

WESTERN SYDNEY INTERNATIONAL DRAGWAY

**Application to modify consent DA 219-7-2002 as
amended by MOD 3 of 27 November 2011**

STATEMENT OF ENVIRONMENTAL EFFECTS

PREPARED BY Q-DANCE AUSTRALIA PTY LTD

December 2012

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1 Introduction

This Statement of Environmental Effects accompanies an application by Q-dance Australia Pty Ltd for modification of the Sydney International Dragway's existing consent DA 219-7-2002 as modified by the Minister for Planning and Infrastructure on 27 November 2011.

The 27 November 2011 modifications gave consent for an expanded range of recreational uses that were not permitted under the Western Sydney International Dragway's (WSID) existing development consent, number DA 219-7-2002. This included approval to hold concerts and exhibitions.

This application to modify development consent seeks to expand the types of concert crowds permitted at WSID (also known as the Sydney International Dragway).

This is to allow the venue to be used to stage events organised by Q-dance Australia.

Land owner's consent has been received from the Western Sydney Parklands Trust (WSPT).

Under condition 28 of the current consent, the venue may accommodate "2 Open Air Seated Concerts Events [sic] per year with up to 25,000 people". To date there have been no concerts held pursuant to this consent.

This application seeks to amend condition 28 to permit one of the two concerts to have non-seated audiences. Condition 28 would thus read:

"Two open air concert events including one seated concert event per year and one event with standing and dancing audiences with up to 25,000 people at each event."

This will, to use the words of the land owner WSPT "**encourage the increased utilisation of this asset for the benefit of Western Sydney and the wider Sydney community catchment areas**".

This Statement of Environmental Effects demonstrates there are no impacts from the proposed modification.

Management plans have been prepared for the event, which address the existing conditions including:

Conditions 24-27 - Event Management Plan

Condition 24 - the site plans, management plans, structural certificates and other supporting documentation must be submitted to Planning NSW.

Condition 37 - Noise Management Plan

Condition 63 - Traffic Management Plan

This Development Application complies with the *Environmental Planning and Assessment Regulation 2000*.

2 Venue

The WSID was opened for competition in February, 2004.

The purpose built drag racing facility is located next to Sydney Motorsport Park in the Blacktown Motorsport Precinct. The WSID operates under a lease from the Western Sydney Parklands Trust which permits the holding of a standing event, but for the fact that the current consent is inadequate in that it stipulates “seated” audiences.

WSID hosts a large variety of events, ranging from international Top Fuel dragster meetings through to Street Meets where the public can bring their own cars to the track to race. Street Meets are held every Wednesday night, except on days such as Christmas and New Year's Day.

The venue is now part of the NSW Government’s property portfolio under the control of the Land and Property Management Authority of NSW, managed by the WSPT.

Q-dance Australia has received approval from the WSPT and submits Land Owner’s Consent in accordance with reg 8F of the *Environmental Planning and Assessment Regulation 2000*.

3 Name and address of the applicant

Q-dance Australia Pty Ltd, Suite 466, 311-313 Castlereagh St, Sydney 2000
Tel: 0404 605 108

Contact: Anna Christie, Community and Government Relations, Q-dance Australia 0425 322 186 Email: christieanna@me.com

4 Description of the development to be carried out

This event would be permitted under the existing venue consent, but for the word “seated” in condition 28 of the consent conditions.

The development which is the subject of this application is a ticketed music concert.

The proponent of this s 96 application is a respected promoter of music festivals, famed for its high production values which include sophisticated light shows and fireworks displays. Artistic and visual effects are a strong element of Q-dance events, and the event at WSID will follow in this lead of creativity.

The world renowned Q-dance entertainment organisation has a number of other music festival brands with international followings, such as Defqon.1, held annually at the Sydney International Regatta Centre, Castlereagh pursuant to development consent from Penrith City Council.

Defqon.1, which has been held annually at the SIRC since 2009, won Best Music Festival in the national In the Mix Awards for the inaugural 2009 edition of the event and in 2010. Defqon.1 is regarded as a success by all stakeholders, including local business community, government stakeholders such as the NSW Police and Western Sydney Area Health Service, and the people of Penrith. Since 2009 it has grown from a 15,000 one day event to 23,000 in 2012 with camping onsite introduced in 2011. Q-dance is now seeking to modify its Defqon.1 consent to allow up to 30,000 people to attend in 2013.

Q-dance has broken new ground in the provision of the arts to the people of Western Sydney, by basing its events in Western Sydney.

From 2009 to 2012, Q-dance Australia has also demonstrated a responsible approach to entertaining young adult audiences (18+ only), with a high level of compliance with all public safety requirements. Throughout this period, all conditions of consent were satisfied.

In keeping with previous years, it is anticipated that a considerable number of patrons will be from interstate and overseas. The percentage of interstate and overseas visitors is difficult to predict in the first year, but over 20% should be a guide based on Defqon.1 ticket sales.

5 Site details

5.1 Location

The land to which this application relates is at the WSID, which is located at Ferrers Rd, Eastern Creek. It is 32 km WNW of the Sydney CBD and 6.25 km SW of Blacktown CBD.

5.2 Real Property details

The real property description of the WSID is: Lot 1 DP 69882, Lot 1 DP 1077822 and Lots A, B, C and D of DP 408966. **Note: these particulars have changed since the original consent.**

The Land Owner is the Western Sydney Parklands Trust.

The venue is under the management of the Western Sydney Parklands Trust, and is leased to Western Sydney International Dragway Ltd.

The site is located within the Blacktown Motorsport precinct.

The site is bounded to the north by the Sydney Motorsport Park (formerly known as Eastern Creek Raceway) Prospect Reservoir to the east, Eastern Creek Waste Management Centre to the west (sharing Ferrers Rd boundary).

5.3 Description of site

The WSID comprises:

- Entry road and sealed competitor queuing area to the north of the administration building
- 2 storey administration building constructed over entry to dragway
- The 1 km long dragway and return road
- Viewing areas including built grandstand on western side, and terraced, grassed areas to eastern side of dragway
- VIP viewing rooms in the form of self-contained cabins positioned directly above the
- Internal roads and access gates
- Grassed and sealed carparks
- Protected ecological community - remnant Cumberland Forest portions
- Permanent toilet blocks
- Food vending stalls
- 3 vehicular entrances all accessed via Ferrers Rd, including 2 on western side and one at the southernmost tip of the site

5.4 Adjoining land to WSID

5.4.1 Sydney Motorsport Park

Adjacent to the WSID to the north is the motor vehicle racing complex now known as Sydney Motorsport Park (the Motorsport Park). The Motorsport Park is considerably larger in size and the events held there are also of a much larger scale, including the V8 Supercars Australia Championship and the Top Gear festival which is expected to attract 50,000 people in 2013.

The Motorsport Park is referred to in the WSID DA as “Eastern Creek Raceway”. The WSID DA states at condition 30, “Major events, including significant traffic generating events at the dragway facility and the Eastern Creek Raceway shall not run simultaneously.” Under the WSID consent the Motorsport Park must be consulted about its events calendar and no major events planned at WSID if there is a major event at the Sydney Motorsport Park on the date(s) proposed.

5.4.2 Eastern Creek Waste Management Centre

To the west on the opposite side of Ferrers Rd, for the full length of WSID runs the Eastern Creek Waste Management Centre, an integrated complex including a landfill and waste processing facility. The land is owned by the Waste Assets Management Corporation of NSW. The landfill is operated by SITA Australia Pty Ltd and Global Renewables Pty Ltd operates the UR-3R facility.

5.4.3 Prospect Reservoir

To the east is the Prospect Reservoir, which is owned and operated in concert by the Sydney Catchment Authority and Sydney water.

5.4.4 Water pipeline

A water main runs east to west at the southernmost point of the WSID.

6 Scope of modification sought

6.1 Condition 28 - “open air seated concerts”

The venue’s consent DA 219-7-2002 to operate as a dragway was altered by the s 96(2) modification of the WSID DA dated 27 November 2011. Approval was thereby granted by the then Minister for Planning and Infrastructure for the WSID to be used for the purpose of “2 Open Air Seated Concerts [sic] Events per year...”. Under the new condition 28, as modified in 2011, “[a] maximum of 25,000 spectators are permitted to attend each concert event”. A concert event may last up to three consecutive days.

This application seeks to amend condition 28 to permit one of the two concerts to have non-seated audiences. It would thus provide:

“Two open air concert events including one seated concert event per year and one event with standing and dancing audiences with up to 25,000 people at each event.”

7 Environmental impacts

7.1 Consistency with previously approved impacts

In considering this application under s 96(1A) the question is whether there any additional impacts to those covered by DA 219-7-2002, and if so, are they involving “minimal environmental impact”?

The potential impacts of concert entertainment were addressed in the s 96 report prepared by GAT & Associates, Town Planners, dated October 2009 and submitted to the NSW Department of Planning and Infrastructure.

The modification to condition 28 to allow concerts at the WSID was granted with regard to surrounding land uses in 2011, and there is no evidence that these uses have changed materially since then.

A Statement of Environmental Effects prepared by National Environmental Consulting Services dated July 2002 and submitted with DA 219-7-2002 addressed the management of events catering for up to 25,000 spectators including site access, car parking, spectator facilities and emergency management etc.

There are no grounds to suppose that a non-seated audience would impose any environmental impacts over and above those already approved.

8 Background information regarding site suitability

The following is provided as a background information, not to substantiate the modification to the “seated” stipulation.

The WSID site was selected for a new Q-dance event following introductions to Office of Communities, and the WSPT, and inspections of a number of WSPT locations.

It is significant that after Defqon.1, the new Q-dance event at WSID will be the only the second major music festival in NSW conducted west of Homebush Bay.

This promises economic benefits and job creation in western Sydney.

Penrith City Council in conjunction with the Penrith Business Alliance conducted a 2011 tourism impacts analysis of Defqon.1 and found that the event (at 20,000 people) generated the following impacts. (The full executive summary is attached at Appendix A below.)

Key statistics from Defqon.1 include:

- Event visitors spend a total estimated **\$2.406M** in the local economy for the one day event.
- This spending also has a significant economic multiplier impacts on other local Penrith industries.
- The total multiplier impact of this spending equates to a total of **\$4.194M** for Penrith as a result of the one day event.
- A total of **5,169 existing local** jobs have some involvement in the event.
- However, a total of **21 new jobs** are created in Penrith for the duration of the event.

Without expert economic modelling it is impossible to accurately infer the application of these results to the 10,000 and 15,000 scenarios, but these results are clear indicators of likely economic benefits to Blacktown and surrounding suburbs, from the new event.

9 Development objectives

To remove the constraint on the venue, which allows only seated audiences and restricts the range of entertainment allowed at the venue.

10 Assessment of planning issues

10.1 Site suitability

As per WSID development consent, this venue is suitable for large concerts.

10.2 Compliance with planning requirements

All planning requirements that would apply to a concert under the existing DA will be observed.

11 Stakeholder consultation

11.1 Attendance at Q-dance Risk Management Workshop

	Organisation	Name	Detail
1	Annandale Hotel	Dan Rule	Liquor Licensee
2	Annandale Hotel	Peter Morris	Liquor and Bar Manager
3	Blacktown City Council	Reyad Toufali	Traffic Services
4	Blacktown City Council	David Tynan	Traffic Services
5	Blacktown City Council	Nathan Wu	Traffic Services
6	Blacktown City Council	Amelia Tabrett	Environmental Services
7	Events & Sports Projects Australia	Andrew Sturday	Transport Consultant
8	NSW Police	Daniel Kenner	District Emergency Management Officer
9	NSW Police – Blacktown LAC	Insp. Adam Powderly	Leader, NSW Police IQON operation
10	NSW Police – Blacktown LAC	Sgt. Renee Samcou	Traffic Sergeant
11	NSW Police – Blacktown LAC	Mark Wright	Commander
12	NSW Police – Blacktown LAC	Sharon Bell	
13	NSW Police – Blacktown LAC	Yvette Smith	Blacktown Intel Sergeant
14	NSW Police – Blacktown LAC	Rob Roden	Police Planning
15	NSW Ambulance Service	Insp. Jason Stone	Area Commander
16	Q-dance Australia	Simon Coffey	Director
17	Q-dance Australia	Anna Christie	Community and Government Relations
18	Q-dance Australia	Matt Osborne	Production manager
19	Q-dance Australia	James Gilronan	Assistant
20	Railcorp	Wayne Burchett	Special Events
21	Railcorp	Graham Gardiner	Business Support
22	Railcorp	Kevin Ellison	
23	Sydney International Dragway	Garry Amos	Business Development Manager

24	Sydney Motorsport Park	Nicholas Martin	Operations Manager
25	Sydney West Local Health District	Elaine Davey	Representing Disaster Manager Trish Den
26	Sydney West Local Health District	Helen Ptolemy	

11.2 Further consultations

Further consultations will take place throughout the months of Jan-Feb in relation to the TMP. Residents in affected areas (as per Noise Management Plan) will be engaged via a letter delivered to households from Q-dance Australia advising particulars of the event and inviting participation.

Q-dance has also met with representatives of the Western Sydney Parklands Trust to provide relevant information and gain an understanding of the expectations of the land owner in the short and longer term.

In addition, the State MP for Blacktown and the Premier, in his role as Minister for Western Sydney, have been informed about the event.

Destination NSW, having previously assisted Q-dance by providing market research services in a valuable 2011 post-Defcon.1 customer survey, have also been informed about the proposed IQON event.

Blacktown City Council has been kept abreast of developments and consulted particularly in relation to transport matters, Blacktown Station, local community engagement and event approval matters. Fairfield City Council will be consulted in relation to its residents who lie within the noise-affected zones indicated on the Noise Management Plan..

12 Conclusion

After considering all of the environmental, economic and social considerations, this minor modification of the consent would appear very reasonable. There appears no known reason why the requirement for only “seated” concert audiences to be maintained.

13 Q-dance Australia contact details

Simon Coffey	Director	0416 929 577
Anna Christie	Community and Government relations	0425 322 186
	Christieanna@me.com	

APPENDIX A - COMPARATIVE TOURISM IMPACT REPORT FROM DEFQON.1

Tourism Impact Report for Penrith (C)

DEFQON.1

(2011 Event)

Tourism Impact on Output (Tourism Activity: 1 days)

From known event visitor numbers to the 2011 DEFQON.1 event the following local economic impacts were estimated to accrue to the Penrith economy.

Summary

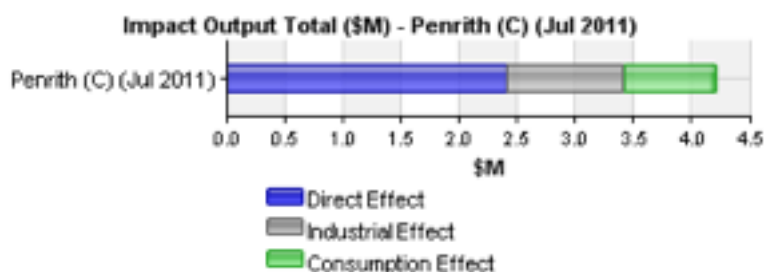
- Event visitors spend a total estimated **\$2.406M** in the local economy for the one day event.
- This spending also has a significant economic multiplier impacts on other local Penrith industries.
- The total multiplier impact of this spending equates to a total of **\$4.194M** for Penrith as a result of the one day event.
- A total of **5,169 existing local** jobs have some involvement in the event.
- However, a total of **21 new jobs** are created in Penrith for the duration of the event.

REMPHAM Explanatory Notes

From a direct increase in output of \$2.406 million it is estimated that the demand for intermediate goods and services would rise by \$1.004 million. This represents a Type 1 Output multiplier of 1.417. These industrial effects include multiple rounds of flow-on effects, as servicing sectors increase their own output and demand for local goods and services in response to the direct change to the economy.

The increases in direct and indirect output would typically correspond to the creation of jobs in the economy for the duration of the tourism activity. Corresponding to this change in employment would be an increase in the total of wages and salaries paid to employees. A proportion of these wages and salaries are typically spent on consumption and a proportion of this expenditure is captured in the local economy. The consumption effects under this scenario are estimated at \$0.785 million.

For the duration of the tourism activity, total output, including all direct, industrial and consumption effects is estimated to increase by up to \$4.194 million. This represents a Type 2 Output multiplier of 1.744.



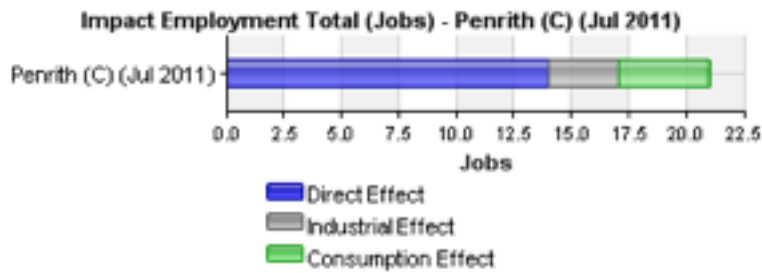
Tourism Impact on Employment (Tourism Activity: 1 days)

From a direct increase in output of \$2.406 million the corresponding creation of direct jobs for the duration of the tourism activity is estimated at 14 jobs. From this direct expansion in the economy, flow-on industrial effects in terms of local purchases of goods and services are anticipated, and it is estimated that these indirect impacts would result in the gain of a further 3 jobs. This represents a Type 1 Employment multiplier of 1.214.

The increase in direct and indirect output and the corresponding creation of jobs in the economy are expected to result in an increase in the wages and salaries paid to employees. A proportion of these wages and salaries are typically spent on consumption and a proportion of this expenditure is captured in the local economy. The consumption effects under this scenario are estimated to further boost employment by 4 jobs.

Total employment for the duration of the tourism activity, including all direct, industrial and consumption effects is estimated to increase by up to 21 jobs. This represents a Type 2 Employment multiplier of 1.500.

These direct and flow-on employment impacts are limited to the duration of the tourism activity and no inference is made that the impacts will extend beyond this period.

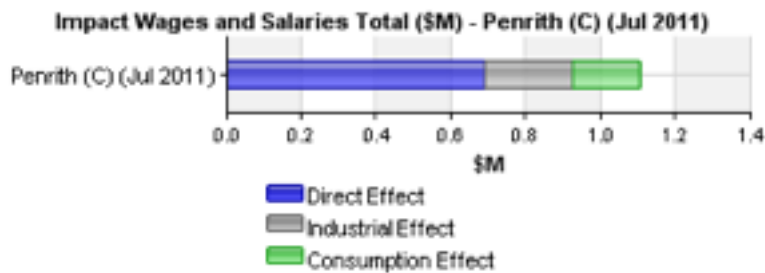


Tourism Impact on Wages and Salaries (Tourism Activity: 1 days)

From a direct increase in output of \$2.406 million it is estimated that direct wages and salaries would increase by \$0.688 million. From this direct expansion in the economy, flow-on industrial effects in terms of local purchases of goods and services are anticipated, and it is estimated that these indirect impacts would result in the gain of a further 3 jobs and a further increase in wages and salaries of \$0.237 million. This represents a Type 1 Wages and Salaries multiplier of 1.345.

The increase in direct and indirect output and the corresponding creation of jobs in the economy for the duration of the tourism activity are expected to result in an increase in the wages and salaries paid to employees. A proportion of these wages and salaries are typically spent on consumption and a proportion of this expenditure is captured in the local economy. The consumption effects under this scenario are expected to further boost employment in sectors such as retail therefore further increasing wages and salaries by \$0.182 million.

For the duration of the tourism activity, total wages and salaries, including all direct, industrial and consumption effects is estimated to increase by up to \$1.107 million. This represents a Type 2 Wages and Salaries multiplier of 1.609.

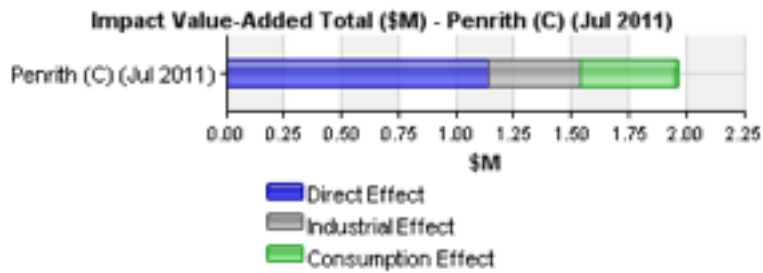


Tourism Impact on Value-Added (Tourism Activity: 1 days)

From a direct increase in output of \$2.406 million the corresponding increase in direct value-added is estimated at \$1.134 million. From this direct expansion in the economy, flow-on industrial effects in terms of local purchases of goods and services are anticipated, and it is estimated that these indirect impacts would result in a further increase to value-added of \$0.403 million. This represents a Type 1 Value-added multiplier of 1.356.

The increase in direct and indirect output and the corresponding boost to jobs in the economy for the duration of the tourism activity are expected to result in an increase in the wages and salaries paid to employees. A proportion of these wages and salaries are typically spent on consumption and a proportion of this expenditure is captured in the local economy. The consumption effects under this scenario are expected to further boost value-added by \$0.422 million.

For the duration of the tourism activity, total value-added, including all direct, industrial and consumption effects is estimated to increase by up to \$1.958 million. This represents a Type 2 Value-added multiplier of 1.727.



Tourism Impact Summary (Tourism Activity: days)

Impact	Direct Effect	Industrial Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Output ()	\$2.406	\$1.004	\$0.785	\$4.194	1.417	1.744
Long Term Employment ()	14	3	4	21	1.214	1.500
Wages and Salaries ()	\$0.688	\$0.237	\$0.182	\$1.107	1.345	1.609
Value-added ()	\$1.134	\$0.403	\$0.422	\$1.958	1.356	1.727

Disclaimer...