Criterium tracks whereas Western Australia only has the ageing facility at Midvale.

To gain an understanding of the typical population catchments for Velodromes. The table below presents the number and type of Velodromes for each State, as well as their populations, the ratio of population to Velodrome and whether they are under or over supplied with Velodromes according to the National Average (based on population/Velodromes).

State	Indoor	Outdoor	State Pop	Velodrome Ratio	Provision based on National Average
ACT	0	1	380,000	1:380,000	1 over
NSW	1	8	7,350,000	1:817,000	7 Under Nat Ave
NT	0	2	240,000	1:120,000	2 Over Nat Ave
QLD	0	4	4,611,000	1:1,153,000	6 Under Nat Ave
SA	1	4	1,662,000	1:332,000	2 Over Nat Ave
TAS	1	6	512,000	1:73,000	6 Over Nat Ave
VIC	2	18	5,680,000	1:284,000	8 Over Nat Ave
WA	1	1	2,473,000	1:1,236,000	3 Under Nat Ave
Total	6	44	22,908,000	1:458,000	

Table 6: Benchmarking of communities with cycling sport infrastructure

If it is accepted that Indoor Velodromes have a similar catchment/usage area as outdoor Velodromes, then the standard provision of Velodromes to population is one Velodrome for every 458,000 people. Given that Western Australia's population is 2,473,000 and has only two Velodromes then there may be a case for more Velodromes to be built within the State in the future.

10.1.1 Perth SpeedDome

The SpeedDome is the State level Velodrome managed by Venues West and is a world class track cycling venue and it regularly plays host to international teams including Australia, Britain and the Netherlands. The facility features a 250 meter international standard timber cycling track of high grade Siberian pine. The venue has hosted many significant events over the years, including the 1997 Union Cycliste Internationale (UCI) World Championships; additional facilities include three media

boxes, tenant and administration offices, competitors reception area and change rooms for competitor and officials.

Within the SpeedDome circuit is a multipurpose concrete floor used for inline hockey, figure and speed skating. Additionally a purpose-built kick boxing gymnasium is located underneath the cycling track. 1,500 spectators can be accommodated in fixed tiered seating with facilities available for up to 2,300 spectators. A fully serviced bar and canteen facility is located in the main foyer of the building.

The facility does incorporate a small sealed surface Criterium track however it is not a contemporary design and is not 'fit for purpose' for modern competitive Criterium racing. A very limited number of events are conducted on the Criterium track due to its basic design.

The SpeedDome attracts between 20,000 and 25,000 visitors per year. Not all of whom are participating cyclist. Participants are charged \$36.70/hour between 1pm - 8.30pm Monday – Friday, outside these times it is \$148.75/hour. For use of the Criterium Track, the only purpose built Criterium in the State, a fee of \$223.50/hour is charged. Although most sporting, recreational and community facilities are not money making ventures, the SpeedDome loses, on average, between \$150,000 - \$200,000 per annum.

Of the Venues West venues, the SpeedDome attracts the least amount of patronage. One possible explanation of this poor patronage is that it is located on the fringe of Perth and is therefore not easily accessible to the majority of Perth residents. This distance is one of the driving factors behind the PDCC's request to have a Velodrome located within the Peel Region.

10.1.2 Collie Velodrome

The only other Velodrome within Western Australia identified in the audit was the Collie outdoor Velodrome which is an outdoor 356 meter velodrome built by the community in the early 1900s and renovated around the 1950s. It has been out of action for approximately ten years due to the poor condition of the track and there is interest in bringing the track up to standard with several attempts to find funding which to date has not come to fruition. The Shire has also contacted Convic, a specialist skate park design/construction company, who have recently completed a number of velodrome projects in Victoria, with the intention of redesigning the facility. Its length is not up to standard which is one of the reasons their funding attempts may not have been successful. This facility was managed by the Shire of Collie with the local cycling club leasing the facility.

In communicating with an Officer from the Shire of Collie on the history of the Velodrome, the official stated that when the Velodrome was in use it would often attract Perth cyclists to their events. Cyclist from around the south west still come to the Collie cycle road races which are amongst the biggest cycle meets in the State.

Of the facilities being investigated, Velodromes are the most technical and costly to construct. According to Convic, a Skate Park design/construction company who have recently ventured into upgrading and building Velodromes, the construction cost, including earthworks and track construction, is in the order of \$500,000. This doesn't include the cost of lighting or other necessary work like drainage. As long as they are constructed out of either concrete or asphalt it is relatively cheap to maintain (\$15,000 - \$20,000/pa). Based on the investigations there is a need and interest for more

Velodromes in WA. However their cost to participant ratio, particularly when compared to the other cycling facilities being investigated in this study, would put it out of reach for most Local Government Authorities to provide.

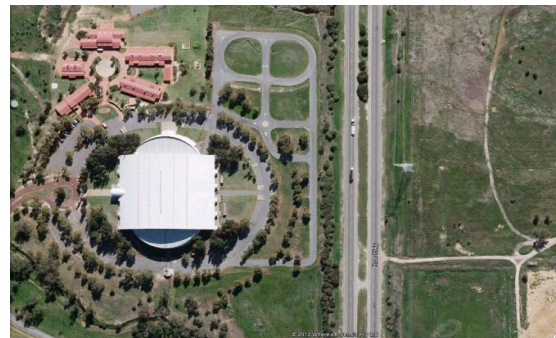


Figure 7: Speed Dome, Eddie Barron Drive, Midvale
Source: Cycling WA and Google Earth.

10.2 Criterium Tracks / On Road Circuits

The only purpose built Criterium track in the State is in Midvale located on the same site as the SpeedDome. As mentioned above it is not well patronised, partially due to its location on the fringes of the metropolitan area and also because it is often considered to be a less than suitable course by many of its users.

As there is a lack of purpose built Criterium Tracks it is common for cycling clubs to use the existing road networks as the PDCC and other cycling clubs based in the region have done since their creation. For a full list of road circuits visit www.pdcc.asn.au. The use of these road networks often involves road closures or partial closures, which can cause traffic and safety issues, which in turn causes a strain on the club in terms of resource management and cost issues. A purpose built criterium track would relieve this burden from the club.

Of the facilities being investigated Criterium Tracks offer the greatest potential for usage due to their flexible/multi-use nature (all cycling activities plus other wheeled activities can utilise the facility), their safety and suitability for all ages and skill levels and being open to the public at all times.

Based on Criterium/Road racing practices in other locations, even if cyclists have access to a purpose built Criterium Track, it is likely that the user groups will still conduct on road racing events in the area.

While Western Australia has not developed any purpose built Criterium tracks in the last 10 years, various local governments in Queensland, Victoria and South Australia have recently developed Criterium tracks as the popularity of road cycling continues to increase.

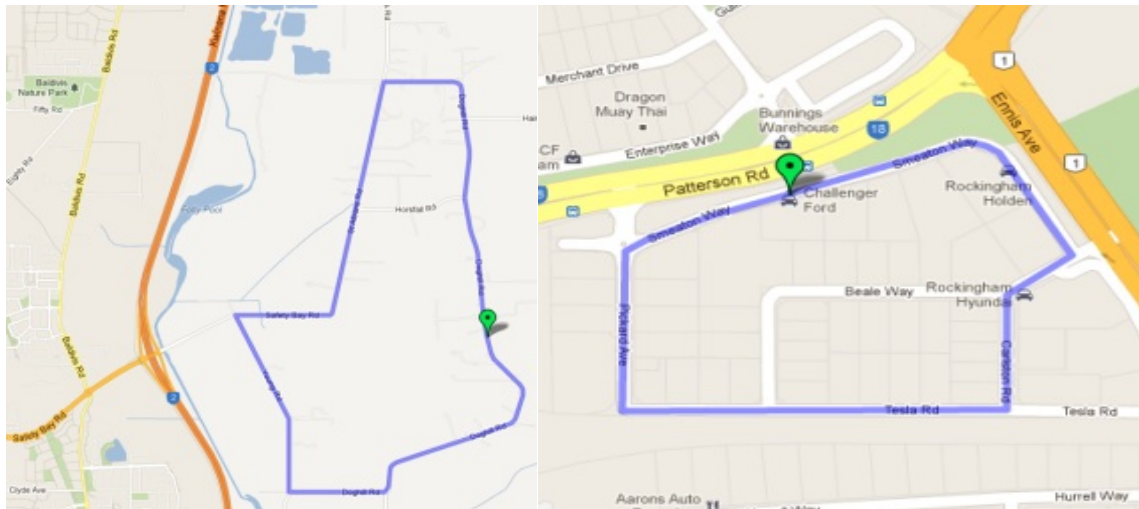


Figure 8: Baldvis Dog Hill Road Course (Top R), Smeaton Way Criterium Circuit



Figure 9: Senior and Junior Road Racing

10.3 BMX Facilities

There are four purpose built BMX facilities located within the study area. They are Byford, Rockingham, Mandurah and Medina. These tracks host a range of events but are in poor condition with most of their club facilities being little more than Shipping containers or other temporary structures. In some cases their physical location may also be a hindrance to increasing participation and membership and it is believed that relocating to a more suitable and permanent location would be beneficial to a number of the BMX clubs within the Peel region and with more permanent support facilities constructed there would be a sharp intake in new participants. Due to their typical catchment area however, BMX Tracks are primarily local facilities whose clubs draw from their immediate area and attract riders from a much wider field for their competitions. Based on this, the clubs outlined in Table 7 are likely to stay in their current location unless their specific locality is chosen for the location of the Regional Cycling Centre.

Club	Location
Byford BMX Club	Briggs Park Cnr Mead St and Gordin Way BYFORD
Mandurah BMX Club	Milgar St MANDURAH
Rockingham BMX Club	Ennis Ave ROCKINGHAM
Southern Districts BMX Club	Cnr Tucker St and Atkinson Rd MEDINA

Table 7: BMX Clubs Located in the Study Area

10.4 Mountain Biking

The various Mountain Biking activities are primarily held along the Darling Scarp as well as some forested areas within the Shire of Murray and do not feature supporting facilities on site due to the large area which Mountain Biking tracks encompass. As Mountain Biking activities rely on natural terrain purpose built facilities are not provided by local or sporting authorities.

10.5 Other Facility Examples

10.5.1 Gold Coast Cycling Facility, Queensland

Located in Hope Street, Nerang, the Gold Coast Cycle Centre is a National Standard facility available for hire by cycling clubs, event promoters and the casual rider.

The facility features:

- 356 meter outdoor Velodrome;
- 1.5 kilometer off-road Criterium circuit;
- Modern clubhouse and grandstand;
- Change rooms.

The catchment population of the Gold Coast is approximately 500,000 people. The site is circa eight hectares.



Figure 10: A Map of the Study Area 1: Gold Coast Cycling Facility
Source: www.nearmap.com

10.5.2 Geelong Criterium Track, Belmont, Victoria

The one-way Criterium track has an asphalt finish and is approximately 2.2 kilometres in length and five metres in width. The course can be broken up into three separate loops so that competitions can be held on one or two sections while the remaining section(s) can be left open for public use.

The City of Greater Geelong provided \$1 million to the project and the State Government contributed close to \$500,000. The track was opened in 2010. It is expected that it will have a 20 year life, which is typical for asphalt surfaces.

The Council is pursuing the concept of a Regional Cycling Centre that will ultimately comprise of:

- Criterium Circuit;
- Velodrome;
- BMX Track;
- Mountain Bike / Jump Park;
- Club Rooms; and
- Commercial Facilities (Bike Hire/Sales, Café, Cycle Museum).

The catchment population of Geelong was 215,151 at June 2011. The site is approximately 10 hectares.

While being free and open to the public, the City of Geelong charge a fee of \$198/day, \$25/hr, for an event and the local club are charged a minimal Seasonal Fee for annual use. The track is managed by the City with some discussion about the club or a community committee taking over management although the official contacted at the City believed that this was unlikely due to the current resources available within the club. The City is in the process of designing the Club Room. There is no current participation information on this site.



Figure 11: Geelong Criterium Track
Source: www.nearmap.com

10.5.3 Casey Fields, Victoria

Casey Fields is a major multi-purpose sporting precinct located in the outer eastern area of Melbourne. The site includes facilities for a VFL Team, synthetic athletics track and District Cricket Club as well as a 2.2km Criterium track integrated amongst the other facilities which was completed in 2006. The track is used by cycling clubs (with allocated times) and is also available for casual hire and school use. The Criterium track is open to use by the general public at all other times. For example in August 2012 four days were booked for school use at 6 hours per booking.

The track is the base of two regular users which use the track for up to 26 hours a week. They are the BASE Cycling Association which as of mid-2012 had 374 members and conduct regular cycling activities such as public road racing, Criterium racing, triathlons, BMX, mountain biking, paracycling and wheelchair racing. The other group is the Casey Cardinia Cycling and Hand Powered Vehicle Club which has 75 members as of mid-2012. In addition to the regular club use there are 26 casual bookings as of mid-2012 already exceeding the 24 casual bookings last year. Casual bookings are charged out at \$40/hour. It is understood up to 1,000 riders utilise the circuit each week.

The catchment population of the City of Casey is approximately 250,000. The site area is circa 17 hectares (Criterium track and associated facilities only).



Figure 12: Criterium Track located within the Casey Fields Sports Precinct
Source: City of Casey

10.5.4 Toowoomba Queensland

In late November 2011 the Toowoomba Criterium Track was opened for use by cycling clubs and the general public. The track is located within the Toowoomba Showgrounds. The 1.76 kilometre circuit features undulating terrain and six different track configurations offer a versatile and flexible layout with distances ranging from 350 meter to 1.76 kilometres (Refer Figure 13) and is suitable for state and national competitions.

The venue has car parking (around 50 cars plus bus turnaround area) and an amenities block with unisex change rooms, showers, toilets and a disabled toilet. One toilet is open at all times. Access to the small clubroom and facilities in the amenities block is available when hiring the venue. Council is developing a bicycle network to service the new facility which will enable users to safely ride to the venue which is located on the outskirts of the city. The venue is open free to public use unless the track has been booked for specific uses. A noticeboard at the venue indicates whether the track is open or closed to the public. Bookings are made through Toowoomba Council. As the facility is new they have not as yet been able to obtain detailed participation levels, although conversations with the club indicate that after it was built they received an increase in participation. The population of Toowoomba is 151,000 people and the cost to construct was \$2.4 million in 2011. The site is circa 13 hectares.

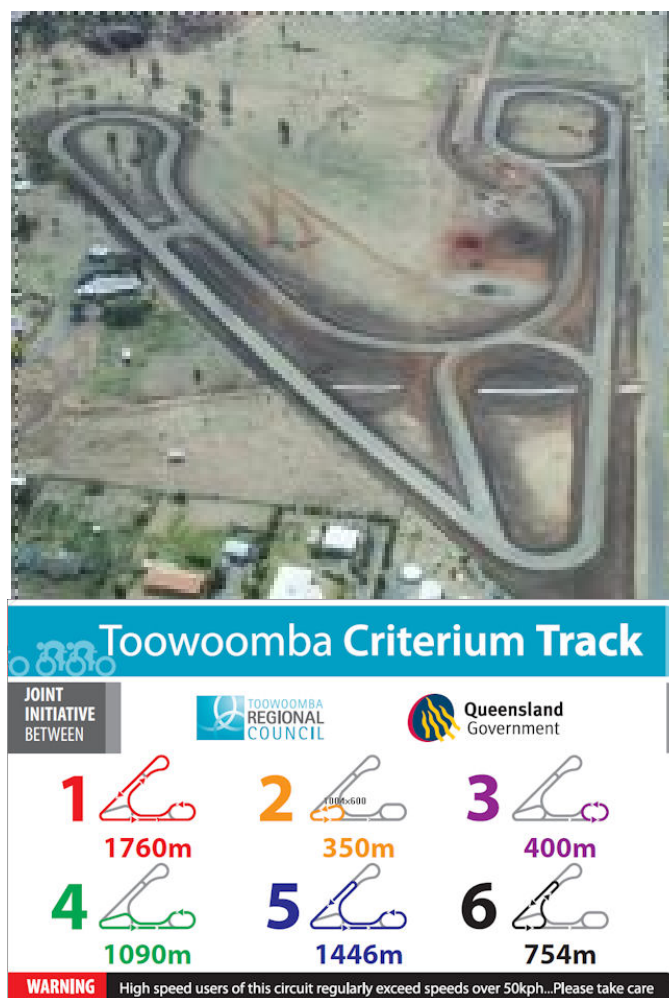


Figure 13: The recently developed Toowoomba Criterium Circuit (Top) and the circuit configurations (bottom).

Source: Toowoomba City Council.

10.6 Key findings for Needs Assessment

One of the key findings of the Needs Assessment is that there is a significant shortfall in the provision of purpose built cycling facilities within the Peel and Perth metropolitan area, based on the benchmarking of other regions. It has also been made clear that, based on the current trends in increasing participation and population growth within the Peel Region, this shortfall will only increase.

The facilities which are provided, mainly BMX, are already in a state of disrepair and in need of renovation and upgrade. There are also difficulties with the road networks which the PDCC and other cycling clubs are using in that these areas are experiencing increased volumes of traffic, in part due to an increase in population.

The safety of their riders is in the forefront of the minds of club leadership. Safety issues also have a profound effect on participation rates with young and/or inexperienced riders being hesitant about using facilities which are either difficult or dangerous to use.

Considering the popularity of cycling within the Peel Region, and Australia as a whole, it is important for cycling clubs to be provided with adequate resources which will allow them to conduct their activities at the highest possible standard and be able to increase their membership.

The facilities which should be further investigated to assess their feasibility, based on gaps in provision, interest and likely usage are: outdoor Velodrome, Criterium Track, BMX and Mountain Biking.

11 Site Assessment

From a broad desktop analysis, site inspections and consultation with landowners and managers, a series of sites have been shortlisted for further investigation. They are as follows:

1. Proposed Fiegert Road Sporting and Recreation Complex;
2. Kwinana Motorplex, Kwinana;
3. Lark Hill Sportsplex (Northern expansion);
4. Proposed Baldivis District Sporting Complex; and
5. Proposed Keralup Area.

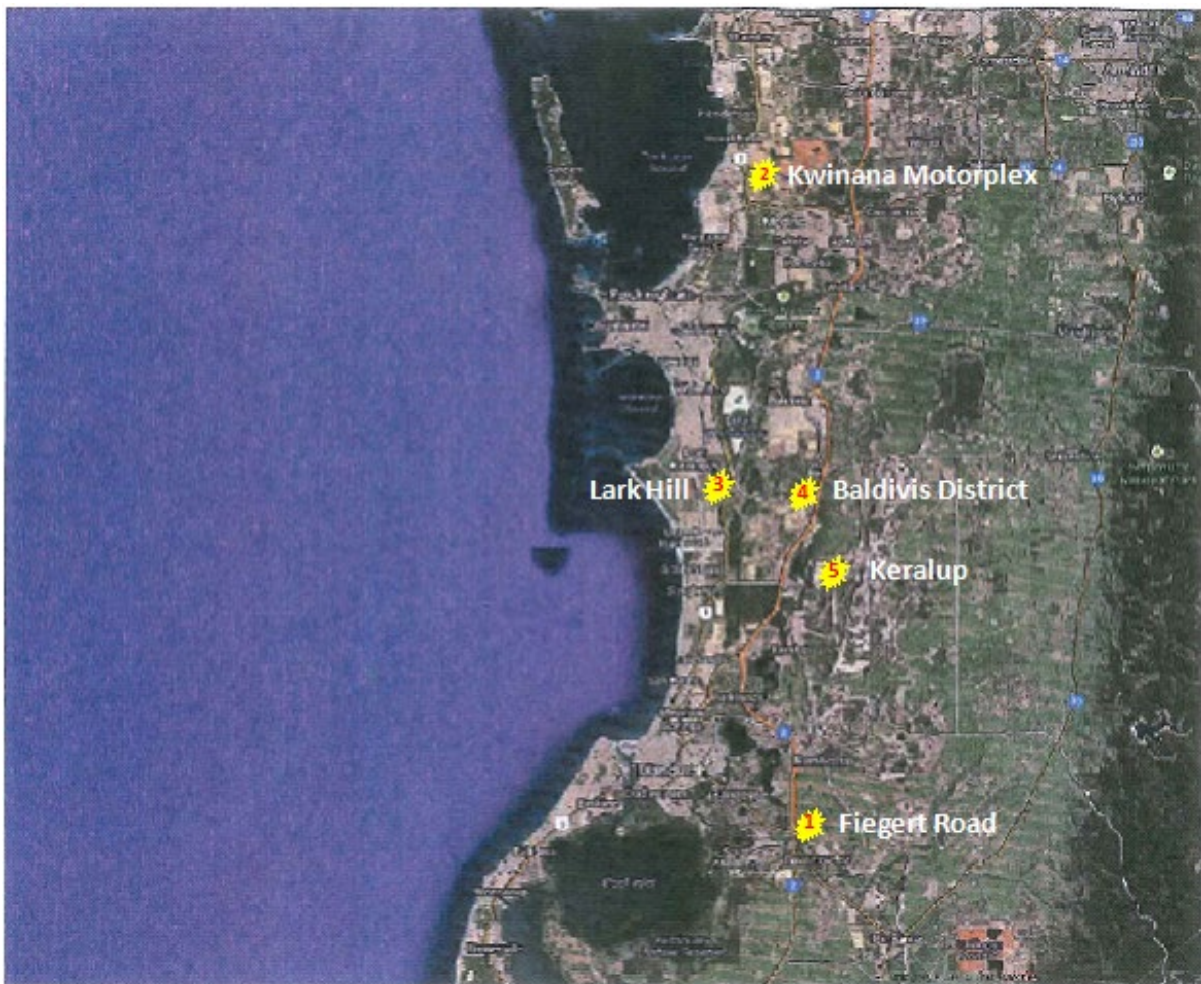


Figure 14: Candidate Sites for the development of a Regional Cycling Facility.
Source: Google Maps

These sites/areas have been shortlisted as they potentially have adequate space (over 10 hectares) for the development of a Regional Cycling Centre, appear to be relatively accessible, located within an existing or future sporting/recreation precinct and have suitable terrain. In the following section each of the sites are analysed further.

The following is a list of criteria to determine a “preferred” site for a Regional Cycling Facility as part of the Peel District cycling Club Regional Feasibility Study. These criteria should be used to aid the determination of an appropriate site to design a concept plan, obtain a cost estimate and develop a facility management plan. Each criteria is listed in priority order due to its level of its importance to selecting an appropriate site.

1. **Size:** Is the size of the parcel of land able to host one or more of the recommended facilities? (*Essential*)
2. **Site Topography, Geology and Compatibility:** Does the site have suitable soil conditions, be relatively flat, not have previous landfill history, have minimal environmental limitations, good drainage for one or more of the recommended facilities? (*Essential*)
3. **Shared development opportunities (Criterium):** Does the site enable shared opportunities for development and ongoing management? (*Essential*)
4. **Site use:** Should be appropriately zoned and if other current facilities are nearby be compatible to those facilities? (*Highly Desirable*)
5. **Land ownership:** Who owns the land, generally government owned land (all levels) enable greater access to funding and assistance on on-going management? (*Highly Desirable*)
6. **Funding opportunities:** Does the ownership or management of the land allow for funding agencies to contribute towards the facilities on site? (*Highly Desirable*)
7. **Potential development timeframe:** Is it possible to develop the site in the next 3-5 or 5-10 years or 10+ years? (*Highly Desirable*)
8. **Access to Site:** Is the site connected by good access roads, cycling paths and public transport routes? (*Highly Desirable*)
9. **Access to Site Services:** The site should have reasonable access to utility services (water, power, sewer, telecommunications) (on or closely located). New development sites may involve waiting for future sub-division to occur? (*Highly Desirable*)
10. **Access to ancillary facilities (Clubrooms):** Are there facilities on site, or will there be a need of additional facilities to be built? (*Highly Desirable*)
11. **Access and proximity to population:** Ideally, the site should be close to public access routes and near higher dense populations to ensure easier access and use by the Club and wider community? (*Desirable*)
12. **Future redevelopment and expansion opportunities:** Is the parcel of land suitable for redevelopment or extension? (*Desirable*)

11.1 Proposed Fiegert Road Sporting and Recreation Complex

A regional sporting and recreation complex has been proposed at 'Fiegert Road' in the Shire of Murray, to the north of Pinjarra Road and to the east of the Kwinana Freeway. This site is a 'greenfield' site and has been planned to cater for a range of outdoor and indoor sports similar to the City of Rockingham's Larkhill Sportsplex.

The site is, locally, well accessible by roads, however, the fact that its location is the furthest South of all the other potential sites works against it, in terms of attracting participants from metropolitan Perth. While there is space available for cycling facilities in the current plan, this could change due to significant demands for space from other sporting codes who are also struggling to operate effectively on their existing provision. The Shire of Murray expects that earthworks, to allow for overall site stability and drainage, will be conducted in a five to ten year time frame with sporting facilities being built in the years following this work.

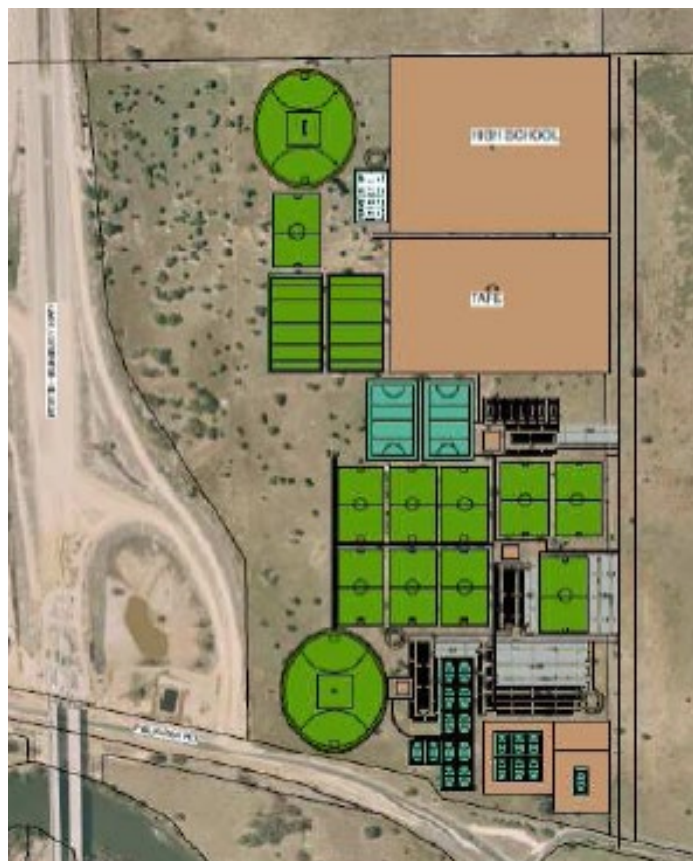


Figure 15: Proposed Fiegert Road Sport and Recreation Facility Development.
Source: Peel Region Sport and Recreation Strategy.

Site Details

Address: Lot 334 Pinjarra Road, Ravenswood

Local Government Area: Shire of Murray

Zoning: Public Recreation and Conservation

Ownership: Western Australian Planning Commission

Size: 57 hectares

Benefits	Constraints
Adequate space	The site is likely a longer term proposition.
Good access from and exposure to passing traffic on the Kwinana Freeway	Extensive planning will be required and the site will need to be approved for the development of a Regional Cycling Facility.
Suitable terrain	A longer development timeframe may not suit the needs of the PDCC.
Suitably zoned	Located 40-50km from the major population centres of Rockingham and Kwinana.
Site location in a regional area provides additional government funding opportunities (e.g. Royalties for Regions).	Site not owned by Local Government
It has access to the existing shared use path network.	Peel Regional Sport and Recreation Strategy does not plan for the development of purpose built cycling facilities at this site.
The site is in close proximity to significant existing and proposed residential areas.	The site is located furthest South making it less accessible from metropolitan Perth.
Opportunity for shared use of ancillary facilities with other sports.	
Recent sporting facility developments in City of Mandurah and Shire of Murray have alleviated demand for some additional sporting facilities planned for this site and therefore it could potentially have sufficient site area for a regional cycling centre development.	
Greenfields site provides greater opportunity to integrate the design of cycling facilities.	

Table 8: Benefits and Constraints of Fiegert Road Sporting and Recreation Complex

11.2 Kwinana Motorplex

The Kwinana Motorplex is located within Kwinana and is a motor sports venue catering for drag racing and speedway. The site has large car parking areas and lengthy access roads which could be utilised and/or adapted for use as a Criterium track. This would not necessarily be an ideal scenario for the PDCC, however it could potentially be utilised as an interim facility while the preferred site is developed. It would be necessary to negotiate with the Motorplex management to determine if this could be a feasible proposition. The significant issue with this site is that it would not be able to cater for any other cycling facility due to existing use.



Figure 16: Motorplex site at Kwinana
Source: Nearmap

Site Details

Address: Lot 435 Stephenson Avenue, Kwinana
 Local Government Area: City of Kwinana
 Zoning: Parks and Recreation
 Ownership: Western Australian Sport Centre Trust
 Size: 61 hectares

Benefits	Constraints
Adequate space if utilising existing internal road network.	Site not owned by Local Government
Good access.	Compatibility with motorsports is not ideal.
Suitable terrain	Site is already extensively used and additional facilities could cause traffic and overcrowding issues.
Suitably zoned	Development of cycling facilities is constrained to use of existing site constraints and internal road network.
The site is located the furthest North making it more accessible from metropolitan Perth.	Limited opportunity to expand.
The site is a short term proposition	Criterion circuit would not be purpose built.
The site is in close proximity to significant existing residential areas.	No space for any other cycling facilities other than Criterion
Opportunity for shared use of ancillary facilities with motorsports.	
Criterion track could be integrated into existing road network.	
Relatively inexpensive to adapt for a Criterion circuit.	
State Government already has control of the site and it is zoned for sport and recreation use.	
Site currently being accessed by the PDCC	

Table 9: Benefits and Constraints of Kwinana Motorplex

11.3 Lark Hill Sportsplex (Northern expansion)

The Lark Hill Sportsplex is the City of Rockingham’s Regional Sporting Facility catering for a range of outdoor sports including hockey, soccer, rugby and cricket. The concept for the Northern expansion of the development includes the addition of two Australian Rules Football grounds and clubroom to the north. The City estimates construction will take place in 2026/27. While no cycling facilities have been highlighted in previous Concept Plans, it may be possible to design a Criterium track and associated with the track is designed to loop around the proposed ovals. This would enable shared use of any proposed facilities including clubrooms, car parking and lighting. BMX could also relocate here and there is also potential for Cross Country events. There are however, land ownership and environmental issues that may need to be negotiated.



Figure 17: Lark Hill Sportsplex (Northern Expansion) Development Site
Source: Nearmap

Site Details

Address: Lot 9000 Warnbro Sound Avenue, Port Kennedy

Local Government Area: City of Rockingham

Zoning: Parks and Recreation

Ownership: Western Australian Planning Commission, with the Management Order being with the City of Rockingham

Size: 25ha (approx. 10-12 ha usable) due to environmental protection/retention orders

Benefits	Constraints
Adequate space	The site is likely a longer term proposition
Good access off and exposure to arterial roads.	Extensive planning will be required and the site will need to be approved for the development of a Regional Cycling Facility.
Suitable terrain	A longer development timeframe may not suit the needs of the PDCC.
Suitably zoned	Located some distance (15km+) from the major population centre of Rockingham.

The site is located further North than the proposed Fiegert Road and Keralup sites making it more accessible from metropolitan Perth.	Site not owned by Local Government although it is managed by the City of Rockingham
It has access to the existing shared use path network in the vicinity of Lark Hill.	City of Rockingham's Plan documents relating to Lark Hill do not mention the development of purpose built cycling facilities.
The site is in close proximity to significant existing residential areas.	Site is already extensively used and additional facilities could cause traffic and overcrowding issues.
Opportunity for shared use of ancillary facilities with football/cricket.	Only 10-12 hectares usable due to environmental protection/retention orders which may constrain size of the facility.
Criterion track could be designed to allow for future development of sports ovals adjacent the circuit.	
Local Government already has control of the site and it is zoned for sport and recreation use.	

Table 10: Benefits and Constraints of Lark Hill Sportsplex (Northern Expansion)

11.4 Proposed Baldvis District Sporting Complex

The City's Community Infrastructure Plan has determined that based upon projected population growth and demand that there is a requirement for a district level sporting complex within the City. The proposed Baldvis District Sporting Complex conceptually includes the following functional areas; four sports playing fields, two clubrooms and up to 26 outdoor courts. A needs analysis and feasibility study for the future provision of a district sporting complex is currently underway and until such time as this is completed and endorsed by Council, the potential location of the complex and the final provision of infrastructure is unknown.

Given the needs assessment and feasibility study is yet to be completed and the site is yet to be determined, it is difficult to recommend that a regional level cycling facility be included in the complex, however the investigations into possible provision should form part of the study.

Below is an example of how a Criterion track could be designed to complement the natural features which the site could contain and also the layout of various sporting facilities.



Figure 18: Indicative Baldvis District Sporting Complex Concept Plan.

Benefits	Constraints
Likely to be large enough	Medium to long term proposal
Area will be an activity node with multiple sports	Land and Management not secured
	Unknown size
	Unknown site constraints
	Unknown accessibility

Table 11: Benefits and Constraints of Baldvis District Sporting Complex, Baldvis

11.5 Proposed Keralup Area

The Department of Housing is the owner of approximately 4,000 hectares of land in the locality of Keralup approximately 17km south east of Rockingham. The area is accessible by the Perth Bunbury Freeway and there is a proposed railway station for the area. Within the structure plan there is provision for a number of public open space areas including sport and recreation reserves. The plan identifies three specific areas set aside for the development of active district open space, two north of the regional town centre (22 and 23 ha.) and one to the south (20 ha.). These spaces have been designed to accommodate primarily outdoor sporting grounds the reserve/s could be designed to incorporate a Criterium track and possibly other cycling facilities however given a Criterium track would require a minimum of 10 hectares this would likely utilise over 50% of the site.

The major limitations of this area include the location being further South of sites such as Lark Hill and Baldivis District Sporting Complex and the longer term timeframe for development. Demand for other sporting and recreation spaces may also be an issue in this area.

Given the Keralup area, is not developed and there are many unknowns in being able to recommended any kind of facility being located within the area it has not been further investigated as part of this study. However, if the preferred option/s do not eventuate then this area should be further investigated.

11.6 Site/Criteria Comparison

Table 12 provides details for each of the sites that were considered as part of the preferred site selection process, providing information such as location, ownership, zoning and size. Table 13 Site Selection Matrix, provides a graphical representation of the findings of the site selection process. Reviewing the benefits and constraints identified for each site in Section 11 Site Assessment, the site is considered in terms of the criteria defined on the previous page, identifying which sites meet the set criteria (in full, in part or not at all).

Site Name	Address	Zoning	Ownership	Vesting Order	Size	Timing
Fiegerts Rd Sports Complex	Lot 334 Pinjarra Rd, Ravenswood	Public Recreation and Conservation	WAPC	Shire of Murray	57 ha.	Unknown
Kwinana Motorplex	Lot 435 Stephenson Ave, Kwinana	Parks and Recreation	WA State Sport Centre Trust	Venues West	61 ha	When funding is available
Lark Hill Sports Complex (Northern Expansion)	Lot 9000 Warnbro Sound Ave, Port Kennedy	Parks and Recreation	WAPC	City of Rockingham	25 ha (10-12 usable)	2026/27
Baldivis District Sporting Complex	Unknown	Unknown	Unknown	Unknown	Min 20 ha.	2017/18

Table 12: Site Details

Criteria	Fiegerts Rd	Kwinana Motorplex	Lark Hill (Northern Expansion)	Baldivis District Sporting Complex	Keralup
Size	Green	Yellow	Yellow	Blue	Blue
Site Topography and Compatibility	Yellow	Green	Yellow	Blue	Blue
Shared development opportunities (Criterium)	Yellow	Green	Green	Blue	Blue
Site use	Green	Green	Green	Blue	Blue
Land ownership	Green	Green	Green	Blue	Blue
Funding opportunities	Green	Green	Green	Yellow	Yellow
Development timeframe	Blue	Green	Yellow	Red	Red
Access to Site	Green	Green	Green	Blue	Blue
Access to Site Services	Red	Green	Green	Blue	Blue
Access to ancillary facilities (Clubrooms)	Yellow	Yellow	Green	Yellow	Yellow
Access and proximity to population	Yellow	Green	Green	Yellow	Blue
Future redevelopment and expansion opportunities	Green	Blue	Yellow	Blue	Blue
School and wider community access	Blue	Yellow	Green	Blue	Blue

Category	Colour Code
Meets Criteria	Green
Partly Meets Criteria	Yellow
Does not meet Criteria	Red
Unknown	Blue

Table 13: Site Selection Matrix

12 Site Selection Conclusions

When considering that the majority of sites investigated remain speculative, long term and open to further planning and their development not anticipated for over 5 years, and in some cases their location is unknown, their suitability for hosting a Regional Cycling Centre is unknown and therefore should not be considered. This leaves the Kwinana Motorplex as the only viable option within the next 5+ years for the PDCC and as a home for regional cycling (Criterium). The Motorplex is also highly desirable as it is closer to the southern areas of Perth and already has a built track which is, with only minor upgrades/modifications, ready for wider use. It is also already being used by the club which will eliminate any difficulties in relocating the club.

This site is, however, restrictive as it may not allow for much expansion to the Criterium track, nor does it allow for the addition of any other kind of cycling course in future (ie BMX). It is recommended that this be considered as a short to medium term home for Criterium racing in the Peel Region.

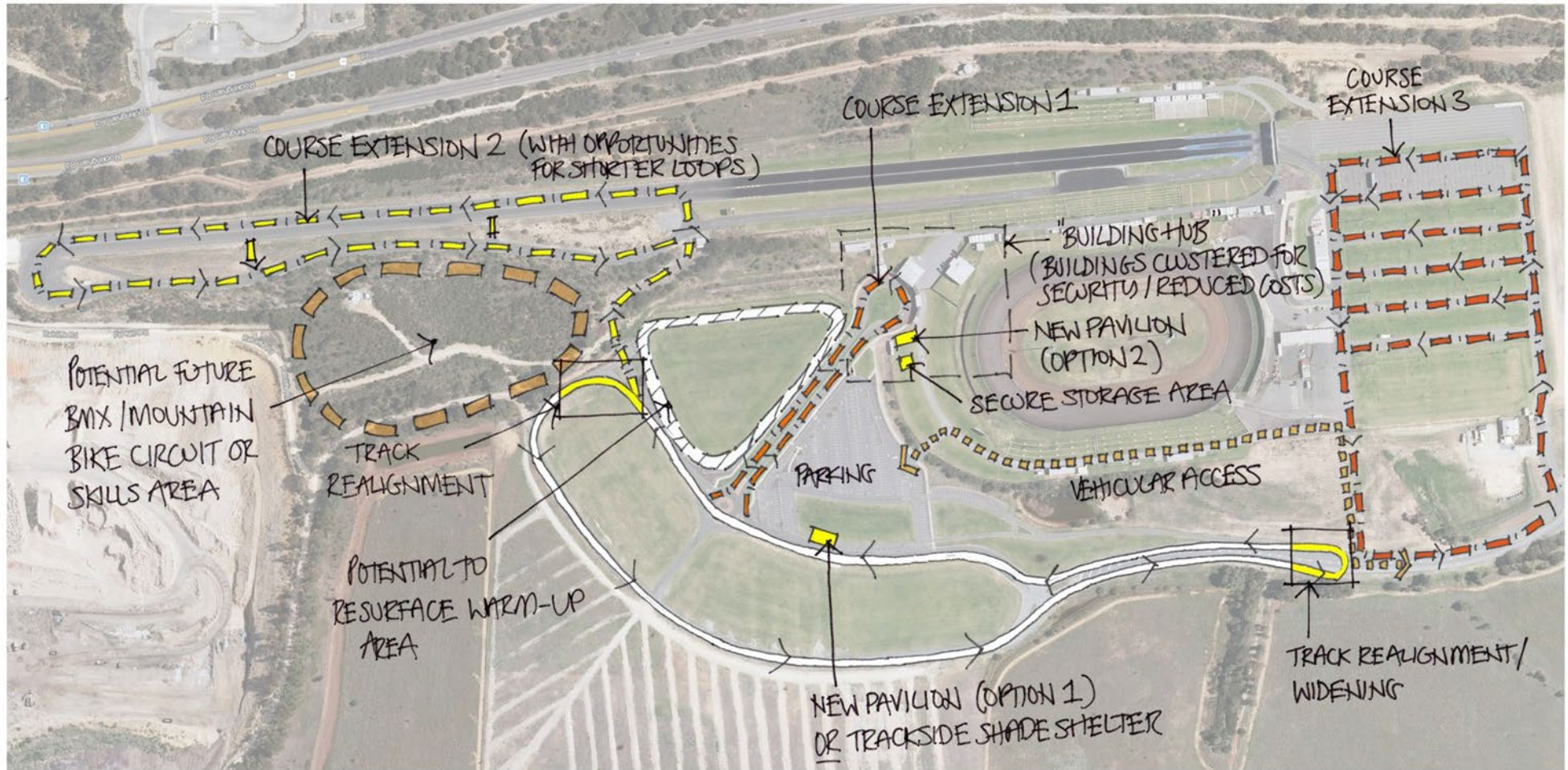
Due to the short term nature of the Motorplex site and the increasing trends in participation in cycling it would be advisable that when developing new sporting complexes, or expanding existing ones, that purpose built Criterium and BMX Tracks be considered in the Master Planning phase. Therefore, many District and regional reserves could easily accommodate the flexible nature of use in a Criterium track.

Long Term, the Baldivis District Sporting Complex may be determined to be the best future home for PDCC and Regional Cycling due to its size, location and access.

13 Kwinana Motorplex Site – Concept Master Plan

The recommended option of continuing the utilisation of the Motorplex requires some further adaptation for optimal use as a Criterium circuit for cycling. This can be achieved at a relatively low cost; and the PDCC has been utilising this facility this year to conduct a range of their programs. The Concept Master Plan (Figure 19) illustrates the proposed works required to deliver improved Criterium facilities at the Kwinana Motorplex site. Key components of the Master Plan include:

1. Course Extension 1 – circuit currently utilised – no further works required;
2. Course Extension 2 – existing road network utilised - widening of link required to connect with primary existing circuit;
3. Course Extension 3 – existing road network utilised – no further works required;
4. Localised track realignment and widening of primary existing circuit;
5. Development of a ‘hub’ of buildings, closely associated with existing Motorplex buildings on site to include:
 - New Pavilion
 - Secure Storage area;
6. Second option for location of New Pavilion adjacent to primary existing circuit (or this might just be a simple trackside shelter);
7. Resurfacing of warm up circuit; and
8. Identification of potential future area to accommodate BMX/Mountain Bike or Skills Area (excluded from initial costings).



PLAN TR1: KWINANA MOTORPLEX SITE: CONCEPT MASTERPLAN
PROJECT: ROCKINGHAM FEASIBILITY STUDY



Figure 19: Kwinana Motorplex Site: Concept Master plan

14 Costings

These indicative costings should be read in conjunction with the Concept Master Plan proposals detailed in the previous section and illustrated in Figure 19.

Item	Detail	Indicative Cost (excl.GST)
Pavilion (Option 1)	Single storey sports pavilion with change room and toilet facilities – standard finish @ \$3,000/m ² @ \$2,700/m ² 10x20m including allowance for some external works outside the building eg pavings etc	\$600,000 \$540,000
Trackside Shelter (Option 2)	Provide shelter/shade from sun/rain, adjacent to Criterium track - \$500/m ² Basic 'storage structure' 5x10m including a ground slab plus shed but no services	\$25,000
1no secure storage area/lockable garage	5x10m Masonry constructed storage facility - \$500/m ² including a ground slab plus shed , electrical services and a roller door	\$25,000
Resurfacing of warm-up circuit (existing width approx.5m, length approx.460m)	Strip existing surfacing and lay higher grade asphaltic concrete over 2300m ² (assume subsurface material suitable for retention and reuse) <ul style="list-style-type: none"> 25mm asphaltic concrete including priming - \$11.70/m²* removal of existing topping and re-profiling sub base - 10/m² 	\$49,910
Track Realignment (eastern extent of circuit)	Allow for construction of asphaltic concrete surfacing (over 150mm compacted crushed rock bed) over 500m ² and tie in with existing surface <ul style="list-style-type: none"> 25mm asphaltic concrete including priming - \$11.70/m²* 150mm compacted crushed rock bed - \$12.39/m²* Removal of existing vegetation and preparation of existing ground to levels for new sub base - \$5/m² 	\$14,545
Track Realignment (western extent of circuit)	Allow for construction of asphaltic concrete surfacing (over 150mm compacted crushed rock bed) over 120m ² (approx.20m length by 6m wide) tie in with existing surface <ul style="list-style-type: none"> 25mm asphaltic concrete including priming - \$11.70/m²* 150mm compacted crushed rock bed - \$12.39/m²* Removal of existing vegetation and preparation of existing ground to levels for new sub base and marrying in new bitumen with existing - \$8/m² 	\$3,850
Course Extension 2 – widening of linkage (currently approx. 3m wide) with primary Criterium circuit and smoothing of corners.	3m widening of existing surfacing along length of linkage (approx. 130m in length). Allow for construction of asphaltic concrete surfacing (over 150mm compacted crushed rock bed) over 390m ² and tie in with existing surface. <ul style="list-style-type: none"> 25mm asphaltic concrete including priming - \$11.70/m²* 150mm compacted crushed rock bed - \$12.39/m²* Removal of existing vegetation and preparation of existing ground to levels for new sub base - \$5/m² 	\$11,345
Construction Sub-Costing		\$729,650
	Plus Design Contingency Costs (minimum)	5%
	Plus Contract Contingency (minimum)	5%
	Plus Project On Costs (minimum)	10%
	TOTAL	\$919,957

Table 14: Kwinana Motorplex Site – Indicative Costings

*Costs from The Building Economist, September 2012 and total escalated by 4.2% to 2014 costs.

Notes:

1. It is assumed there will be no costs associated with Course Extensions 1 and 3 (as currently drawn) and existing surfaces to be utilised are suitable for Criterium Cycling. Put in place appropriate access arrangements.
2. Assumes existing drainage network capacity is adequate to accommodate proposals.
3. All measurements are approximate and will be subject to topographic survey and need to be verified during detail design and construction phase.
4. The above costs do not include:
 - Professional fees
 - Track signage
 - External lighting
 - Legal fees

Maintenance and Replacement Costs

The estimated major maintenance costs for the provision of a Criterium track would be in relation to the track surface itself. It would require regular cleaning and in the medium to longer term repairs to the surface may be required. The regime, however, would be similar to that of a typical local roadway.

In addition to the track maintenance, turf maintenance along the edges of the track, lighting (if this is included as a facility) and the clubroom would generate maintenance and operating costs and need to be factored in.

The Project Brief outlined the need for the development of a Management Plan as part of the Feasibility study subject to a suitable site being found. As the Motorplex is the identified site, the management will be taken up by Venues West, their contractors and the clubs who utilise this facility. The Local Governments within the Peel Region do not, therefore, need to be involved in this option. However, it is acknowledged that the PDCC and future cycling clubs will need to have a Maintenance/Management Plan in place to operate at a future purpose built site. It is also important for both the PDCC and the Local Governments in the region to have an understanding of the maintenance/management requirements of the individual cycling facilities that would make up a Regional Cycling Centre in the future.

14.1 Facility Operational Financial Models

Revenue Opportunities

The opportunity to generate revenue from the facilities can be achieved through a variety of means. The major opportunity is from user fees, however other means such as corporate advertising, sponsorship, club activities and special events should also be explored.

These revenue opportunities include:

- **User fees:** A set rate is normally derived and charged at an hourly basis. The level of the rate may vary depending on the user group, for example sporting clubs may be charged at a different rate to schools and private hirers, and juniors in comparison to seniors. Similar facilities to what is being proposed are charging \$40-\$50 per hour for casual hire and set lease/licence/permit fees for regular uses in accordance with the Council's fees and charges schedules.

- **Corporate advertising/sponsorship/donations:** Advertising and sponsorship opportunities could include signage around the track, facility naming rights and contributions to the establishment of the facility in which donors are recognised through various means.
- **Club activities and events:** operating the facility and any associated club activities provides a wide range of revenue opportunities. These could include user charges, profit from operating a café/kiosk/bar, functions, merchandising, and other fundraising.

Operating and Maintenance Costs

These costs include:

- **Rates/fees:** rates or fees may be levied from the landowner. There may be rebates available depending on the use of the facility (e.g. if it is made available to the community).
- **Utilities:** Electricity, gas and water be required for any clubroom facilities. If the track is lit then electricity costs for this would need to be factored in and would likely be significant.
- **Cleaning:** the facility and its environment must be kept clean to improve its attractiveness, to avoid additional costs from dirt accumulation on the track and associated damage and to maximise the facilities life.
- **Repairs:** similarly, it is better to budget for regular repairs which keep the facility in full and good use than to let the facility degrade and possibly to face higher costs in the longer term, or to find that the useful life of the facility is shortened.
- **Maintenance:** the importance of maintaining a bitumen track is all too often overlooked or minimised. Bitumen tracks require regular maintenance procedures to maximise its lifespan and maintain its smooth surface, this normally involves rolling the track.
- **Marketing and promotion:** the capacity of the facility is likely to be greater than required directly by its owners or immediate users. Permitting others to use the facility may be a good revenue opportunity and/or be of value to the wider community. However, it may be necessary to advertise availability of the facility and this will have costs.
- **Staffing:** even a small facility will require some staffing not least as noted above in relation to repairs and maintenance and managing facility bookings. This may sometimes be voluntary but given the scale and level of use envisaged for the facility using professional and paid help should seriously be considered.
- **Loan Repayments:** If funds are looking at being borrowed for the facility this would involve both capital and interest repayments over the duration of the loan.
- **Sinking Fund:** a sinking fund may need to be established to ensure adequate funds were available once the track surface requires replacement. This would involve setting aside a contribution on an annual basis.
- **Other Expenses:** There will be a range of other miscellaneous expenses such as security monitoring costs, insurances, bad debts etc.
- **Depreciation Expense:** The asset value of the development will need to be depreciated over its useful life. The amount will vary according to the asset type and depreciation method.

The above revenues and expenses will need to be further confirmed in the development of the Management Plan in stage 2 once a final Master Plan design is agreed upon.

Proposed Regional Cycling Facility Five Year Operating Statement
 SCENARIO 1 - Criterium Track, Small Clubroom and Basic Amenities

REVENUE						Note
Item	Year 1	Year 2	Year 3	Year 4	Year 5	
Track Hire - Casual	\$ 8,000	\$ 9,600	\$ 11,200	\$ 12,800	\$ 14,400	
Membership	\$ 5,000	\$ 5,250	\$ 5,513	\$ 5,788	\$ 6,078	5% growth per annum
Licence Income	\$ 13,500	\$ 14,175	\$ 14,884	\$ 15,628	\$ 16,409	5% growth per annum
Nominations	\$ 30,000	\$ 31,500	\$ 33,075	\$ 34,729	\$ 36,465	5% growth per annum
Kiosk Sales - Net	\$ 10,000	\$ 10,500	\$ 11,025	\$ 11,576	\$ 12,155	5% growth per annum
Sponsorship	\$ 25,000	\$ 25,750	\$ 26,523	\$ 27,318	\$ 28,138	3% CPI growth per annum
Donations	\$ 7,500	\$ 7,725	\$ 7,957	\$ 8,195	\$ 8,441	3% CPI growth per annum
Other Revenue	\$ 15,000	\$ 15,450	\$ 15,914	\$ 16,391	\$ 16,883	3% CPI growth per annum
Total Revenue	\$ 114,000	\$ 119,950	\$ 126,089	\$ 132,426	\$ 138,969	
EXPENSE						
Utilities	\$ 6,000	\$ 6,180	\$ 6,365	\$ 6,556	\$ 6,753	3% CPI growth per annum
Cleaning	\$ 2,000	\$ 2,060	\$ 2,122	\$ 2,185	\$ 2,251	3% CPI growth per annum
Repairs and Maintenance	\$ 5,000	\$ 5,150	\$ 5,305	\$ 5,464	\$ 5,628	3% CPI growth per annum
Marketing and Promotion	\$ 5,000	\$ 5,150	\$ 5,305	\$ 5,464	\$ 5,628	3% CPI growth per annum
Prize Money	\$ 17,500	\$ 18,375	\$ 19,294	\$ 20,258	\$ 21,271	5% increase per annum
Equipment Purchase & Maintenance	\$ 1,500	\$ 1,545	\$ 1,591	\$ 1,639	\$ 1,688	3% CPI growth per annum
Licence Fees	\$ 14,000	\$ 14,700	\$ 15,435	\$ 16,207	\$ 17,017	5% increase per annum
PCJF Outgoings	\$ 4,500	\$ 4,635	\$ 4,774	\$ 4,917	\$ 5,065	3% CPI growth per annum
Timing System Costs	\$ 25,000	\$ 25,750	\$ 26,523	\$ 27,318	\$ 28,138	3% CPI growth per annum
Communications	\$ 4,000	\$ 4,120	\$ 4,244	\$ 4,371	\$ 4,502	3% CPI growth per annum
Racing Expenses	\$ 21,000	\$ 22,050	\$ 23,153	\$ 24,310	\$ 25,526	5% increase per annum
Other Expenses	\$ 5,000	\$ 5,150	\$ 5,305	\$ 5,464	\$ 5,628	3% CPI growth per annum
Total Expenses	\$ 110,500	\$ 114,865	\$ 119,413	\$ 124,153	\$ 129,094	
Deficit/Surplus	\$3,500	\$5,085	\$6,676	\$8,272	\$9,875	
Net Cash Bal.	\$3,500	\$5,085	\$6,676	\$8,272	\$9,875	
Depreciation	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	
Net value	-\$46,500	-\$44,915	-\$43,324	-\$41,728	-\$40,125	
Assumptions						
Estimates based on 2010/11 Financial Statements						
Facility is Managed using Club Managed Model						
Track hire: 5 hours usage per week for 40 wks @ \$40/hr increasing 1 hour per annum						
Hire/Membership/Licence Fees remain static for 5 years						
Membership Growth is 5% per annum						
CPI is 3% per annum						
Utilities includes water, electricity and gas costs and assumes a small clubroom and changerooms are provided						
Includes Straight line depreciation of \$2,000,000 of infrastructure over 40 years						

Figure 20: Example Financial Model

15 Management Considerations

Based on the available investigated sites, it can be assumed that the landowner will be owned by the State and vested to the Local Government. In relation to the management of sporting facilities there are three common management structures. They are:

Direct Management where the Local Government retains total control and accountability for the operation of its facility through directly - employed staff.

Indirect Management where the operation of the facility is placed at 'arms lengths' from the Local Government, while retaining effective control through the terms of its membership of a 'body corporate' formed to manage the facility.

Independent Management where the Local Government leases the facility to a private operator or independent organisation (usually with conditions for access, user charges etc).

Direct Management 'in house'	Indirect Management 'arms length'	Independent Management 'outside'
A. Managed and operated directly by Local Government employees	D. Managed by an incorporated association (or a Company Limited by Guarantee) comprising representatives of the City and user groups	G. Managed by private (commercial) individual or organisation through a lease
B. Managed by a Committee under the Local Government Act using employees	E. Managed in partnership with the Local Government via an incorporated association (or a Company Limited by Guarantee) comprising representatives of the City and specialist management agency	H. Managed by single or composite user group (sporting or community organisation) through a lease
C. Managed by a Committee under Local Government Act using contract labour and support services	F. Managed by specialist management agency which has a management services agreement with the Local Government.	I. Managed by a specialist management agency through a lease

Table 15: Common Sport Facility Management Structures

Facility Objectives	Direct Management (controlled by the local government)	Indirect Management (under auspices of the local government)	Independent Management (controlled externally)
Reduce or eliminate deficit funding	DIFFICULT Limited sense of competition and accountability Slow to exploit opportunities Politically vulnerable Inflexible industrial arrangements	ACHIEVABLE Body corporate is nimble and independently accountable Flexible industrial arrangements Staff encouraged to become entrepreneurial by way of incentives Management agency can provide specialist experience	EASIER Lessee operators able to make economies on labour, goods and services Limited political considerations when setting fees, timetables
Maintain a significant degree of control	EASIER Management by local government officers Regular reports to the local government Elected members have opportunities for ongoing input	ACHIEVABLE Qualified lease/licence to body corporate gives the local government ultimate control The local government is significant partner in the body corporate Regular reports to the local government re use, fees, finance and administration	DIFFICULT Control usually via mid to long term lease with no provision for change in local circumstances. Usually no opportunity for the local government to participate in management.
Keep assets in good repair (building and equipment)	EASIER Maintained by local government officers to own standards and budget provisions Prompt response and care by the local government's own maintenance staff	ACHIEVABLE Formal commitment built into management agreement for maintenance and refurbishment Monitored by the local government through its partnership in the body corporate	DIFFICULT Financial objective (profit or providing funds for other ventures) often causes conflict in decision making related to appropriate maintenance of buildings and equipment
Gain optimum use and flexibility (multi-use)	ACHIEVABLE Vocal minority groups may be allowed to dominate peak times Most use by hire only (little or no promotion of regular weekly activities)	ACHIEVABLE No one sport favoured Direct promotion of regular activities (not just hire) Incentive to replace failing programs as soon as possible Management agency can apply specialist experience	DIFFICULT One sport often favoured Usually focus on 'cash cow' activities Membership restrictions often apply

Table 16 Common Management Structures and the likelihood of meeting Facility Objectives

Given the likelihood that the facility is not going to return a surplus it is unlikely that the facility will be attractive to the private industry. Therefore either a direct (Local Government managed) or indirect management structure is likely to be the best option.

A club managed facility could be considered, however, it would need to be subsidised by the Local Government and/or the venue owner taking responsibility for significant costs such as depreciation, staffing, utilities etc. If this model were to be adopted then it would be important to prepare a management agreement that allowed for the Local Government to input into the programming of the track and clubroom facilities.

Additionally, other points regarding management of the proposed facility for consideration include:

- As the viability of sporting facilities depends on high levels of usage to generate income it is necessary that management is proactive in developing and facilitating programs and activities;
- A Memorandum of Understanding should be established between the City, PDCC and other identified regular user groups to ensure clear roles in project funding, planning, development and ongoing management and maintenance of the proposed facility;
- The roles of each agency in the facility may be slightly different. The Local Government could directly assist with sourcing funds, marketing the facility, and encouraging other sports to use the facility. Growing the club use, event and competition organisation could be looked after by the PDCC;
- Either the local government or PDCC might consider being responsible for the day to day management of the proposed facility including bookings, promoting activities and coordination of maintenance programs;
- The Memorandum of Understanding should also deal with matters of ownership, sponsorship and naming rights, insurance and the Local Government's relationship with any user groups;
- Following the development of the facility, a Seasonal Hire Agreement should be established between the Local Government and regular users of the facility and a Casual Hire Agreement developed for irregular or casual users of the facility.

16 Facility Management Plan

16.1 Management Plan

The Management Plan Guide - Sport and Recreation Facilities May 2008 2nd Edition (Department of Sport and Recreation WA) establishes a number of key principles that need to be considered to achieve efficient management practices and ultimately increase the likelihood of a successful facility.

A Management Plan is a formal planning tool that aims to design the future operations of the facility. It is a written document that outlines:

- The aims and objectives of the facility;
- The strategies used to meet the objectives; and
- The evaluation methods used to measure performance.

Specific outcomes of a good management plan include:

- Identification of corporate direction;
- Systematic forward thinking;
- Identification of customers and competitors;
- Formation of realistic goals;
- Co-ordination of action and resources;
- Production of financial forecasts;
- Risk minimisation; and
- Formation of performance indicator.

16.1.1 Vision Statement

A vision statement is a vivid description of a desired outcome that inspires, energises and helps your organisation create a mental picture of your goal.

16.1.2 Mission Statement

The mission statement is a clear statement of what the facility does and the way in which it will be managed, describing:

- The purpose of the facility;
- Why it exists;
- What it has to offer (services/products);
- Who will use it (target group);

A mission statement which truly reflects a shared vision will create unity and commitment within your organisation.

16.1.3 Goals

Goals then need to be identified to successfully achieve the mission and provide direction to the operation of the facility. Goals are usually broad statements that have no timeframes.

16.1.4 Major Initiatives

These are specific actions needed in order to achieve the goals. Initiatives should:

- Be specific to a goal;
- Be attainable;
- Have a timeline;
- Address specific issues (eg financial performance);
- Have clearly defined outcomes;
- Be quantifiable (measured using performance indicators);
- Delegate responsibilities beyond the Manager; and
- Be used as a day to day management tool.

16.1.5 Key Performance Areas

Key performance areas focus on general areas of operation within a facility, where a desired outcome is required over the period of the Management Plan. Focus areas are those specific operational areas within a Key Performance Area.

16.1.6 Developing and refining the Management Plan

The responsibility for developing a management plan for a sporting or recreation facility ultimately lies with the facility manager. Staff and volunteers should also be given the opportunity to input their ideas, along with input from other organisations and key members of the community (e.g. representatives of Local Government, local clubs/associations and local businesses). It may be practical to develop the management plan in stages, adding to it and refining it over time.

The following section (section 16.2) provides the starting point from which to further develop a Facility Management Plan, specific to a new Regional Facility Criterium Track. The following section includes Vision and Mission Statements for consideration and further development by key stakeholders, together with the identification of potential Key Performance Areas, Goals and Major Initiatives.

16.2 Preferred Facility Management Structure

Dependent on the agreed location of the permanent regional facility, the site's tenure should be developed as a Joint Trustee Agreement between the existing site owner and Council. Council would then issue a licence agreement to the intended users of the site, such as the cycling club and/or other clubs.

If the permanent regional facility were to be developed at Kwinana, a Joint Trustee Agreement between Western Australian Sport Centre Trust (site owner) and Peel District Cycling Club may be required. In this scenario, the City of Kwinana would likely only be involved within the facility management structure should some level of Local Government investment be required. As discussed in the previous section, if this were the case, it would be important to prepare a Management Agreement that allowed for the Local Government to input into the programming of the track and clubroom facilities.

16.2.1 Vision Statement

“Establish a regional-level, purpose built, off-road community cycling facility (outdoor criterium track plus ancillary infrastructure), providing a safe and inclusive environment, catering for the needs of cycling clubs, schools and the local community, and hosting regional competitive events to meet increased and projected demand from club members and individuals”.

16.2.2 Mission Statement and Goals

Develop and promote cycling (and compatible recreation activities) across the region for the benefit and enjoyment of all members of the local community through provision of a purpose built, off-road cycling facility:

- Implement strategies that provide opportunities for broad participation in responsible cycling activities;
- Support federal, state and local authority policies to provide an environment within which cycling can grow and develop;
- Promote the benefits of cycling as a healthy year-round sport catering for competitive and recreational activities for all in a team or individual capacity;
- Establish a record of successful performance of members in regional, national and international competition;
- Ensure the facility is appropriately resourced to achieve its vision;
- Ensure best practice in governance, management and administration.

16.2.3 Key Performance Areas

KPA	Focus Area	Goal
Administration	Office Administration	Produce agendas for and minutes of meetings
	Corporate Governance	Develop a governance manual
Marketing	Sponsorship	Pursue sponsorship opportunities Obtain kit sponsors
	Fundraising	Increase fundraising monies by 20%
	Merchandise	Increase sales of branded sport equipment and

KPA	Focus Area	Goal
		clothing (club branded)
	Promotions	Produce registration flyer to be distributed
	Communications	Maintain and develop effective communication and media plans
		Produce monthly newsletter
		Issue periodic publicity leaflets, press releases
Accessibility, Participation & Athlete Development	Accessibility	Provide access to the facility for people of all abilities and backgrounds
	Events	Support grassroots cycling and facilitate social ride participation through continuing development of the annual <i>CycloSportif</i> and other events
		Build upon the established racing program and host a minimum of 8 major open events annually (road racing/time trails/criterium)
		Organise an Open Day/ Community Events Day to encourage new members/participants
	Participation development	Increase participant numbers by 5-10% per annum
		Provide organised and non-organised cycling facilities and infrastructure for competition, training, and general recreation purposes
	High Performance Programs	Increase number of participants in regional/state/national representative teams by 5%
	Juniors	Increase team numbers and increase frequency of skills training programs for junior members
	Schools	Explore opportunities to encourage use of the facilities by local schools
	Coaching	Identify and resource opportunities to improve in-house coaching skills, e.g. through courses run by local government bodies, sports associations.
	Social Members	Develop marketing and promotion of the Rockingham Social Cycling Club and Mundijong Wheelers to increase social member numbers
	Affordable Community Participation	Resource and provide free/concessional programs and facilities for disadvantaged groups
Volunteers	Create a Volunteer Manager role	
	Develop and implement a Volunteer Recruitment, Training and Retention Strategy	
Asset and resources management	Provide space, resources, advice, referrals and promotion to community members to encourage them to organise events/projects at the facility	Assess carefully any significant proposal to use the centre and monitor, control and review the activity to minimise any social and environmental impacts on the local area
	Effectively co-ordinate the hire of centre spaces to maximise use of space and generate income	Collaboration with compatible user groups and clubs - establish demand for facility usage from compatible activities, such as triathlon, roller sports, BMX, road running, wheelchair sports and recreational cycling Establish a User Advisory Committee (with representatives from key stakeholder groups) to deliver optimal usage of the facility and deliver sustainable and equitable program provision

KPA	Focus Area	Goal
Finance	Operational Budgets	Produce yearly operating budget
	Cash flow forecasts	Provide a 12 month cash flow budget
	Financial reporting	Produce balance sheet and profit and loss statements
	Banking	Set up EFT facilities at clubhouse

Table 17: Management Plan – Key Performance Areas

16.2.4 Industry and Organisation

Provide an:

- Overview of the Cycling Industry – current prospects of the sport (new services, developments and trends)

Refer to Section 8 Need and Demand Analysis of this Study

- Organisation Description – historical milestones/past achievements of Peel District Cycling Club

The club was formed in the late 1980's by a group of a dozen like-minded people interested in forming local cycling club in the Peel District of Western Australia. Since the then club has grown to its present size of more than 230 members of which 200 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 half from Rockingham, one quarter Mandurah/Pinjarra with the remaining quarter made up of members from the Serpentine-Jarrahdale Shire, Bunbury and south metropolitan areas.

- Operational Philosophy – how the proposed facility is consistent with current operations of the organisation. Include the financial, social and equity philosophy of your organisation and how this impacts upon the operation of your facility.

The Facility should be community based, accessible, safe and challenging.

- Mission Statement – see *Mission Statement above*
- Critical Success Factors/Issues to be addressed

Management and recruitment of volunteers

16.3 Market Research

This section provides an analysis of competitors, customers and the marketplace and should:

- Demonstrate that the facility will have a substantial market in a growing industry
Refer to Sections 8, 9 and 10;
- Provide data that demonstrates attendance and revenue projections can be achieved (despite the competition)
Refer to Sections 8, 14 and 16;

- Identify competitors (strengths/weaknesses) and their likely reaction to competitive pressure;
- Provide data on existing customers and usage patterns, identifying target groups, size, particular needs, why they will use the facility and how much they are willing to pay

The Club has 240 members currently and has been increasing its membership base annually over the past five years. The PDCC facilitate 40 plus events and competitions each year, many of the events require the Club to organise road closures and meet associated requirements which is a resource intensive process. In addition, on average the PDCC attracts circa 65 participants on average at each race. On regular weekends in the past 2012 season, up to 80 cyclists have participated. At the Five Dams Ride in 2014, over 2,500 cyclists participated in the event.

Refer also to Section 8 Need and Demand Analysis of this Study

- Identify gaps in the market place – seeking opportunities to broaden the boundaries of the market.

There is currently no facility provision for Mountain Bike

16.3.1 Customer Service Plan

Following completion of the Facility Management Plan, a Customer Service Plan should be developed, describing:

- Target Market – targeted customers and lower priority customers;
- Programs and Services – features of the programs, pricing strategies and services to be offered to each target group, proposed program timetable and details of permanent bookings; and
- Marketing Strategies – promotion of services and facilities to target groups including advertising methods, fee schedule and discounting strategy, presentation standards, quality control and desired image.

Human Resources Plan

Provide information on:

- Organisation Structure – details of staff structure, lines of authority, numbers of staff and qualifications, job descriptions, employment contracts, staff rosters, relief staff, external professional support, volunteer involvement and the structure and role of any committees

President: Steve Dodd

Vice President: William Digby

Secretary and Sponsorships: Andy Bennett

Treasurer: Harry Postma

Race Director: Stan Fennell

Facilities Officer: Peter Moyses

Junior Foundation: Andrew Brown

General Committee: Roger Cook

General Committee: Kurt Harmer

General Committee: John Bywater

Club Coach: Murray Coombs
Commissaire: Ron Collings
Social Cycling Group: Steve Dodd

- Training Opportunities – proposed training and professional development programs, career development and multi-skilling;
- Administration – operational procedures, booking/enrolment procedures, hours of operation, safety and emergency procedures.

16.3.2 Asset Management Plan

To protect the high capital investment and ensure the reliable operation of the facility a preventative maintenance program must be established. This will be specific to the detailed design of the Facility but should include:

- Asset inventory (*refer accommodation schedule*);
- Maintenance Schedule (building maintenance, fault and repair procedures, plant and equipment replacement schedules, purchasing systems, security features, inventory control systems, conditions of use policies);
- Energy consumption program (cost saving technologies, plant and equipment monitoring systems, quality control features).

Financial Plan

Document and present:

- Past and projected financial statements (previous 12 months and next two years) - cash flow statements, profit and loss statements, balance sheets;
- Levels of sales/income generation required to meet budget expectations;
- Any assumptions made
Membership numbers will continue to grow in line with previous year's growth
Demand for club branded gear will remain at current levels;
- Risk factors and contingency plans

Shortfalls in attendance levels

Increases in interest rates

Cost escalation on major expenditure items

Loss of key staff/volunteers

Reductions in competitor's fees/new competition in the area

Refer also to the Example Financial Model in Section 14 (Figure 20).

16.3.3 Future Considerations

Identify:

- what resources will be required to determine future programs and directions
Periodic review of local, state, national and global participation trends
Periodic review of competitors programs;
- what resources will be required to remain competitive in a technological sense

Develop and implement a Technology Awareness Strategy
Provision of support/training/incentives for staff/volunteer development;

- what building extensions/modifications/upgrades might be required in the future
Monitor attendance levels/projected need and demand and recreation participation trends to establish likely future requirements of the Facility;
- possible risks and appropriate responses

Shortfalls in attendance levels – undertake a renewed marketing drive

Increases in interest rates – consolidation/review of existing debt
Cost escalation on major expenditure items – bring forward item procurement/
reassess need

Loss of key staff/volunteers – develop and implement specific policies to maintain
valued staff/volunteers

Reductions in competitor’s fees/new competition in the area – review pricing policies
and promote points of difference through renewed marketing drive.

Performance Indicators

Information to be monitored on a regular basis to measure performance:

- Daily attendance and user profiling (age, sex, demographics, time of use);
- Weekly checks of cash flow, operating costs, complaints/compliments, injuries and accidents;
- Monthly checks of financial reports, attendance figures, meter readings of services, maintenance checks; and
- Quarterly checks of stock levels, gross profit margins, customer satisfaction ratings
Check these indicators against identified key performance areas, goals and objectives.

16.3.4 Implementation of the Management Plan

Whilst a management plan is generally prepared to address the next three to five year period, it should be updated annually to address and reflect future changes within the sport and recreation industry, target groups, the marketplace and the broader community. An implementation plan should be developed following completion of the management planning process, to address:

- Key performance areas;
- Goals;
- Objectives;
- Action required;
- People responsible for taking action;

- Dates by which actions must be completed; and
- Progress reports.

16.4.5 Periodic reviews

The Management Plan will require periodic review and amendment to ensure it remains relevant and effective. Goals and objectives may need to be refined, modified or rewritten.

17 Funding Opportunities

In order to fund the facilities outlined previously, there are a number of funding sources which should be approached. At this time it is unknown if being located on Venues West land will affect whether or not the facilities will be eligible for funding.

Department of Sport and Recreation

Community Sporting and Recreation Facilities Fund (CSRFF)

The purpose of the program is to provide Western Australian Government financial assistance to community groups and Local Government authorities to develop basic infrastructure for sport and recreation.

The program aims to increase participation in sport and recreation, with an emphasis on physical activity, through rational development of sustainable, good quality, well-designed and well-utilised facilities.

Through CSRFF, the State Government invests \$20 million annually towards the development of high-quality physical environments in which people can enjoy sport and recreation.

Priority will be given to projects that lead to facility sharing and rationalisation. Multi-purpose facilities reduce infrastructure required to meet similar needs and increase sustainability.

Applicants must be either a local government authority, not for profit sport, recreation or community organisation and incorporated under the WA Associations Incorporation Act 1987. Clubs must demonstrate equitable access to the public on a short-term and casual basis.

Refer to www.dsr.wa.gov.au for details.

Regional Grants Scheme

If the facility was to be developed in the Peel Region then there is an opportunity to access the Regional Grants Scheme a Royalties for Regions fund that helps improve economic and community infrastructure and services in regional Western Australia.

Refer www.rdl.wa.gov.au

Peak Bodies/Associations and Clubs

There may be an opportunity to source funds from local sporting clubs. Also regional, district and state associations may be interested in providing funds towards the project including loans.

Private Sector

Given the high profile nature of the facility being proposed there may be an opportunity to partner with the private sector to develop the facility. This may be through capital investment, sponsorship arrangements, naming rights or in-kind support. It should be kept in mind that the most likely investments from the Private Sector are to come from businesses in which there are synergies between their industry and cycling.

Local Government

The Local Government could contribute funding either through municipal capital funds, grants or development contributions. This would need to be endorsed by the Local Government. As some

Local Governments within the PDCC catchment area have allocated funding to future projects and a detailed scope has yet to be identified, this study could determine the final scope of these projects.

Australian Sports Foundation (Facilities and Programs)

The ASF can also offer a unique tax advantage to individuals, businesses and philanthropic donors for their contribution to the development of sporting facilities. Refer www.asf.org.au for details.

Community Fundraising

Due to the high level of support and interest in the development of the facility within the local community there is an opportunity to conduct a range of fundraising events, activities and initiatives to raise funds for the development.

Trusts and Foundations

There are numerous trusts and foundations established in Australia and a number provide funding for community facility project such as this. Often they are established by large corporations and suitable for such projects.

18 Conclusion

18.1 Conclusion

Based on the analysis of a variety of factors and the high participation in cycling within Western Australia it is clear that there are major gaps in the provision of purpose built cycling sport facilities in Western Australia. The only suitable facility provided is the State Cycling Velodrome located in Midvale, there are no other formal permanent facilities provided for road or track cycling in Perth, the only other facility being situated at Collie and this is currently underutilised due to the condition of the track. There are a number of BMX and Mountain Biking trails and venues, however these are not suitable for road or track pursuits. The need for a purpose built cycling facility (Criterium and BMX) is evident and further supported based on examples from interstate where similar sized regions have purpose built cycling facilities. Relevant Local, State and National Plans support the development of cycling facilities within Perth and WA to address this gap in provision.

The PDCC have indicated that although an outdoor velodrome would be highly desirable the development of a Criterium track is of a higher need. The user groups recognised the significant capital and operating costs of developing formal cycling facilities and were open to options that involved co-location and sharing with other sports including facilities such as the clubrooms, lighting and the track itself.

The needs assessment identified support for the development of a purpose built cycling centre within the region. This was made clear through increasing demand through population and participation growth, the need to provide safe 'off road' cycling facilities away from the increasing amounts of road traffic and the demand from compatible activities such as triathlon, roller sports, BMX, road running and recreational cycling all supports the need to provide both organised and non-organised cycling facilities and infrastructure for competition, training, teaching and general recreation purposes. A Criterium track, BMX track and associated support facilities are the logical inclusions in a regional level facility. The development of a Velodrome although a desirable option by the club is difficult to justify, considering its limited use and accessibility to the wider community, and so is not a feasible capital cost proposition.

A broad desktop analysis, site inspections and consultation with landowners and managers assisted in the identification of a series of sites suitable for further investigation. These sites/areas were shortlisted as they potentially have adequate space (over 10 hectares) for the development of a regional cycling facility, appear to be relatively accessible, located within an existing or future sporting/recreation precinct and have suitable terrain. Each of the sites was assessed against a set of criteria to establish the most viable site(s) for such a development. The analysis concluded that all of the sites investigated have the potential to be designed or adapted to cater for some form of regional/district cycling venue. However, due to site constraints, the level of planning regarding each specific site and available funding, a preferred site for a permanent regional cycling centre has not been formally determined at this stage. The Kwinana Motorplex provides the most suitable interim option as the existing internal road network can and is currently being utilised as a Criterium track, offering a relatively inexpensive, short-medium term option.

Baldivis District Sporting Complex may be the most suitable long term site.

18.2 Recommendations

Based on the research and findings to date it is suggested that the following recommendations be endorsed by the Steering Group:

1. In the Short term, continue to support the use of the Kwinana Motorplex as the interim home for the PDCC.

2. In the Long term there is an identified need to support the development of cycling facilities such as Criterium tracks and BMX within the Peel Region.
3. In the development of future Sporting and Recreation areas within the Peel Region, such as Baldivis District Sporting Complex and Fiegerts Road Sporting and Recreation Complex, cycling facilities such as Criterium Tracks, BMX be considered.
4. Due to a variety of factors it is not desirable to build a Velodrome within the Peel Region.