

2022-32 Victorian Motorsport Infrastructure and Participation Strategy Overview

APRIL 2023





Foreword

It gives us great pleasure to introduce the Victorian Motorsport Infrastructure and Participation Strategy Overview (Strategy)

The development of this Strategy, presented in summary form within this document will lead to significant improvements for our venue operators, clubs, competitors, officials and all those involved in the sport in Victoria. It is well known that motorsport needs more venues and improved facilities to allow more people to experience the thrill of motorsport.

With a focus on increased participation from key target demographics including women, girls, juniors and other under-represented groups, the strategies developed will

help grow participation in the sport and encourage it to be enjoyed by a diverse range of people.

We would like to acknowledge the valuable contribution made by a range of key stakeholders in the project including the Victorian Government who were essential in the development of this Strategy.

We look forward to working together with the motorsport community to implement the Strategy and position motorsport in Victoria well into the future. Affiliated clubs and venue operators will be able to contact their respective governing bodies to discuss elements of the Strategy in further detail.

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Acknowledgements

Motorsport Australia acknowledges the traditional custodians of the lands on which motorsport facilities are built.

We pay our collective respects to the Elders, past present and emerging, and respect the ongoing connection that Aboriginal people have to this land.

The development of the Victorian Motorsport Infrastructure and Participation Strategy would not have been possible without the funding and support from the Victorian Government.

We acknowledge and thank the following project partners for their contribution to the project.

- Australian National Drag Racing Association
- Karting Australia
- Karting Victoria
- Motorcycling Australia
- Motorcycling Victoria
- Motorsport Australia
- Sport and Recreation Victoria

Finally, thank you to all the venue operators, clubs, competitors and officials that were consulted in the development of the Strategy.



2022-32 Victorian
Motorsport
Infrastructure and
Participation Strategy

CHAPTER 1

Overview





The motorsport industry

The motorsport industry is deeply embedded in Victorian culture and makes an important contribution to community cohesion and economic development.

The Victorian four wheeled motorsport industry directly contributed \$806m industry output, including \$266m value added, in 2019. The economic contribution of the motorsport industry is likely to be significantly higher when also considering 2-wheeled motorsport.

The motorsport industry is facing an array of challenges, many of which have been exacerbated by the impacts of the COVID-19 pandemic. Investment in existing permanent facilities is needed to ensure the infrastructure meets the needs and expectations of motorsport participants and caters for diverse groups.

The future supply of venues is uncertain as facilities become at-risk of closure and prospective new facilities enter the pipeline.

There are significant barriers to participation across key target demographics (women, girls, juniors and other under-represented groups), which require an effective and coordinated response to overcome.

There is a need for a consolidated strategy across motorsport disciplines to provide stakeholders and governments with direction in infrastructure and program development to meet future participation needs and achieve inclusive growth.

The Victorian Motorsport Infrastructure and Participation Strategy was developed to meet the current and future (10+ years) needs of motorsport in Victoria, informing planning and investment decision-making.

Objective

*‘To increase the number of formal Motorsport Participants who participate:
(i) two or more times per year, and (ii) in a safe and inclusive environment.’*

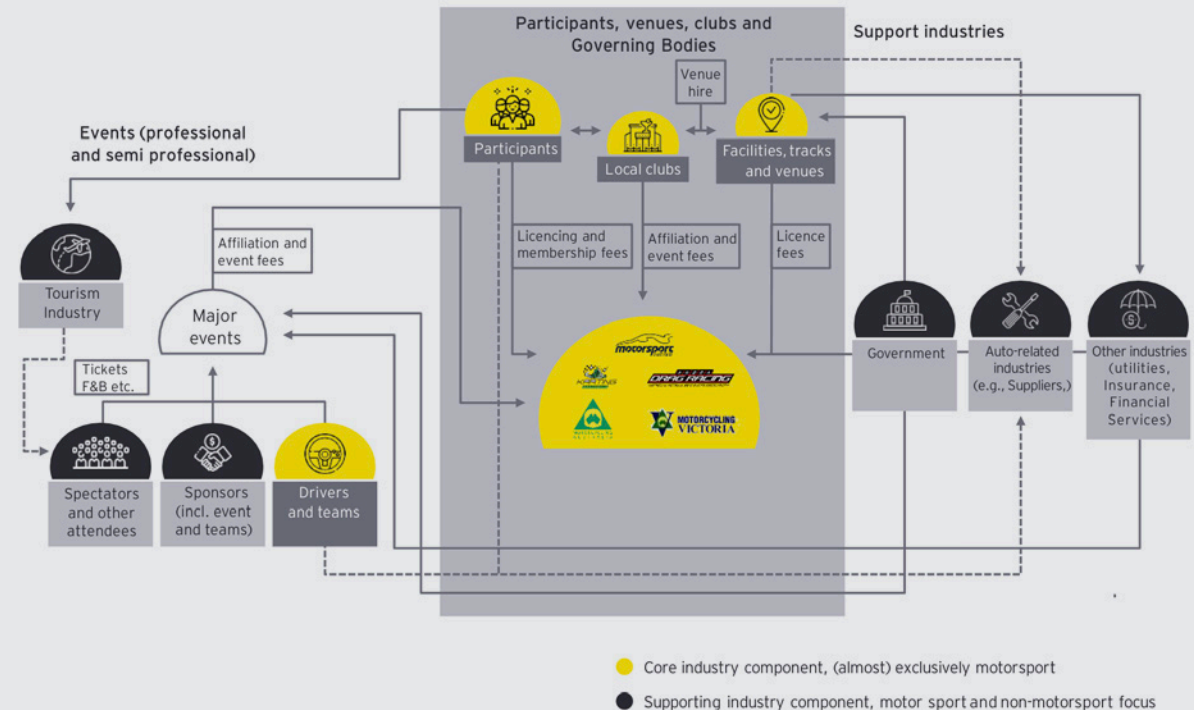
Industry stakeholders

The Victorian motorsport industry includes and supports: participants, events, facilities, governing bodies, and suppliers.

The Victorian motorsport industry is made up of the following interrelated elements and stakeholders (in 2019):

- Participants, including people who:
 - Compete only (Est. 22,256 people)
 - Officiate only (Est. 5,702 people)
 - Compete and officiate (Est. 864 people)
- Local motorsport clubs, including over 230 clubs sanctioned by the Governing Bodies
- Motorsport facility operators
- Events (Est. 4,368 events in 2019), including event organisers, professional (and semi-professional) teams, spectators and other event attendees
- Auto-related industries, including suppliers
- Governing bodies, including but not limited to Motorsport Australia, Motorcycling Australia, Karting Australia, ANDRA, Karting Victoria and Motorcycling Victoria
- Government agencies

The participant and event numbers above include 'formal' motorsport activity that is sanctioned by the Governing Bodies (i.e. 70% of 4-wheeled motorsport activity and 50% of 2-wheeled motorsport) and additional motorsport activity that occurs in Victoria that is not sanctioned by the Governing Bodies.



Participant Profile

It is estimated that over 28,000 participants (sanctioned and non-sanctioned) were involved in motorsport in Victoria in 2019, including over 22,200 competitors, 5,700 officials and 800 people who compete and officiate.

28,822 PARTICIPANTS

PARTICIPANTS	TOTAL FOUR WHEEL	TOTAL TWO WHEEL	TOTAL TWO WHEEL + FOUR WHEEL
Compete only	16,206	6,050	22,256
Officiate only	4,152	1,550	5,702
Compete and Officiate	629	235	864
Total	20,987	7,835	28,822

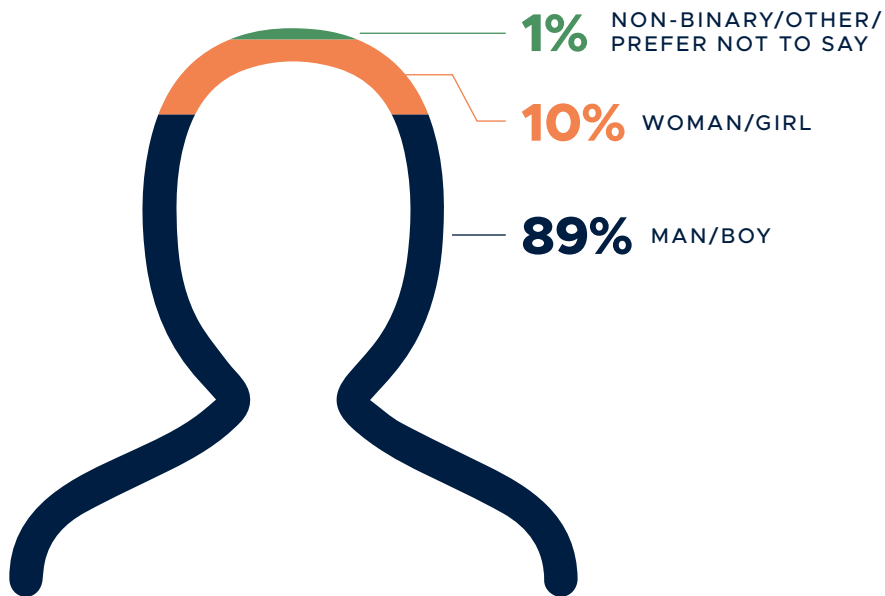


Participant Profile

Gender/Diversity

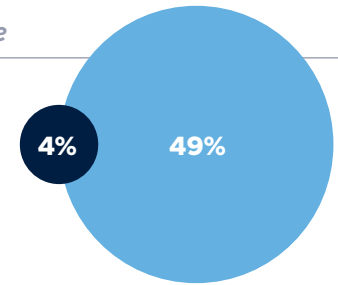
Gender profile

The majority of participants identify as man/boy



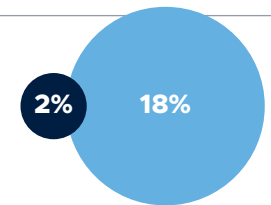
Culturally and/or linguistically diverse

4% INDIVIDUALS IN VICTORIAN MOTORSPORT
49% INDIVIDUALS IN VICTORIAN POPULATION



Living with a disability

2% INDIVIDUALS IN VICTORIAN MOTORSPORT
18% INDIVIDUALS IN VICTORIAN POPULATION



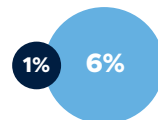
Identify as Aboriginal and/or Torres Strait Islander

1% INDIVIDUALS IN VICTORIAN MOTORSPORT
1% INDIVIDUALS IN VICTORIAN POPULATION



Identify as LGBTIQ+

1% INDIVIDUALS IN VICTORIAN MOTORSPORT
6% INDIVIDUALS IN VICTORIAN POPULATION



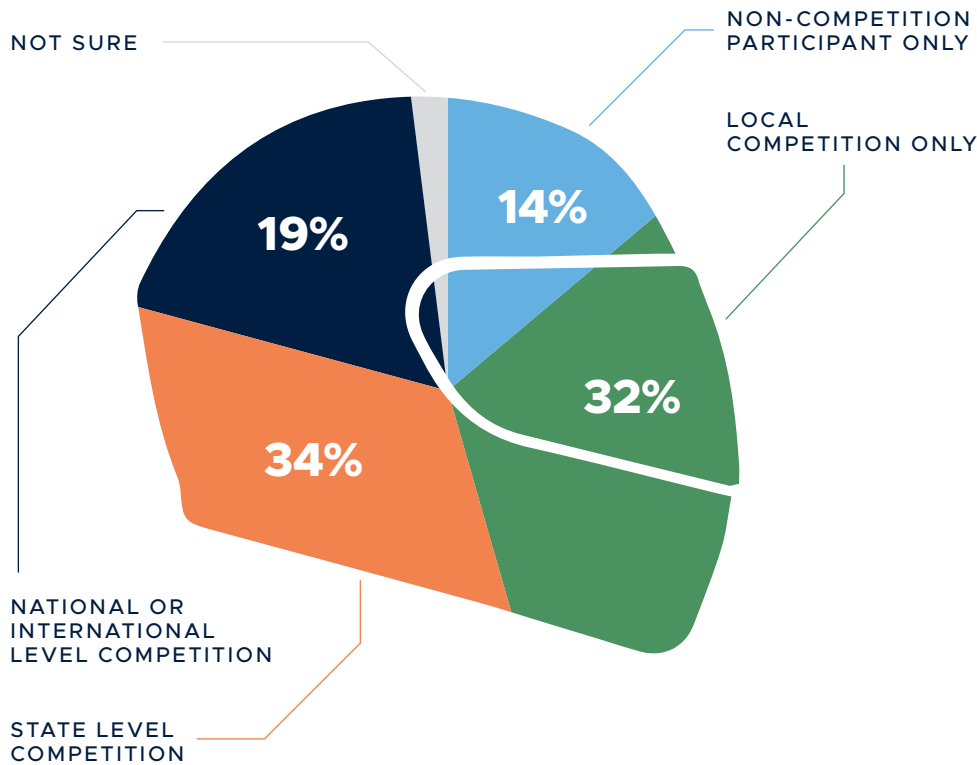
*All results were derived from a participant survey

Participant Profile

Involvement

Level of involvement

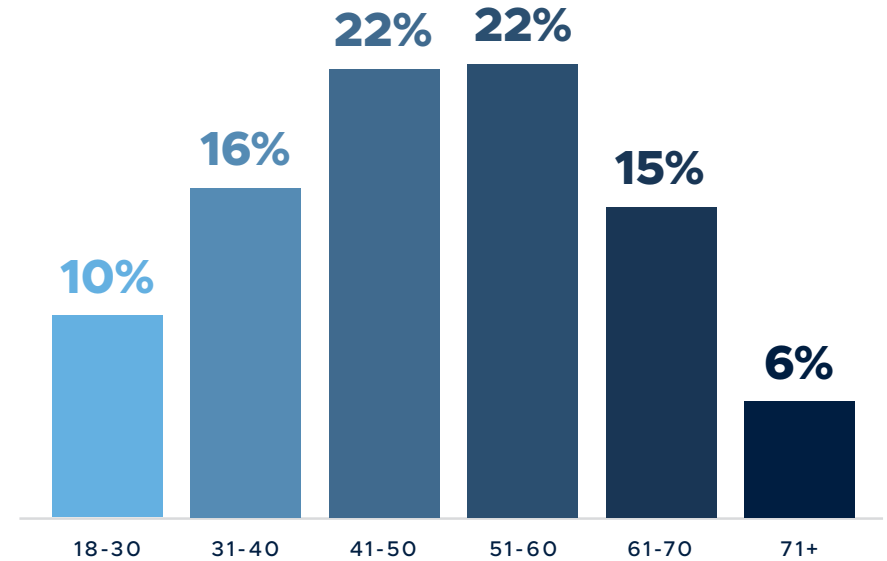
The majority of participants (65%) are involved at a local or state level



*All results were derived from a participant survey

Age profile

The average age of adult participants is 49.2 years



Average distance travelled to motorsport facility

The average distance travelled to the most familiar motorsport facility is 99.2km



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CHAPTER 2

Current State



Current state of participation

An overview of the strengths and challenges of the current state of participation. Each participation strength and challenge, and resulting barrier, is derived from surveys, consultations and analysis into current participation programs and their reach.

Strengths of the current state

- 1. There is demand from participants for more events to be held during the year**
 - This indicates a desire from participants to increase their level of participation, if more events were held for different demographics and disciplines
- 2. Members rate organisations highly across management aspects, particularly their management of safety and circuit racing**
 - Motorsport participants appear satisfied with their club's administrative processes, membership fees, culture and the consistency of their safe sporting environment
 - This level of trust could see more people regularly attending clubs as members
- 3. Club programs have started to be established to encourage participation from a young age, as well as some programs and scholarships for women**
 - For example, Motorsport Australia has introduced a number of junior programs aimed at introducing young people to the sport
 - Motorcycling Victoria, ANDRA and Karting Australia have begun placing emphasis on the participation of women/girls with mentoring programs and women-specific club days

Challenges of the current state

- 1. Fans and clubs are financially limited in their ability to participate/host events**
 - Motorsport costs (e.g. entry/practice/licencing fees, equipment, track hire) prevent fans from participating while preventing clubs from hosting events
- 2. Motorsport is dominated by men/boys**
 - It is difficult to find women willing to spend weekends as officials or volunteers to mentor new participants that are women/girls in motorsport
 - It can also be difficult for women to integrate into motorsport club culture and to find/afford the necessary gender-appropriate equipment
- 3. Motorsport maintains limits in the number of juniors involved due to barriers created by age and lack of experience**
 - The cost and danger involved discourages parents from allowing their children to become involved without extensive coaching and safety programs
 - There has also been little success converting school visits and there is also a lack of financial and non-financial resources for junior coaching and events
 - Training for new entrants is minimal which makes it difficult to begin participating

Key current barriers to participation

1. Formal competitive participation is considered a large financial investment due to entry and licence fees, equipment, etc.
2. Limited pathways for new participants that are not juniors or those transitioning from junior to senior level to enjoy motorsport on a recreational basis
3. Tracks may not be able to facilitate some of the senior high performance formats or different disciplines that individuals would like to progress to once they move out of juniors
4. An insufficient number of events held over a year to encourage single event licence holders to convert their licences to longer durations
5. Competitive club motorsport is generally dominated by men, and there is a perception of few avenues for women to participate beyond competition
6. The cost and danger involved in motorsport discourages parents from allowing juniors to become involved
7. A lack of culturally diverse individuals and those with disabilities in motorsport, due to limited accessibility and a cultural mismatch caused by minimal motorsport exposure

Key infrastructure priorities that underlie strategic planning

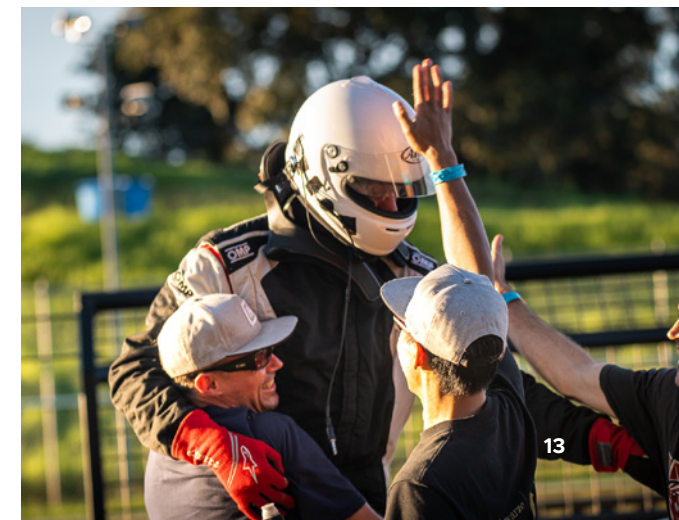
The development of the infrastructure component of the Strategy was guided by the Project Objectives, numerous additional infrastructure priorities identified through discussions with the Project Partners and consideration for best practice infrastructure design.

Key priorities and their implications for strategic planning are highlighted below.

- **Safe and inclusive motorsport participation** - Increasing the number of formal motorsport participants who participate two or more times per year and in a safe and inclusive environment
- **Transparent decision making** - Given the broad number of priorities, perspectives and influencing factors present in the Victorian motorsport industry, there is a need for a logical and transparent infrastructure Investment Prioritisation Framework to guide future investment decision-making.
- **Universal Design** - Universal Design should be at the forefront of any infrastructure upgrades and development of new facility proposals from early project stages through to project delivery.
- **Realise the potential benefits of existing facilities** - Future investments should focus on (in order of priority):

- i. increasing the quality/usage of existing motorsport facilities, and
- ii. identifying Victorian regions (SA4) of high(er) participation value (i.e. regions potentially more suited to new motorsport facility developments).

- **Climate change adaption** - New infrastructure assets should be prioritised, planned, designed, built and operated to account for the climate changes that may occur over their lifetimes. Existing infrastructure may need to be retrofitted, or managed differently, to address climate change.
- **Long term planning horizon** - The Strategy seeks to meet the current and future needs of motorsport across Victoria. To meet future needs, a long-term planning horizon must be adopted.
- **New Home of Victorian Motorsport** - A key priority for Motorsport Australia, the other Governing Bodies and the motorsport industry more broadly is the ongoing search for a new Home of Victorian Motorsport; a multi-disciplinary motorsport precinct that seeks to address some of the key infrastructure and participation challenges faced by the industry.





Existing facilities

Quality, safe, inclusive infrastructure is critical to meeting the current and future needs of motorsport in Victoria. Access to suitable infrastructure is one of the key current barriers to meeting the Project Objectives, particularly for competitors.

A review of the existing stock of motorsport infrastructure in Victoria and proposals for new facilities was undertaken to provide valuable information on the current state, usage and spread of facilities and to identify priority areas for investment to guide future decision-making.

The scope of the review was limited to 57 existing permanent facilities, identified by the Governing Bodies. 7 additional facilities deemed to be at high risk of closure for reasons outside of the control of the Governing Bodies were excluded from the Strategy.

The facilities were assessed through the Investment Prioritisation Framework (IPF). The IPF considered the current state of the infrastructure and operations and supplementary indicators using data collected through the Project and considering the perspectives of industry participants.

Based on the stakeholder perspectives and the overall Project Objectives, 5 site areas were identified and listed below in order of relative importance. These areas were then divided into 19 further site sub-areas.

1. Competition Area

Competition areas restricted to motorsport participants (competitors and officials only)

2. Other General Areas

Car parking, toilets, change rooms and shows and food and drink facilities

3. Officials Areas

Facilities and equipment provided for Officials to undertake their designated duties

4. Administration Facilities

Supporting administration facilities considered essential to be able to administer a motorsport event

5. Spectator Viewing Area(s)

Facilities provided to members of the public who are invited to view the activities at a motorsport event

The outputs of the IPF are numerical scores that ranked the individual facility sub-area investments. Each sub-area at each in-scope facility was considered as a separate project and scored. The sub-areas were then placed in a prioritised list in order of priority for investment.

Facilities

The level of priority for investment identified for each facility is based on the factors included in the IPF.

Investment decisions should take into account a broad range of considerations and factors influencing investment prioritisation, in addition to the priority banding, including those outlined as part of the supporting recommendations provided.



SUPPORTING RECOMMENDATIONS

- 1 Venue utilisation** – Any future investments should be conditional on meeting pre-defined venue utilisation targets, noting that 2019 utilisation formed part of the IPF (including encouraging motorsport and non-motorsport uses –see below).
- 2 Maximise/realise the potential benefits of existing facilities prior to investing in new facilities** – Future investments should focus on (in order of priority): (i) increasing the quality/usage of existing motorsport facilities, and (ii) identifying Victorian regions (SA4) of high(er) participation value (i.e. regions potentially more suited to new motorsport facility developments).
- 3 Multi-user facilities** – Related to the above, any future investments should be conditional on the facility manager developing clear strategies to expand/promote usage by diverse user groups, which align to the strategic priorities of the Project Partners. This may include motorsport related industry development/uses and/or extend beyond motorsport to other community uses.
- 4 Facility hierarchy/grading** – Investment decisions should take into account the grading of facilities in line with the outcomes sought through the investment e.g. larger regional or state-wide facilities that can accommodate large events and multiple disciplines v. smaller community based facilities that service a specific catchment for local competition/uses.
- 5 Private operators and/or land owners** – Any future investments should be conditional on ongoing access for motorsport (and other community/multi-use) purposes, particularly for in-scope facilities on private land (private operators).
- 6 Universal Design** – Any future investments should be conditional on adherence to the Universal Design process (and related Principles). Note that Universal Design is a process and not just an outcome.
- 7 Climate Change adaptation** – Any future investments should be conditional on building standards that directly consider and recognise the impacts of more extreme weather events (e.g. higher max temperatures impact on competition surface degradation and safe usage of amenities).
- 8 Governance and compliance** – Any future investments should be conditional on evidence of sound governance arrangements and club compliance with any regulations or requirements set out by the Governing Bodies as part of any licencing processes.
- 9 Broader priorities beyond the objectives of the Project** – Consider alignment of potential investments to other, broader motorsport industry or government priorities and broader participation outcomes, including those outlined in the participation component of this Strategy.
- 10 The need for government investment** – Consider the financial position of the facility when determining the need for, and size of, any financial contributions.
- 11 Investment decisions based on up to date information** – The investment priorities developed through application of the IPF are based on data collected in 2021. Given the long term nature of the Strategy, the latest information on the state of a facility should be sought before any investment decisions are made (e.g. facility upgrades may occur following the release of the final Strategy, including through funding commitments under the Victorian government's Community Motorsport Program Infrastructure Upgrades and Equipment Category).

CHAPTER 3

Future State



Opportunity for growth

There is significant opportunity to grow the number of formal motorsport participants, through targeted strategies that address the current barriers to participation.

Six target groups have been identified for the participation strategy, which have been discussed and agreed upon with the Governing Bodies as the key areas of focus. The definition for each of these target groups is provided below.

TARGET	DESCRIPTION OF TARGET GROUP
1 Convert non-competing club members and fans to formal participants	<p>A non-competing club member is an individual that is a member of a local club but does not compete or formally officiate (marshal) and/or formally volunteer. These individuals could be a local/unofficial volunteer or be a relative or friend of a competitor/fellow club member. Fans are spectators who only attend events on occasion, and fans who attend events frequently.</p> <p>Converting these groups into formal motorsport participants (professional and recreational) increasing the number of:</p> <ul style="list-style-type: none"> i. Competitors (drivers and co-drivers) (i.e. individuals who take part in organised motorsport events) ii. Officials, coaches, pit crew and/or volunteers (i.e. individuals who formally assist with the organisation and/or adjudicating of motorsport competitions)
2 Convert informal participants to formal participants	<p>Formal motorsport is defined as motorsport events that are sanctioned by one or more of the Governing Bodies. Informal participants can be described as individuals who attend non-sanctioned, off-road events or those who hire tracks and pay for one-off sessions.</p>
3 Convert single event licence holders to licence holders that participate more regularly	<p>Single event licence holders are those that purchase a licence for a specific event (e.g. Motorcycling Victoria One Event Competition licences) run by a club but do not participate regularly in line with the Project Objective of participating two or more times per year, i.e. distinct from participants that compete more frequently at their local club or facility.</p>
4 Increase participation of under-represented groups: women/girls	<p>Girls at the junior level and women at the senior level, are an under-represented participant group.</p>
5 Increase participation of under-represented groups: juniors	<p>Participants under the age of 18.</p> <p>It should be noted that juniors are not considered an under-represented group in karting, unlike other core disciplines.</p>
6 Increase participation of under-represented groups: culturally diverse individuals/ those with disabilities	<p>The phrase 'culturally and linguistically diverse' is a broad term used to describe communities with diverse languages, ethnic backgrounds, nationalities, traditions, societal structures and religions.</p> <p>Those with disabilities refers to individuals living with a physical and/or mental disability.</p>





Future participation decision making

A list of participation strategies were developed to address the key barriers associated with each target group. The options were developed with consideration for the findings of the current state analysis, sporting industry best practice and insights gained through stakeholder consultations.

The potential options for each target group are listed below. Based on our analysis of the strategies, the next steps involve implementation of these strategies based on their priority as per our evaluation and the key targets identified.

STRATEGY	KEY TARGETS					
	1 Convert non competing club members and fans to formal participants	2 Convert informal participants to formal participants	3 Convert single event licence holders to regular participants	4 Increase participation of under-represented groups: women/girls	5 Increase participation of under-represented groups: juniors	6 Increase participation of under-represented groups: culturally diverse/those with disabilities
Build awareness through social media	Green	Green	Green	Green	Green	Green
Creating an inclusive environment	White	White	White	Green	White	Green
Low-cost participation	Green	Green	Green	Green	Green	Green
Modified competitions	White	Green	Green	Green	Green	Green
Digitisation of administration and licencing	Green	Green	Green	White	White	Green
Alternative pathways	Green	White	White	Green	Green	Green
Inclusive mentoring	White	White	White	Green	White	Green
Grow volunteering	White	Green	Green	White	White	White
Create new entry points for women/girls	White	White	White	Green	White	White
Focus on road safety	White	White	White	White	Green	White
Develop a new cross discipline junior program	White	White	White	White	Green	White
Improve infrastructure of existing facilities	White	White	White	Green	White	Green



Proposed facilities

Several new multi-discipline facilities at varying stages of proposal development have been identified by the Governing Bodies for inclusion in the scope of the strategy. They represent known projects with some substance that involved the Governing Bodies in consultation/feasibility designs/business case phases.

A Multi-Criteria Assessment Framework was developed to assess the viability of each new proposal. The criteria represent key considerations in evaluating the need for, and viability of any future, additional proposed new facilities.

The Governing Bodies have been and will continue to liaise with stakeholders that were considered as a part of this strategy and welcome discussion on future proposals.

Home of Victorian Motorsport

A key priority for all the motorsport governing bodies is the ongoing search for a new Home of Victorian Motorsport; a multi-disciplinary motorsport precinct that seeks to address some of the key infrastructure and participation challenges faced by the industry. This facility should be a home for the sport that is run by the sport.

While the site search and selection process is occurring as a separate piece of work (i.e. is outside of the scope of the infrastructure assessment in this Strategy), it represents a key next step for motorsport stakeholders.

Why a new Home of Victorian Motorsport?

Victoria is home to many of Australia's most significant motorsport events (e.g. Formula 1 Australian Grand Prix, Australian Motorcycle Grand Prix) and maintains a large participant population (i.e. over 28,800 participants in 2019).

However, limited quality motorsport infrastructure has impacted the growth and sustainability of motorsport in Victoria.

Limited track access and rising hire costs are constraining all levels of participation.

- An increase in grassroots participation in motorsport has contributed to longer waiting list times, insufficient motorsport infrastructure and rising track hire costs.

- Development pathways in motorsport are being hindered, as grassroots participants are deterred from progressing into competitive motorsport due to a lack of access for aspiring athletes.
- A reduction in the number of high-performance competitors impacts Victoria's sporting reputation, and further limits participation at a grassroots level.

There is limited capacity to host motorsport events and motor industry activities (R&D and testing), which is putting the future of the sector in Victoria at risk.

- A number of key motorsport events hosted in Victoria are at risk of being lost interstate, due in part to the potential closure of Sandown and some venues no longer meeting acceptable standards.
- This hinders the state's ability to attract and retain events and impacts the ability to grow motorsport participation, which puts the future sustainability of the motorsport industry at risk.

A new Home of Victorian Motorsport would significantly reduce the mismatch in demand and supply of motorsport infrastructure that is constraining growth and jeopardising sustainability of the sport and broader industry.

The vision for the facility includes:

- A highly variable motor circuit with an advanced pit complex to accommodate a large variety of events at different skill levels

- A Centre of Excellence to train athletes and officials, as well as Student Training and Development facilities to support the delivery of participation programs to promote growth
- New tracks for multiple disciplines including: motocross, off-road, drag racing and karting, to support the delivery of events and athlete development pathways.

These facilities will enable an increase in regular, formal participation in motorsport in Victoria in line with the Victorian Infrastructure and Participation Strategy Project Objective.

Next steps

- Site confirmation
- Planning and design for the new facility, supported by Victorian Government funding



CHAPTER 4

Implementation



Prioritisation Plan

Each of the strategies developed earlier have been placed in a Prioritisation Plan for the governing bodies to grow participation across one or more of the target groups.

The plan outlines those strategies which should be delivered in the first 1-3 years, 4-6 years and beyond. It provides an indication of the areas of focus for immediate action. The next steps for the governing bodies is more detailed planning of participation initiatives and scoping/costing of infrastructure projects.

STRATEGIES	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6	YEAR 7	YEAR 8	YEAR 9	YEAR 10
Use social media to build awareness: consistent branding/marketing of programs/events (e.g. motorsport-wide participation campaigns and provision of marketing training for club officials).	■									
Creating an inclusive environment: develop best practice motorsport guidelines and requirements for open, fair and equitable access to motorsport for facilities, clubs and the staging of events.	■									
Low-cost grassroots participation: Governing Bodies promote affordable grassroots opportunities for individuals new to motorsport to participate on a recreational basis (i.e. more frequent participation than a single Come 'N' Try day).	■									
Grow volunteering: provide incentives for competitors to volunteer as officials and for cross-pollination across Governing Bodies to occur, enabling more events to be held.	■									
Create new entry points for women/girls: e.g. review/evaluate the current class/competition structure to ensure sufficient opportunities for women/girls.		■								
Inclusive mentoring: introduce a mentoring program for under-represented groups (i.e. women/girls, CALD communities, those with disabilities) to assist participants in accessing networks.		■								
Modified competitions: develop modified competitions/events which widen the opportunities for formal participation and improve accessibility (e.g. link to esports, flexible licencing options).		■	■							
Digitisation of administration and licencing: streamline processes for participants and clubs by digitising entries, licencing, information, and the membership process.		■	■	■	■	■				
Alternative pathways: engage fans through alternate pathways that create additional entry points into motorsport (e.g. engineering).			■							
Increased focus on road safety: improve the connection between motorsport and road safety. Create Motor Safe Programs to encourage juniors to engage safely.			■	■						
Develop a new cross discipline junior program: create a single, larger multi-disciplinary program (for motorsports where juniors are under-represented i.e. may exclude karting) that is consistently developed and delivered and enables juniors to trial motorsport across/within their preferred discipline(s) Note: this program will only be effective on the basis of transition from karting to cars.			■	■						
Improve features of existing facilities: ensuring facilities are fit-for-purpose and inclusive in line with Universal Design Principles.	■	■	■	■	■	■	■	■		
Development of new facilities: further progressing proposals and seeking additional information/assurances where needed, and following this, delivery of new facility/ies	■	■	■	■	■	■	■	■	■	■



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