



Dubbo Showground Concept Master Plan: Workshop Notes

February 2019

Workshop 1a: notes

What is the primary role of the Dubbo Showground?

- Sports facilities
- Visitor entertainment
- Conference facilities
- Functions
- Local community groups
- Shows?

- Horses and agricultural purposes purposes. Some events gone to Tamworth.
- Should remain agricultural. Community to have easy access. Cater for small groups to 20,000.
- Buildings to comply with standards.
- Underutilized compared to 1970/80s. Harness concept plans included change rooms for sports. Grandstand with glass front looking over arena, offices. Consider crown land
- Larger sporting comps on arena.
- Great location – centre of town, motels/hotels
- Keep history and retain groups that are existing users.
- Not for name change. Not only a site for agricultural functions. Used in past for beach football, trucks, etc.
- West side is unattractive. Everything should be multi purpose. Grandstand work should have been done years ago. Will complement other uses.
- It is central, prominent.
- Consider Saturday morning sport.
- Facilities outdated e.g. amenities block. Better disabled access.
- Lack of directional signage showing access from entries and street signage at roundabout.
- Grey nomads and encouraging usage? Not encouraged at this point. Council take regional approach that encourages use in other communities. Free camping at showground would affect commercial operators.
- Current role – Agricultural perspective. Be more multi purpose. Opportunities for local communities to do other things. E.g. community events, conferences, kids parks, childrens activities
- Re Truck show held every two years, – access to grounds with trucks, parking. 400 trucks at last exhibition.
- 'Dads for kids' at venue
- Show 3 days a year, Trucks 2 days a year. Time spent setting up and packing down adds to time spent on venue.
- Tamworth (Australian Equine and Livestock Events Centre - AELEC) has permanent stabling, Dubbo is labor intensive to set up
- Challenge in been multi purpose and serving some communities specifically
- Some events have gone to Geurie due to cost of Showground. Other events possibly lost
- Some events are profitable, others are provided at cost or less therefore cost to ratepayer
- Fees based on minimizing cost of running showground.



Attendance

Michael Graham and Sally Jeavons -@leisure

Workshop 1a- 2pm workshop

- Dorper Sheep Society of Australia
- Dubbo Harness Racing Club
- Orana Equestrian Club
- Golden Oldies Truck Club
- Marsh Carney Saddlery
- Dubbo Regional Council – Economic Development
- National Shorthorn Show and Sale
- Dubbo Regional Council (3)
- Dubbo Regional Theatre and Convention Centre
- Master Builders Association
- Dubbo Model Railway Club (2)
- Ranch Sorting Dubbo

Workshop 1b 5.30pm workshop

- Dubbo Filipino Community
- Dubbo Show Society (7)
- Dubbo Show Society – Prime Lamb Section
- Equine Livestock Medical Centre
- Dubbo Regional Council

Workshop 1b: Notes

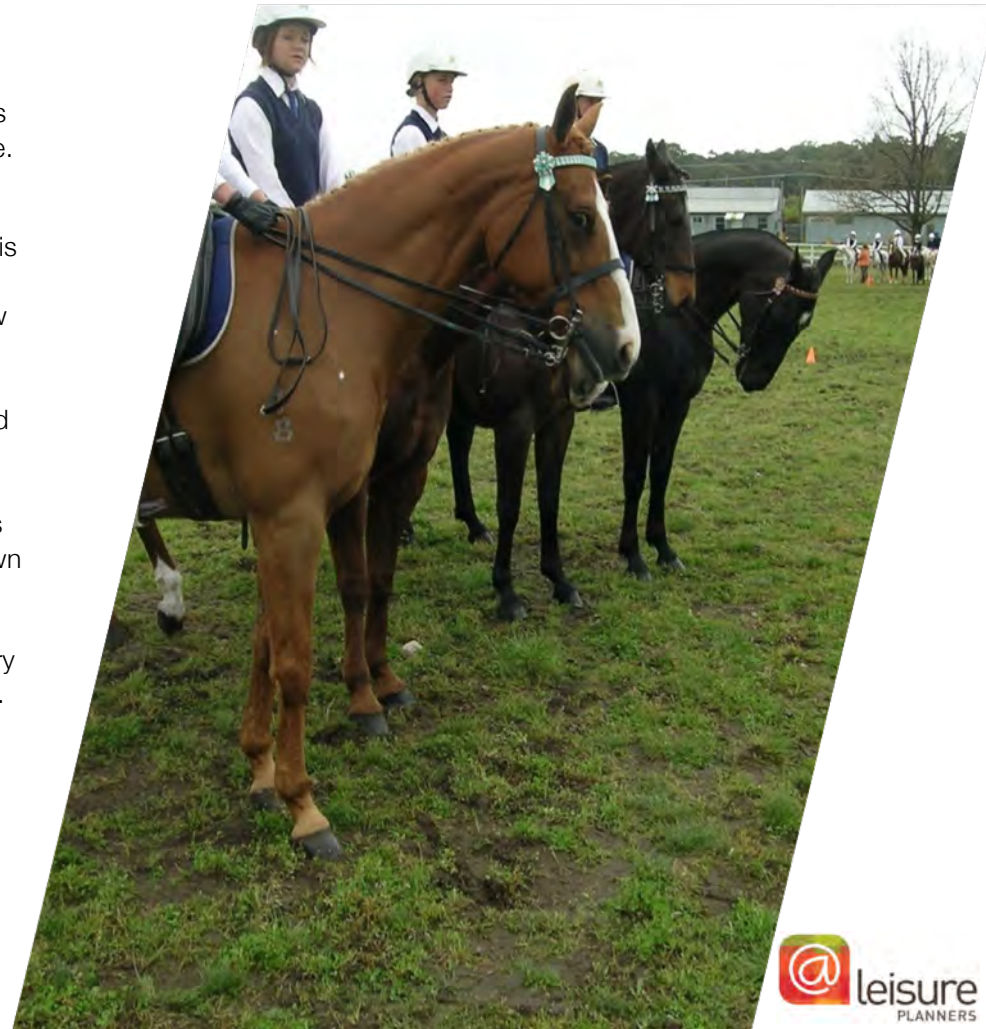
What is the primary role of the Dubbo Showground?

- Entertainment hub
- Valuable centre for exchange of livestock – seed stock
- Differentiate from Tamworth
- Alternative to Tamworth that does not cost as much to hire
- Used extensively by all breeds of livestock
- Should identify \$ turnover of stock sold at the venue. Offer multi vender sales of stud stock
- 6 national bull sales held in Dubbo plus sheep and horse sales
- Proposal to move to greenfield site. Include livestock events, equestrian, sales. Multi use trade, expos, field days etc.
- Trade shows flopped due to lack of facilities and interest
- Relocate trotting track e.g. Bathurst
- Proposed site has 500 acres, good transport access, near Dubbo airport and TAFE. Willing seller
- Think big picture. 3 main highways to take advantage of plus air connections
- Current parking issues at Showground, no room for expansion. Poor infrastructure. Small scattered facilities in district
- Harness Racing expansion into regional facilities x 3 including Wagga and Bathurst
- \$10m for a new harness facility. Think bigger than where toilets are located etc.
- State govt money is available for large projects.
- Consider tradition
- Current site is valuable for housing development
- Showground land is owned by Crown and needs to be considered
- Council would back change if community is behind it
- Example of Tamworth harness getting business from – AELEC Field days e.g. Mudgee, Gunnedah
- Proposed ring road for Dubbo could better service greenfields idea. Better for large vehicles
- Key additions would be parking bigger events, indoor events, horse shows, not enough stables presently
- Space to work from year round for event coordinators
- Harness could go to new site.
- Lot of space in current site that could be better used. Pavilions could be joined.
- Collect water for use by animals, gardens. Area needs a tidy up. Use is varied, weddings cattle and sheep shows, 4WD shows. More car space is possible. Space for trucks if design improved
- Shows like Merino show lacks space. Difficult on wet days. Horse shows with large vehicles is congested
- Example of Sydney Show moving to Homebush is still not accepted by some
- User friendly, versatile and affordable
- How do we make it a entertainment hub for more days of the year? E.g. slip and slide, ice skating have been there before.
- Showground doesn't present well. Circus cant be seen at Showground. Beer fest sets up at another venue that is costly- as have to bring in fencing and all facilities
- Showground is too dear for Junior shows. Eg Parkes is supported.
- There is economic benefit of shows at Showground
- Same pricing for commercial hirers to kids shows.
- Showground manager clarified costs of commercial hirers.

Workshop 1b

What is the primary role of the Dubbo Showground?

- Showground costs \$1/2m to operate each year
- 20k for short horn kids show
- No budget set for Master Plan recommendations – looking big picture at present. As an option, Master Plan consider options if Showground moved
- Question for Council – caravans as year round users when venue not in use by others? Currently no camping unless part of event. Access for campers when site is multi use causes risks. Dump point causes conflicts when site is booked and used
- Peoples expectations for caravan parks is higher than what can be provided. Issue with moving people out of Caravan Parks
- Potential for site as Show and Sales that are weekday events.
- Good space for recreational events.
- Attractive due to centralised location – 3D archery tonight
- Site amenable to a number of uses at the same time unlike current site. Decide first on what is required. Attract people from out side of Dubbo. When Dubbos population is 70-100k, what is here?
- Consider cost of operations at new site. Large sites e.g. Homebush – what does it cost to operate?
- Infrastructure is not at Showground to make it work.
- Showground should not be considered a cost centre. Provides economic benefit due to out of town income.
- Apx. \$11.00 per rate payer per annum not considered a lot. History around Showground should count.
- What are we going to do with it now?



Workshop 1a

Vision – 10 years



- Utilised by schools more for cattle, sheep shows. Need more school usage. Management to promote to schools. Agriculture learning, events paid by Education Department. Schools are losing space and do not have land for agriculture
- Youth groups are working with agriculture side at venue currently
- Schools working with breeder associations, who sponsor school shows
- Rugby have used previously. Consider AFL. Maybe insurance risk?
- Ranch Sorting – plan to improve with more permanent yards. Now hire from council. Set up in OEC arena. Good surface and labour intensive. Good camping, water for surface is positive. Lost Appaloosa, state and national shows to AELEC. (3 breeds/6 shows)
- AELEC has more space compared to Dubbo. AELEC expensive for some
- Dubbo is central to region and capital cities and well located for growth
- Geurie cheaper but Dubbo is well set up. Function room would further improve venue
- Council run events such as skills days that can only fit at showground. Well positioned and space for these events. Eg use of heavy machinery. Opposed to events that are driven by industry
- MBA function moved to showground from theatre after 1 year. Concrete slab sheds work well, with heavy equip that can drive in easily. They are multipurpose
- Lacks shade and seating for MBA events. Looking 10 years plus for MBA event

Workshop 2

Vision – 10 years?

- Curb and gutters
- Drainage
- Lawns
- Upgrade of facilities
- New fence
- Attract - scouts, not for profits, community benefit
- Beer and BBQ events
- Weddings were a regular booking
- Is it a wedding venue
- What is post code of visitors? Bull riders majority were outside of area
- Truck and caravan/camping from outside of area
- New ticket system can collect this data in future
- Good camping facilities e.g. jamboree
- No large areas for school to stop and have lunch
- Area between Pavilions could be better utilised for events, food etc
- Outdoor entertainment venue? Don't lose what we have now
- Dream Festival – need to bring in infrastructure at Victoria Park - venue not gated
- Need to make venue more attractive
- Fitzroy St view in not attractive
- Bathurst has grand entrance with mature trees
- Better kitchen facilities, user friendly
- Upgrade to PA system. Cannot hear PA in grandstand
- Lighting on paths to amenities
- Improve ground surfaces
- Weddings – 3-4 years ago were fine.
- School holiday activities are attractive but expensive. Ice skating has not come back
- Headline acts cannot be accommodated as venues are not big enough
- Infrastructure is costly, ticket prices higher, people don't come. 3-4 promoters have lost money due to the same reasons. Costs are staging, lighting, power. Some acts may have own lighting
- Improve office, grandstand, pa, shedding, curb /guttering. Entrance not functional
- Show to continue in future. NSW State Sheep Show. Australian Shearing Championships

Workshop 1

Is Showground in right location? Should it be renamed / branded?

Workshop 1a

- Not in wrong location
- People are happy with name generally
- Name change, changes perception
- Unless something changed at venue – no point changing name
- Dubbo requires venue for 1200 people. Conferences of 900+ people go elsewhere
- Showground is only place that has space for large function venue
- RSL and Theatre does not have capacity

Workshop 2b

- See notes re acquiring a much larger site for purpose built development



How does Showground differ from other local venues?

- Theatre and Convention Centre (Sapphires, Umbilical Brothers)
- Club Dubbo (Troy Casser-Daly, Glenn Shorrock)
- Lazy River Estate (Opera in the Sticks)
- Dundullimal Homestead (Under Western Skies Festival)
- Ollie Robins Oval (Circuses, State Firefighter Champs, Live Music)
- Lady Cutler Oval (Frisbee Champs)
- Apex Oval (Cinema Under the Stars)
- Wellington Showground (Vintage Fair, Swap Meet)
- Macquarie Lions Park (Farmers Market)

Workshop 1a

- Truck show – Issue - no car parking outside of showground with 500 trucks inside
- Current impact of noise, dust, parking with events
- Consider bus shuttle. Has been used at other events eg Caltex park
- Professional parking can over come issue of parking in arena

Workshop 1b

NIL



What works well about the site now?

Workshop 1a

- Location
- OEC indoor arena
- Expo centre with catering – no need to leave
- Old grandstand deserves to be preserved
- Harness track considered best ½ mile track in eastern states
- Clubs/groups working with council to improve facilities is improving site
- Grants accessed by user groups
- External fence is a positive and a negative. Provides control but 'locks' people out or does not encourage use
- Damage to trucks from rocks over fence
- Pulling trailer out at 5.pm is a issue, trucks some issue

Workshop 2b



Your views: issues and opportunities

Risk Management

Workshop 1a

Site is always open and lack of control of who is in there. Risk for council

Need to balance user group access and drop ins

Workshop 1b

- Moving horses around the site – expensive during show
- Mix between users
- Lack of designated car parking ETC.,,
- Random people, using the site at any time – lack of control

Current Operations

Workshop 1a

- Expo in right location, Model trains happy where they are. Shed could be larger. Don't require street frontage
- Toilet block between Boardys bar and OEC to service Model train sheds
- Back entrances will go with railway upgrade
- Toilets at Boardys bar would work

Workshop 1b

- Need expanded venues for what currently provided
- Poor toilets
- Need more generally seating everywhere

Site Constraints

Workshop 1a

- Truck show – and access to venue at start of show when cars are coming out. Streets blocked up
- No street appeal on Fitzroy street or behind grandstand
- Stables offer poor aesthetics from street. Moving stables to other side that is now used for parking and floats
- Move show office – used year round. Bring activities to west
- Need to consider horse movement from stables to track. No safety issue now
- Can some of the facilities be shared in new areas to improve look of venue?
- Harness - \$35k just spent on new stables

Workshop 1b

- Poor aesthetics
- Power – more capacity ie for food vans and to the middle of the site
- Shade
- Need for a rear entrance – that will be lost
- PA

Your views: issues and opportunities


Opportunities?

Workshop 1a

- Consolidate storage?
- Consolidate buildings/grandstand along west side
Not stables
- Containers/storage can be combined
- Lighting difficult for truck users
- Shade /seating
- Area for tractor pull

Workshop 1b

- Larger site for the next 100 years
- School holiday - need regular program to introduce family to the site
- Family recreation uses ?
- Lack of power capacity for food vans. Grassed area
– triangle area
- 3 phase outlets to arena perimeter



Summary of stakeholder engagement- to date

Engagement Method	Contacts	Completed/Submitted
Inception meeting	1	1
Telephone calls	82	28
Emails sent	5	5
Submissions received		4
Workshops		2



Summary of stakeholder engagement – Interviews (28)

Issues

- Pricing
- Need for facility upgrade and maintenance
- Reliance on volunteers
- Lack and nature of access to arena with regular harness use
- Location of new toilet facilities
- Safety/Security
- Dump point access during events
- Loading ramp and access. No other local facilities



Summary of stakeholder engagement

Strengths

- Location. In town, close to highways
- Truck parking
- Undercover arena
- Grandstand

Weaknesses

- Lack of on-site accommodation
- Lack of on-site parking for large events



Summary of stakeholder engagement

Suggested improvements:

- Upgrade toilets
- Complete grandstand as proposed with function room, kitchen, meeting room, etc.
- Put stage under new sails between arena and pavillions
- Upgrade existing pavilions
- Lighting – loading bays and in general
- More and improved wash down bays
- Provide drainage around pavilions
- More stabling and day yards for horses
- More shade. Tree planting required
- Improved pedestrian access / wayfinding



Priorities if funds become available?

Priorities

Workshop 1

- Toilets amenity showers
- Permanent cattle yards and stable block for ranch sorting
- Lighting upgrades in planning i.e. LED
- Potential for metering power for users and pay use only not flat rate

Workshop 2

NIL

Next Steps

- Assessment of assets and site analysis by Architect
- Forward copy of notes from today
- Consultation Prepare a Key Directions Summary
- Draft concept design





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