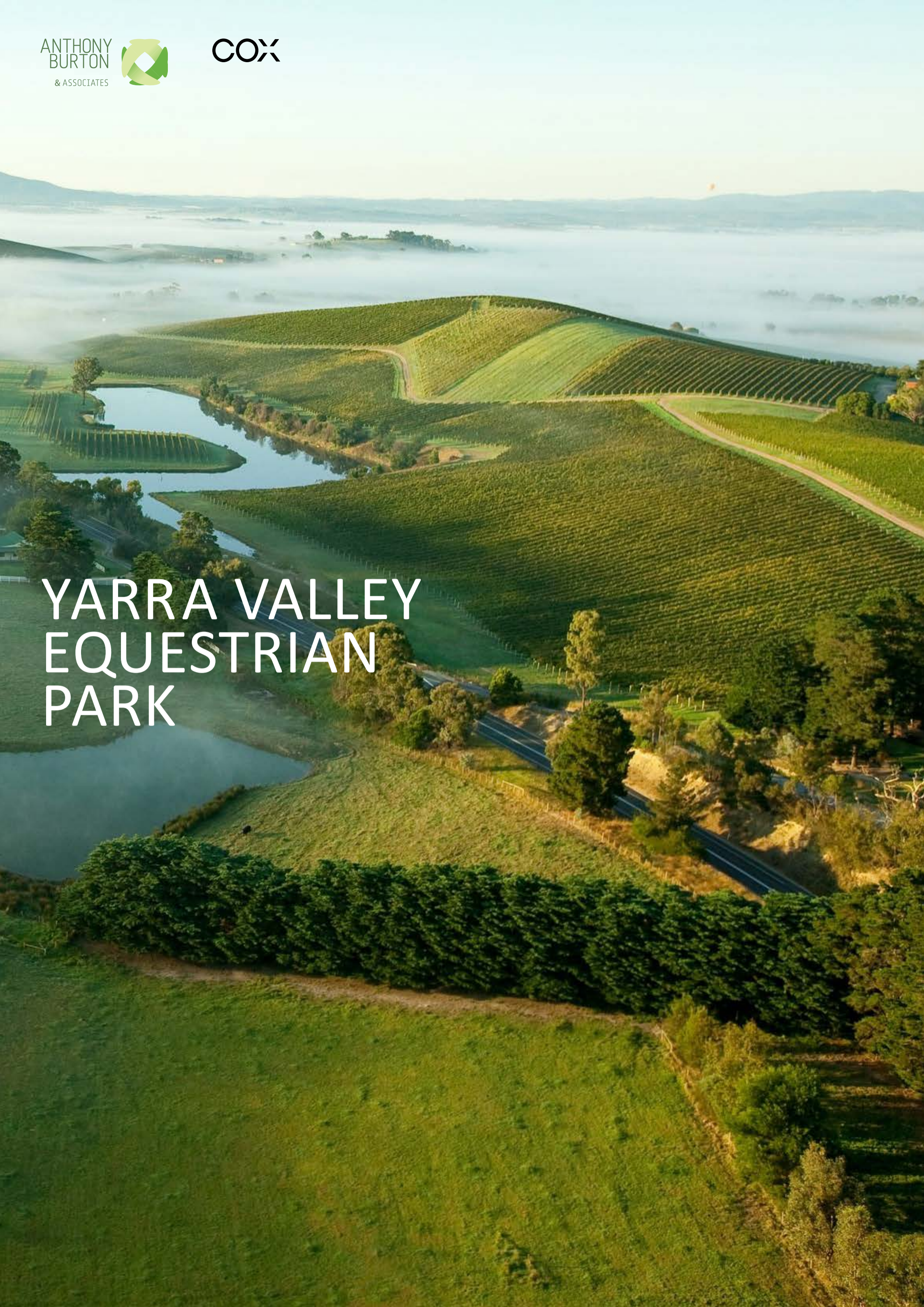




YARRA VALLEY EQUESTRIAN PARK



YARRA VALLEY EQUESTRIAN PARK

ANOTHER YARRA VALLEY ICON

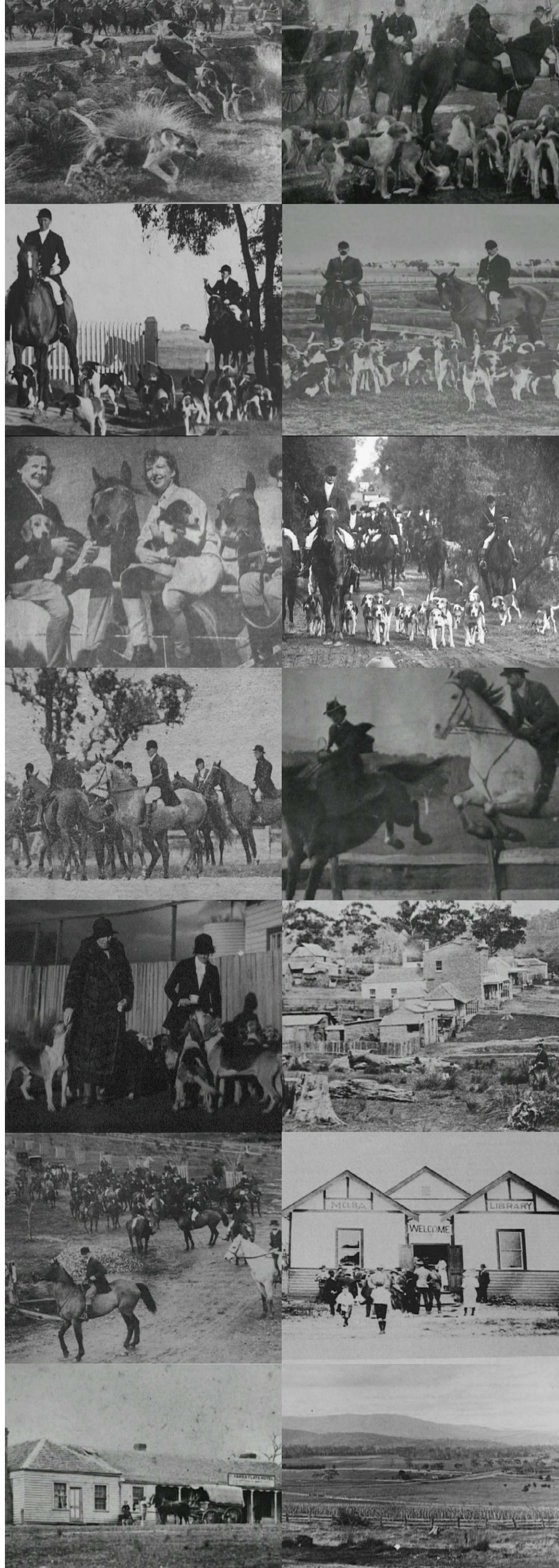
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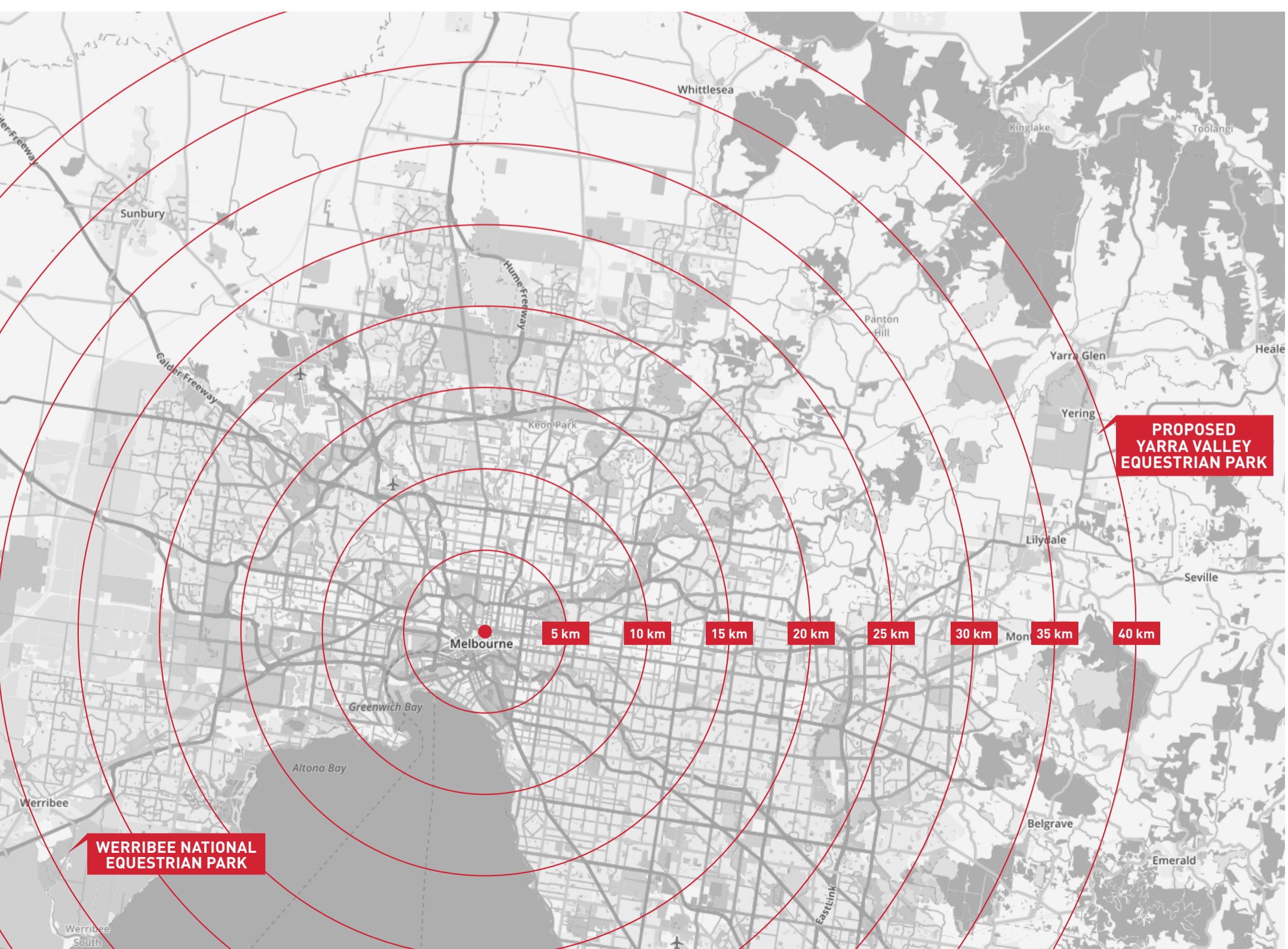
04	History & Site Context
07	Equestrian
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12	The Site
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20	Conclusion



History & Site Context

- ~ The Yarra Valley Equestrian Park will be located on the grounds of the historic Yarra Glen and Lilydale Hunt Club.
- ~ The 40Ha site commands stunning views overlooking the Yarra Valley in the charming hamlet of Yering.
- ~ Located at 28A Melba Highway, the Yarra Valley Equestrian Park will centrally located among some of the best wineries in Australia.
- ~ The property is in the heart of equestrian country and is within 15 minutes drive of Yarra Glen, Healesville and Lilydale. .
- ~ The Hunt Club has been serving the equestrian community of the Yarra Valley for over 100 years with the Hunt Club Grounds being its home for over 80 years.
- ~ The development of the Yarra Valley Equestrian Park will secure the site ensuring that equestrian activities remain as a key activity in perpetuity.





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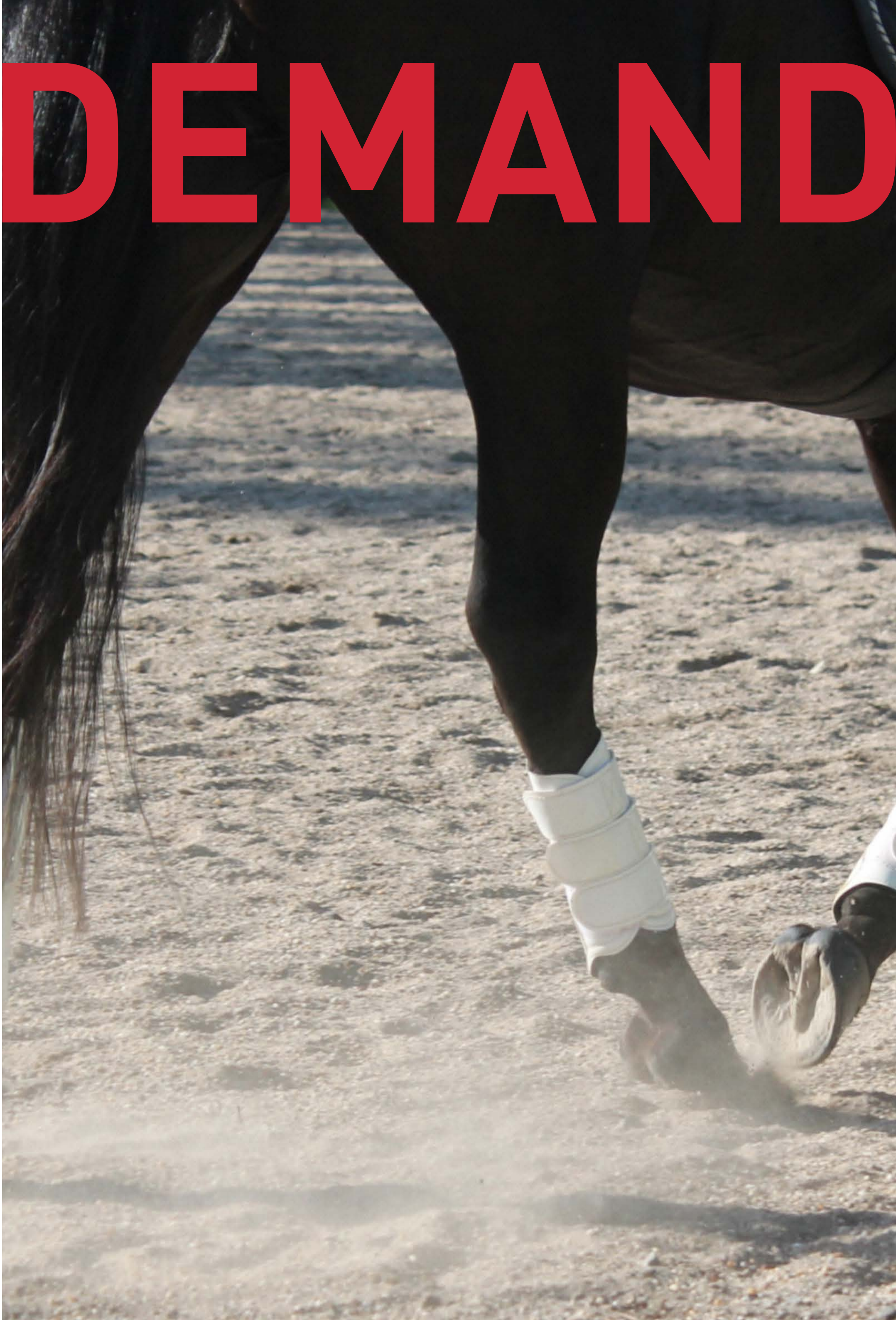




Equestrian Demographics

- ~ The **equestrian participant population in the Yarra Valley is the 2nd highest in Victoria** and the 4th in Australia.
- ~ **Equestrian sports have female participation rates well over 75%.** Equestrian sport is one of the few sports where female participation rates increase through teenage years and beyond.
- ~ Equestrian sports are **strong family participation activities.**
- ~ Equestrian sport is one of the few sports where men and women compete equally.
- ~ Equestrian sports are open to people from all abilities and walks of life, catering for people with disabilities, children, young people and through until those aged well into their 80's. **Equestrian participation is a lifetime pursuit.**
- ~ **Strong participation across all age groups**, particularly younger people, with the Australian Sports Commission identifying 17% of all equestrian participants in Victoria being under 14 years of age.
- ~ It is estimated that there are between 3,520 and 3,767 current equestrian participants in the Yarra Ranges. **These numbers are projected to grow to a minimum of 4,154** during the life of the project.
- ~ The policy document *Active Victoria: A strategic framework for sport and recreation in Victoria 2017-2021* indicates that an interconnected investment in sport infrastructure such as the Yarra Valley Equestrian Park coupled with supportive programs, policy and research, high performance and events will increase participation in sport and active recreation.
- ~ By providing the community with access to a vital, female friendly sporting facility **there will be an increase in the level of participation in equestrian sports within the Yarra Valley.**
- ~ There is currently no equestrian facility within the Yarra Valley that caters for the equestrian needs of the population, meaning significant travel to and expenditure in equestrian facilities outside of the Yarra Valley.

DEMAND





Existing Demand

~ There are currently in excess of 40 equestrian clubs in the Yarra Valley with no permanent home. Their 1,600 individual members would likely substantially grow if provided with appropriate recreational, training and competition facilities.

~ The Yarra Valley is currently in the top four regions for equestrian participation in Australia.

~ 3,700 people in Yarra Valley regularly participate in Equestrian sport.

~ Over 53,000 people participate in Equestrian Activities in Victoria every week.

~ 75% of people involved in the sport participate more than four times per week.

~ 78% of participants are involved in equestrian activities for more than 10 years which shows a significant level of commitment to the sport.

POTENTIAL ACTIVITIES TO BE ACCOMMODATED:

- ~ Dressage
- ~ Eventing
- ~ Showjumping
- ~ Pony Club
- ~ Adult Riding Club
- ~ Inter School Equestrian Sport
- ~ Para-Equestrian
- ~ Riding Develops Abilities (formerly Riding for the Disabled)
- ~ Carriage Driving
- ~ Equestrian Vaulting
- ~ Reining
- ~ Cutting
- ~ Western Pleasure
- ~ Working Cow Horse
- ~ Team Penning
- ~ Quarter Horse
- ~ Rodeo
- ~ Show Horse
- ~ Polocrosse
- ~ Tent Pegging
- ~ Other non-Equestrian sports
- ~ Other non-Equestrian activities
 - ~ Events and exhibitions
 - ~ Functions
 - ~ Veterinary facility

Strong Community Support and Desire

~ With **no central equestrian hub**, participants travel to other regions diluting the economics of the Yarra Valley, **increasing the risk** to the community and **reducing the potential participation rates**.

~ **Strong Yarra Valley community support** with 100% of clubs and club participants interviewed supporting the development of an equestrian centre on the Hunt Club Grounds.

COMMUNITY GROUPS

There are **over forty riding clubs and thousands of riders** in the Yarra Valley all of whom could benefit from a permanent equestrian home.

These groups include:

- ~ Carriage Driving
- ~ Cutting
- ~ Dressage
- ~ Eventing
- ~ Pony Club
- ~ Riding for the Disabled Association of Australia
- ~ Show Jumping
- ~ Western reining, and many others.

Economic Benefits to the region

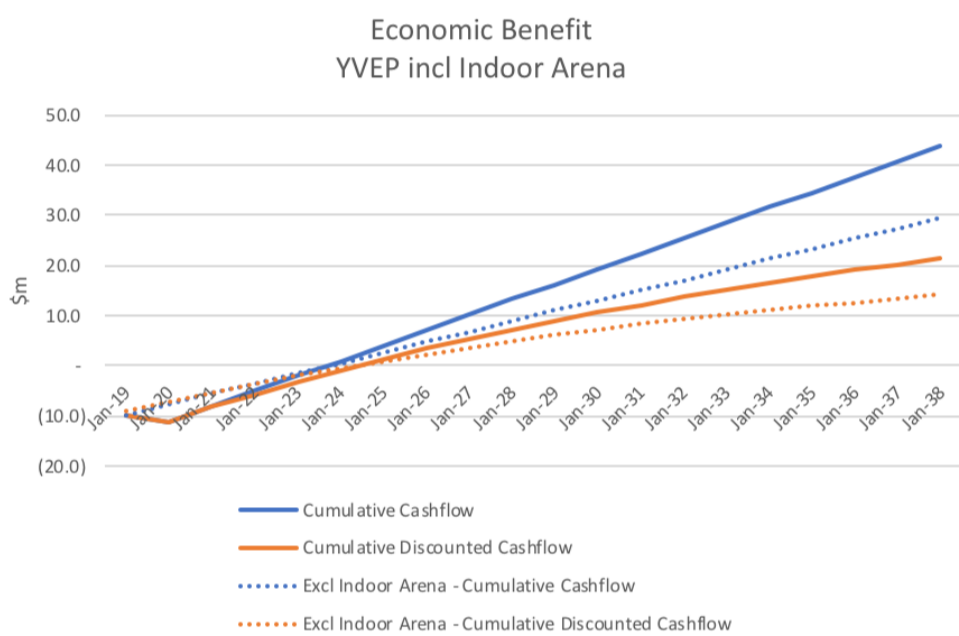
~ The Yarra Valley Equestrian Park will bring employment and more tourism to the area with an estimated economic impact of between \$2.816 and **\$3.437 million** per year.

~ Based on the broader economic impacts of the centre (direct and indirect) **the community can expect a positive return on investment** within 5 years of construction.

~ The Yarra Valley and Dandenong Ranges attracts 3.6 million domestic day visitors and the region has the highest expenditure per night in regional Victoria (\$169).

~ The development of the Yarra Valley Equestrian Park has the potential to **grow both competition and recreational equestrian tourism activity** and further develop family-friendly visitation to the region.

~ Horse owners are prepared to spend over \$12,500 per annum on travel, accommodation and care of the horse every year. The development of the Yarra Valley Equestrian Park means more of this money will be spent within the Yarra Valley.



~ Yarra Valley Equestrian Park makes a **positive return on investment** to the region **within 5 years of construction**. This represents a real internal rate of return of 22.3%.

Tourism

~ The epicentre of Victorian tourism, the Yarra Valley is also undoubtedly one of Australia's leading equestrian regions but one lacking in a facility to attract the substantial equestrian dollar.

~ Coupled with the existing outstanding tourism assets, the development of a high quality equestrian centre within the Yarra Valley has the potential to drive equestrian tourism and broaden and cement the region as Victoria's number one tourism destination.

Employment

~ It is estimated that the development of the Yarra Valley Equestrian Park would generate an additional 44 jobs, 23 during construction phase and an additional **21 FTE** in on-going management and flow on jobs as a result of its development.

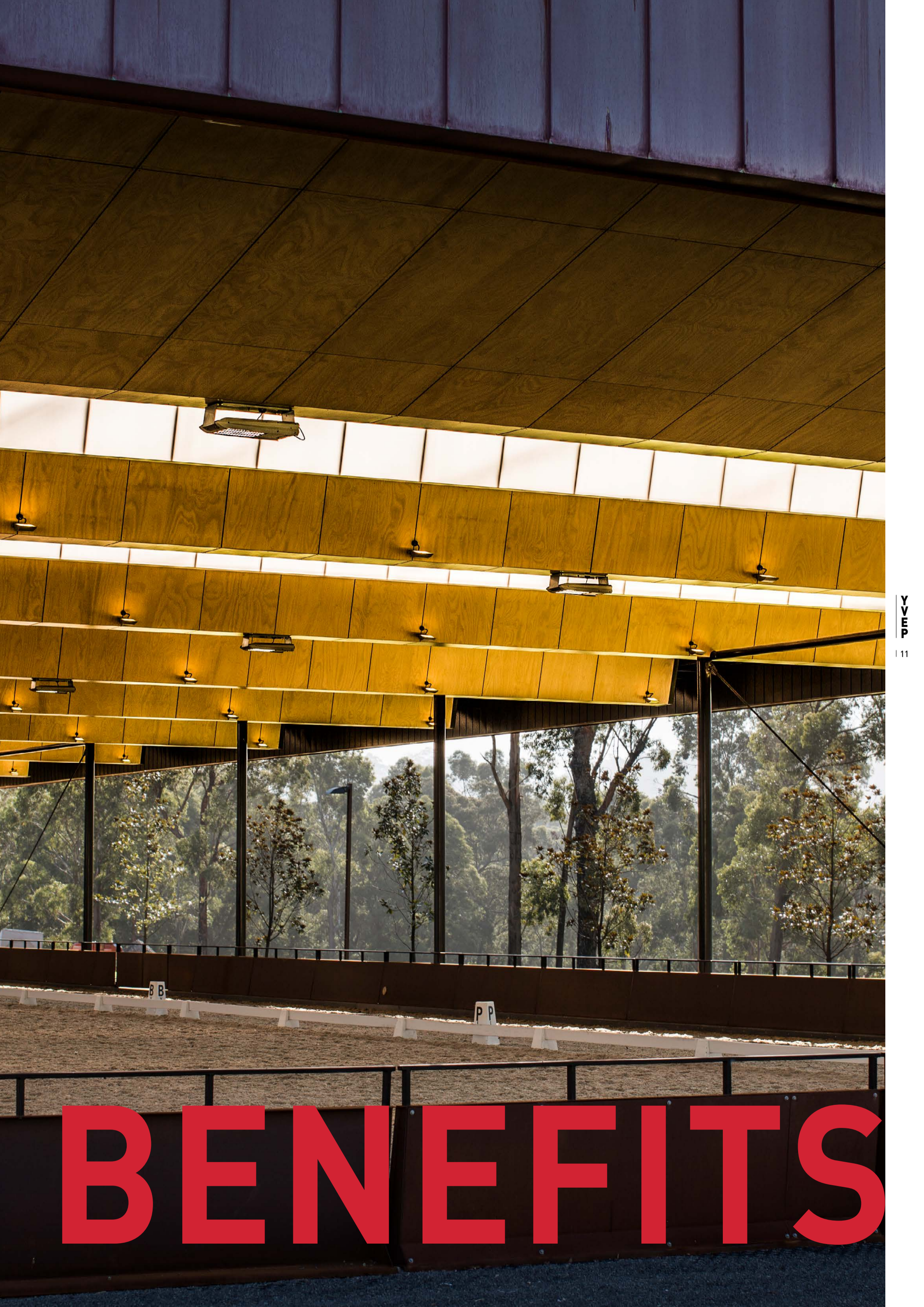
Sources:

~ The Yarra Valley Equestrian Park Demographic, Economic and Financial Analysis, Anthony Burton & Associates, 2018

~ Tourism's Contribution to the Australian Economy, 1997-98 to 2011-12' Tourism Research Australia, 2010

~ Yarra Ranges Regional Equestrian Centre Economic Impact Assessment May 2015





BENEFITS

MELBA HWY

4

3

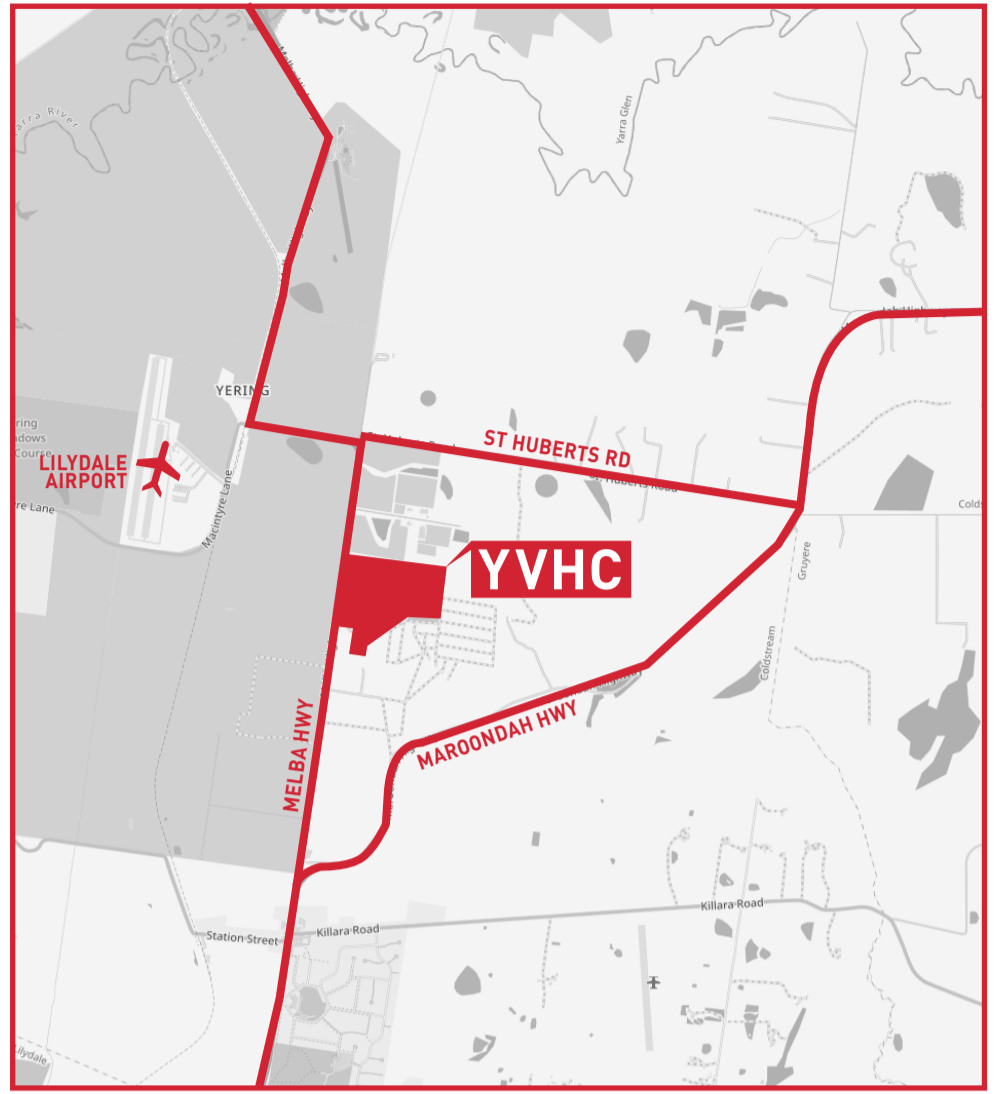
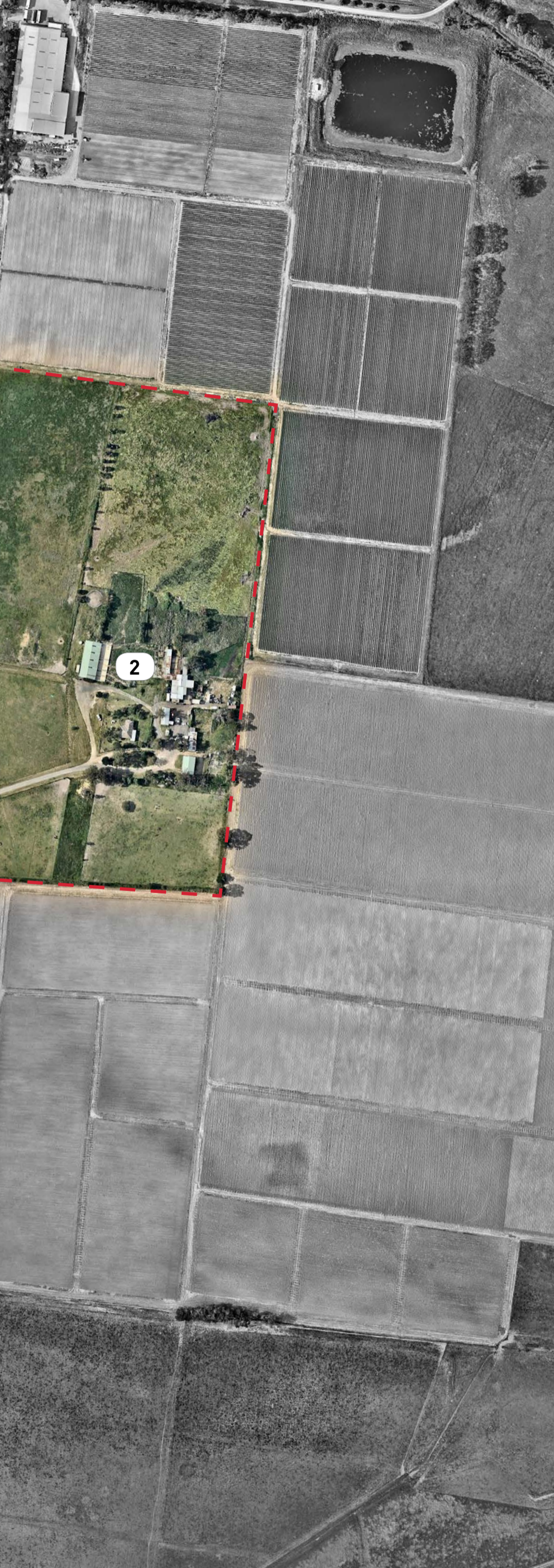
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THE SITE





LEGEND

- 1. CLUB HOUSE
- 2. HUNT CLUB FACILITIES
- 3. CROSS COUNTRY COURSE
- 4. MAIN ENTRY OFF MELBA HIGHWAY
- 5. THE GATEHOUSE AT VILLA RAEDWARD
- 6. YERING PRIMARY SCHOOL



MASTER PLAN

YVEP
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LEGEND

1. FUNCTION CENTRE/RESTAURANT
2. ALL WEATHER MULTI PURPOSE ARENA
3. GRASS ARENA / WARM UP
4. INDOOR ARENA
5. NEW CROSS COUNTRY COURSE
6. YARD FACILITIES
7. STABLE FACILITIES
8. COMPETITOR PARKING & CAMPING
9. PUBLIC PARKING
10. NEW MAIN ENTRY
11. EXISTING ENTRY
12. RIDERS RETREAT INCLUDING AMENITIES
13. FIELD
14. HUNT CLUB FACILITIES (EXISTING)
15. THE GATEHOUSE AT VILLA RAEDWARD
16. YERING PRIMARY SCHOOL
17. STORAGE SHEDS
18. FUTURE VETERINARY CLINIC



Proposed Facilities Include:

- ~ 80m x 20m multi purpose arena incorporating four 60m x 20m dressage arenas.
- ~ 80m x 70m irrigated grass arena.
- ~ 90m x 70m Indoor Arena with 60 x 20 sand warm up arena
- ~ Eventing facilities with approx. 5,000 metre eventing course built to accommodate multiple standards.
- ~ Two 20m Round Yards.
- ~ 140 covered horse yards, expandable to 200 yards.
- ~ 60 3.6mx3.6m stables, expandable to 200 stables.
- ~ Club rooms/Function Centre with commercial kitchen- also rooms for meetings / scorers etc.
- ~ Swabbing and drug testing facilities.
- ~ Secure Club equipment storage areas.
- ~ Vet facilities and Measuring bay.
- ~ All weather parking facilities for trucks / competitors.
- ~ All weather parking facilities for spectators.
- ~ Competitor facilities including toilets and showers.





WASTE MANAGEMENT

- ~ Recycling of material.
- ~ Manure waste from the stables will be managed and recycled on site.

WATER EFFICIENCY & QUALITY

- ~ Rain water will be collected from the main arena roof and stored to be used on site. This water will be recycled and used on the arenas as well in all toilets.
- ~ All toilets will be run on a dual flush system and urinals will be sensor activated.
- ~ Self closing taps will be installed in all bathrooms.

ENERGY EFFICIENCY

- ~ The facility will incorporate solar power production on major roof surfaces.
- ~ The facility will utilise sensor lights in all storage areas and the administration office.
- ~ Natural light will be integrated into all buildings.

SUPPLY CHAIN

- ~ Local business and sourced products will be used where possible.

POLLUTION PREVENTION

- ~ All cleaning chemicals will be environmentally friendly and ISO certified with Good Environmental Choice Australia.
- ~ Cycle racks will be available for those who choose to cycle to events.

Health

- ~ The built, economic, natural, social and cultural environments are powerful areas of influence for local, state and federal governments in creating and promoting healthy communities.
- ~ Riding and caring for horses is an outdoor activity that is **good for the body, mind and soul keeping riders engaged and active for longer.**
- ~ There is a **proven therapeutic benefit of riding horses** for people with disabilities. Access for people with disabilities will be built into the operation of the Yarra Valley Equestrian Park.
- ~ Yarra Ranges has a highly disproportionate number of people who are overweight or obese. **Physical activity is a key contributor to healthy weight loss.**
- ~ 25% of residents suffer psychological distress and there are proven therapeutic benefit of being interacting with animals in the outdoors.
- ~ **55% of the Yarra Ranges residents are physically inactive.** Providing access to riding opportunities is a great way to help people meet the physical activity guidelines.
- ~ Preventable Chronic Diseases among children and teenagers are growing more prevalent in the Yarra Ranges.
- ~ The development of the Yarra Valley Equestrian Park would support physical activity, mental health, gender equality, and healthy active ageing. It will **increase participation, particularly among women**, and contribute to Goals 2, 4, 6, 7, 8, 9, 10, 12, 13, and 14 identified in the *Health and Wellbeing in the Yarra Ranges (2017-2021) Strategy*.

Policy Alignments

COUNCIL

- ~ Yarra Ranges Council Plan 2013-2017 identifies actions that the council will undertake to implement actions from the Recreation and Open Space Strategy including reviews of specific facilities like equestrian facilities.
- ~ The Yarra Ranges Council supports gender equity and is committed to facilitating a gender equitable workplace and community by redressing gender inequality. Their Gender Equity Plan identifies that “Women and girls have equitable access and decision making opportunities in relation to council facilities, civic participation and services.” Existing sports funding enhances existing inequality with the majority of funding going towards male dominated sports. Equestrian sports are one of the few female dominated sports.
- ~ The Green wedge management plan protects the beautiful natural environment of the Yarra Valley by outlining how it is protected from inappropriate development. The development of an equestrian centre is consistent with the aims and intent of the Green Wedge Management Plan.
- ~ Yarra Ranges Council Economic Development Strategy 2012-2022 identifies both the targeted development of land aimed at ensuring business growth and improvements to soft and hard infrastructure, and attracting new investment, development and business opportunities to the region.
- ~ The Recreation and Open Space Strategy (2013-2023) identifies a blueprint for creating healthy and active environments and services including measures to support the development of clubs and participation initiatives in the Yarra Ranges. It identifies that there is a demand for equestrian facilities stating “Equestrian sports should be catered for” at a regional level.
- ~ Health policy alignments identify that the council will “Work in partnership with community organisations to increase the number of quality sport and active recreation opportunities.”
- ~ The Yarra Valley Equestrian Park will help to create a liveable community by increasing youth participation, improving community health outcomes, reducing youth at risk, increasing physical activity and reducing isolation of older people.

STATE

- ~ Active Victoria strategic framework 2017-2021
- ~ Plan Melbourne 2017-2050
- ~ Shaping our future
- ~ Suburban Development Statement 2017
- ~ The Absolute Everyone State Disability Plan 2017-2020
- ~ Victoria’s 30 Year Infrastructure Strategy 2017
- ~ Victoria’s Public Health and Well-being Plan 2015-2019
- ~ Victorian Public Health and Well-being Plan Outcomes Framework 2016
- ~ Victorian Visitor Economy Strategy 2016

REGIONAL

- ~ Melbourne East regional sport and recreation strategy 2016

Proposed Structure

The Yarra Valley Equestrian Park is proposed to be **part of, and run by, the community** but recognises the need for strong and consistent leadership. The proposed structure includes:

- ~ The formation of a **not-for-profit incorporated organisation**
- ~ The election of an **independent board** incorporating five representatives of member clubs based in the Yarra Ranges Shire.
- ~ Board members with different but complementary skill sets who **represent different equestrian disciplines**.
- ~ Recruiting and retaining a **strong, experienced CEO** once the project funding is approved.

INVEST



Operating Revenue

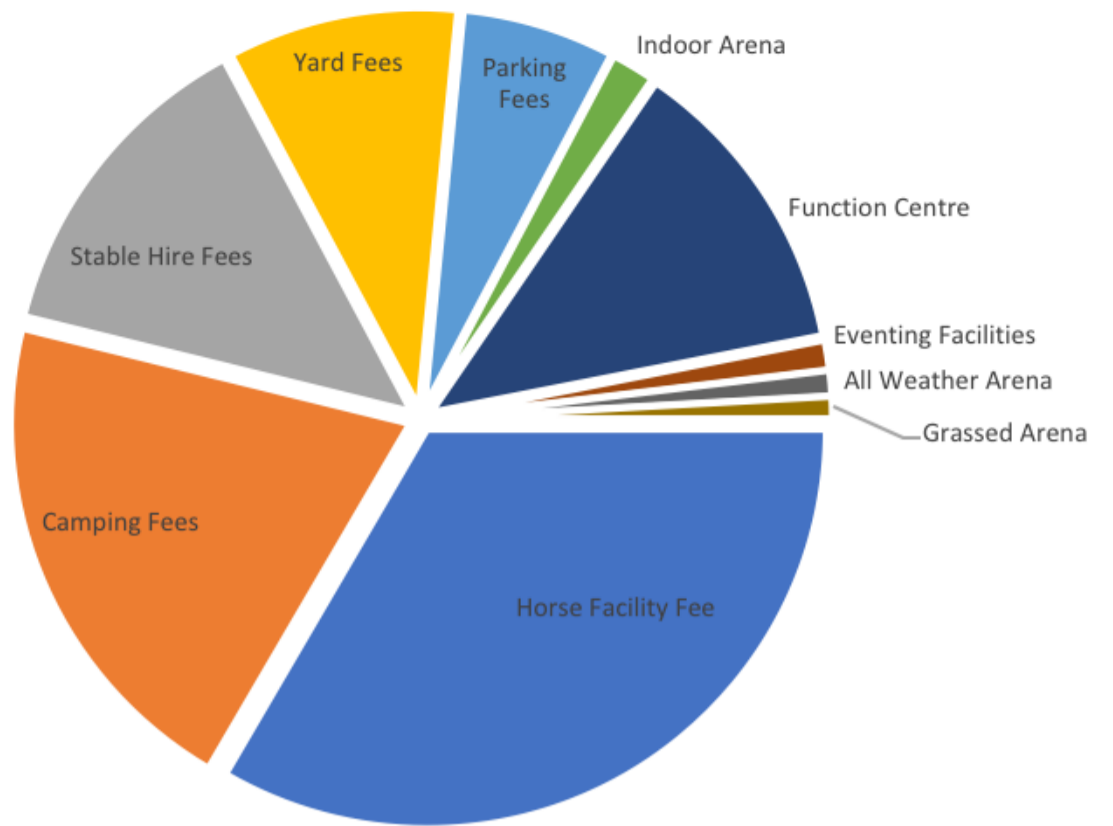
- Operating revenue is assumed to be \$0.808M per annum.
- The expected operating revenue sources for the Yarra Valley Equestrian Park:
 - ~ Horse Facility Fees (33%)
 - ~ Stable hire and Yard Fees (13% and 9% respectively)
 - ~ Camping (20%)

Capital Estimate

The development of the Yarra Valley Equestrian Park will need to be implemented over 3 Stages. Construction costs for Stage 1, incorporating an all weather arena, grassed arena, updated eventing course, new horse accommodation and improved traffic management is estimated at \$5.106 million dollars. A **payback period for this investment likely to be less than 2 years** when economic benefit is included! Stage 2 will include an indoor arena, improved horse, camping and visitor amenities. Stage 3 will include an improved club and function space. These Stages are estimated to cost \$5.288 million and \$2.816 million respectively.

Operating revenue is based on fees from benchmarked sites. It conservatively assumes: 300 horses per week (50 weeks), 140 yards at 60% occupancy on event days (50 days per annum), 60 Stables at 60% occupancy on event days (50 days per annum), 30 Camping Spots, 100 nights per annum.

Estimated revenue from any functions centre has deliberately been kept at a conservative figure of \$0.1M. The potential for this site to become a functions site of choice within the region (and therefore increase revenue) is significant but will require the development of appropriate facilities.



Security of Tenure

Yarra Valley Equestrian Park Inc.:

- ~ will negotiate a **Memorandum of Understanding** with the Yarra Glen and Lilydale Hunt Club to have exclusive rights to negotiate the funding and delivery of the project for 2 years from July 2018.
- ~ If funding is successfully acquired the Yarra Valley Equestrian Park Inc. will **secure a long-term 30 year lease**.
- ~ Member clubs must be based in the Yarra Ranges Shire, pay a nominal annual membership fee and will get priority calendar dates for their events.
- ~ Member clubs and their members will continue to pay for use of the facility just like outside users.

IMPLEMENT

Traffic Management

It is assumed that major events and competitions, except squad clinics, will be managed by a separate traffic management plan and do not need to be designed for as they are considered irregular events.

Peak hour flow on Melba Highway has been taken as 10% of the daily traffic, therefore the peak hour volumes are assumed to be:

- ~ 460 vehicles travelling in the northbound direction; and
- ~ 460 vehicles travelling in the southbound direction

It is assumed that 50% of the vehicles attending the facility arrive during peak periods and are evenly split in direction of travel and are as follows:

- ~ 35 vehicles turning left into the site from the Melba Highway
- ~ 35 vehicles turning right into the site from the Melba Highway

Based on Austroads Guide to Road Design – Part 4A Figure 4.9(b) (speed limit 80km/h) the following turn treatments are warranted

- ~ Channelised Right Turn Lane
- ~ Auxiliary Left Turn Lane

Due to the nature of the site it is recommended to provide full length turn facilities to allow for the deceleration of vehicles. The storage length for the right turn lane should allow for four vehicles with trailers. Therefore the length of the lanes are as follows:

- ~ Channelised Right Turn Lane – 148m
- ~ Auxiliary Left Turn Lane – 95m

Based on the sight distance observations undertaken by YVEP representatives, the Safe Intersection Sight Distance of 181m is achievable in both directions.



Conclusion

The development of the Yarra Valley Equestrian Park will meet the growing demands of the over 3,750 existing equestrian sport participants in the Yarra Valley.

Investment in the park will provide an annual economic benefit to the Yarra Valley of \$3.437M and will create 20.9FTE jobs for the region.

Its development will improve the health and wellbeing of our people, communities and environment by:

- Encouraging people to live a healthy and active lifestyle.
- Helping people to escape from the urban environment and reconnect with nature.
- Being the social hub of our communities.
- Providing an opportunity for people to learn.
- Protecting and enhancing the natural environment and connecting people with the cultural heritage and diversity of the Yarra Valley.
- Offering significant opportunities for the local economy to grow and blossom.

Yarra Vally Equestrian Park Inc. Board Members

Russ Withers	russ.withers@rgwithers.com.au	0407117110
Geoff Sinclair	geoff@brigadoonhorses.com.au	0418319339
Arthur Yenken	ayc@i.net.au	0412518355
Clint Rose	service@clintrosemotors.com.au	0434698705
Jonathan Ambler	jambler@linchpinlegal.com.au	0419148799
Ngaire Herbert (YGLHC alternative)	herbie.56@bigpond.com	0427044246







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Cox Architecture Pty Ltd ABN 78 426 372 646
Cox Architecture Pty Ltd ACN 002 535 891

Reference images throughout this presentation are intended to give indicative direction. Imagery has been sourced from various locations; Neither Anthony Burton & Associates nor Cox claim authorship.

An aerial photograph of a lush green valley in the Yarra Valley, Australia. The landscape is partially obscured by a thick layer of mist or fog that fills the lower valleys and surrounds a central farmstead. The farm features a large, light-colored barn and several smaller buildings, surrounded by trees and a white fence. In the foreground, a dark, calm pond is visible, reflecting the surrounding greenery. The background shows rolling hills and a distant town or village nestled in the valley. The overall atmosphere is serene and picturesque.

YARRA VALLEY EQUESTRIAN PARK

ANOTHER YARRA VALLEY ICON