



Building the future of Greyhound Racing in Ballarat

VENUE IMPROVEMENT PLAN



“Greyhound Welfare is the heart of this plan, as a vibrant and community connected sport is delivered in Ballarat and surrounding regions.”

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PROVISION OF A VIBRANT, ENTERTAINING AND THRIVING SPORT.

The Ballarat Greyhound Racing Club was formed in 1935 and was originally located at “Broadway Park” in Creswick Road, Ballarat before the club built a new racing complex at Morshead Park which started racing in December 1978. Further upgrades have made the club a popular destination for social, business and community events, offering both indoor and outdoor venues.

Today the club holds over 130 race meets every year over distances of 390, 450, 545 and 660 metres, including the Group 2 \$47,000 Ballarat Cup in December, and is one of only 3 clubs in Victoria that offers qualifying trials.

The Ballarat Greyhound Racing Club (BGRC) contribution to the Victorian Greyhound racing landscape is significant.

It delivers:

- over \$20 million annually in economic value to the region
- ongoing employment for 6 full time-staff and up to 7 casual workers on race day
- 10,500 visitors to the track each year (prior to COVID-19)
- 130 race meets annually including 1,326 races
- 178 full-time equivalent jobs in the region
- expenditure of \$3.2M in training, \$1M in breeding and race club expenditure of \$3.8M annually.

The BGRC has traditionally struggled to convert these attributes into commensurate 3rd party funding investment from Local, State and Federal Government and Greyhound Racing Victoria (GRV).

While the BGRC gratefully receives \$49,200 in annual funding for minor capital works from GRV, this Venue Improvement Plan highlights linkages to the 2019 – 2024 GRV Strategic Plan in the areas of club development, greyhound welfare and community engagement where additional funding is required to achieve our shared strategic goals.

THE BGRC HAD OVER 10,000 GREYHOUNDS RACE AT ITS TRACK OVER THE PAST 12 MONTHS, AND IN ADDITION HAD OVER 15,000 GREYHOUNDS TRIAL – MAKING IT ARGUABLY THE MOST USED TRACK IN VICTORIA.



KEY DRIVERS

GREYHOUND WELFARE

Provide an environment in which the safety, physical and psychological welfare of greyhounds is our overriding priority.

The design and future construction of the Greyhound Welfare Centre at Morshead Park will set a new standard for not only greyhound care but provide a best practice veterinary service that the broader community can access outside of race day commitments.

Features of the design of the Greyhound Welfare Centre is a fully enclosed building providing natural light, kennels and dog wash areas, stewards room, swab kennel bay, private isolation kennels, storeroom and grassed outdoor areas.

As a potential first time visitor meeting point, the Greyhound Welfare Centre is well placed to undertake both participant and community engagement on the contemporary rules, laws and ethical behaviors of greyhound racing and meet its social responsibilities.

CLUB DEVELOPMENT

Enable club growth, racing program delivery and community support. The proposed works outlined in this plan are multifaceted and designed to improve governance, management and strengthen commercial and operational effectiveness.

Improved access and inclusion infrastructure to support visitors with additional needs, additional parking and circulation options, provision of improved viewing and outdoor dining options, all enhance the visitor and participant experience. In turn, participant growth and compliance to assist in the building of a viable and healthy future for greyhound racing in Ballarat and the surrounding region.

COMMUNITY ENGAGEMENT

Recognise public expectations to achieve balanced racing welfare and community outcomes. The BGRC is working to develop a culture where the club is self-compliant and understands the importance of community and participant attitudes towards greyhound racing.

While the Greyhound Welfare Centre will provide veterinary service options for all animals, the BGRC are committed to strengthening community engagement off the track.

CHANGING COMMUNITIES

Plan for population and demographic change with Ballarat being one of Australia's fastest growing regional cities, with more than 2,000 people moving to Ballarat each year. With the population of the Central Highlands area estimated to grow by a 4% over the next decade, facilities that promote the greyhound activity are required now.

Co-ordinated and integrated planning between the three tiers of government, GRV and the BGRC is required now to ensure greyhound racing has the facility footprint to grow in this key regional area, in a competitive market place, becoming a sport of choice.



OUR VISION

“The Ballarat Greyhound Racing Club at Morshead Park is a vibrant community organisation that offers a welcoming environment to both racing and non-racing user groups”

OUR MISSION

“The greyhound racing track and facilities at Morshead Park will provide a safe venue for participants and greyhounds and showcase our industry and club to our community”

OUR VALUES

1. Ensure high standards of animal welfare and safety
2. Operate high standards of club management and governance

The Ballarat Greyhound Racing Club Strategic Plan top 5 infrastructure priorities are:

- The Greyhound Welfare Centre
- Purpose built dog trainer and community car park addressing greyhound operations
- Access and inclusion amenity upgrades
- Terrace grandstand apron
- Al fresco dining roof covered terrace.

Note: The Ballarat Greyhound Racing Club Strategic Plan 2020 – 2022 sets future club direction and provides objectives, priorities, actions and KPI's for the club operation which is available upon request.



PRIORITY 1

THE GREYHOUND WELFARE CENTRE

COST \$2.5M

Healthy and happy greyhounds are a non-negotiable for the future of our sport. To encourage growth in participation, new trainers and female trainers, the BGRC primary infrastructure priority is to establish an Greyhound Welfare Centre at Morshead Park.

This project will produce a vibrant hub for greyhounds, and cater for all greyhound needs including feed, muzzles, kennel sanitiser, cleaning fluid and dietary supplements, while providing access to best care veterinary services.

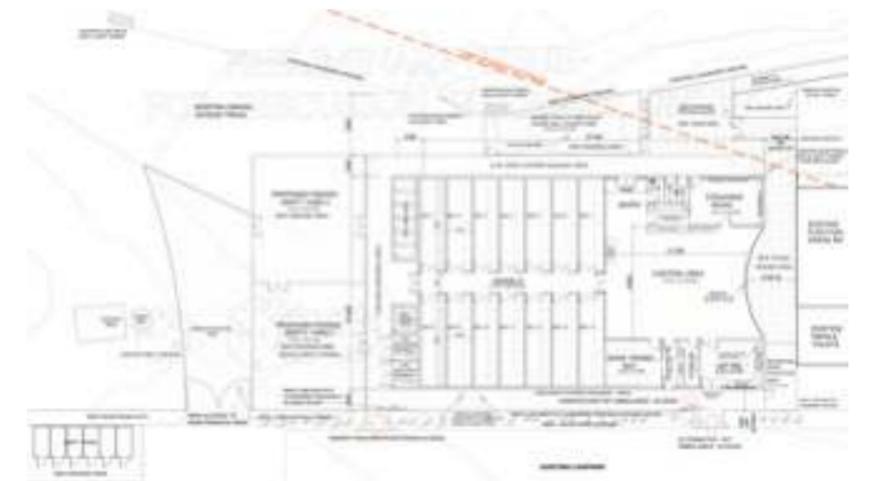
The education of young greyhounds and introduction to the sport including the box jump, identifying and chasing the lure known as “breaking in” will be conducted in a safe and supervised environment with a specialised greyhound vet available.

The Greyhound Welfare Centre host Greyhound Adoption Days (GAP) – GRV currently use Ballarat to assess retiring dogs for adoption. The BGRC has a partnership with the Ballarat Adopted Greyhound Walking Group.

There are 2 kennel blocks that can be used to service the GAP program with many people in Ballarat and the surrounding region increasingly adopting greyhounds as pets as they are extremely well suited to adoption. Greyhounds typically:

- require little grooming
- are quiet and rarely bark
- sleep for around 20 hours a day
- only require a 15-minute walk each day
- make great jogging companions (but will require some training to increase their endurance)
- are cooperative, adaptable, placid and affectionate
- are suited to living in many types of households including apartments and properties with small yards

In addition the Greyhound Welfare Centre will act as a refuge for dogs in case of bushfire or floods providing a key additional service for the Central Highlands Region.





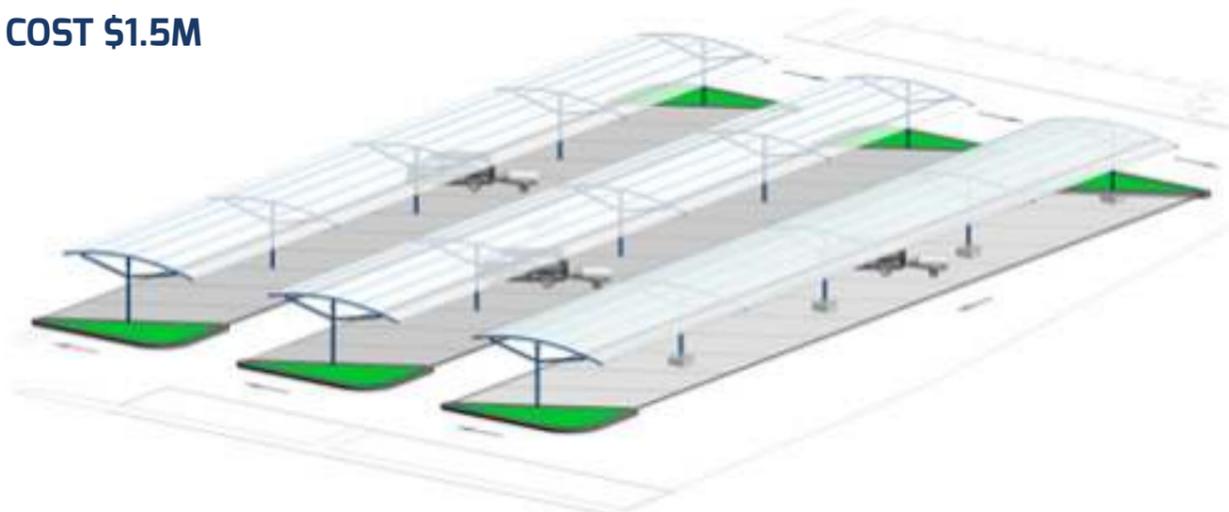
PRIORITY 2

DOG TRAINER AND COMMUNITY CAR PARK

COST \$1.5M

Ease of access for visitors, the greyhound trainer and the greyhound have been considered in the two proposed car parking areas. Purpose built equipment (greyhound transport vehicles and trailers) have been considered in the purpose built design.

When combined with event requirements and daily operations, all functional requirements making best use of the available space have all been considered.



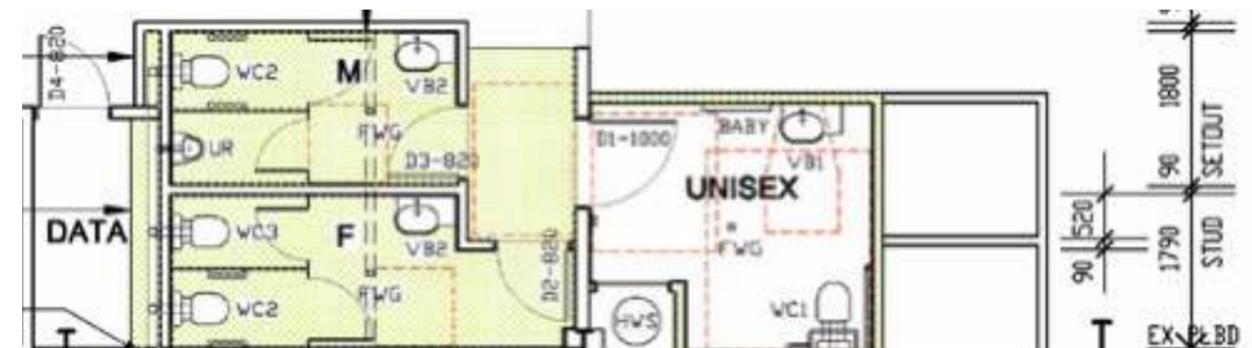
PRIORITY 3

ACCESS AND INCLUSION AMENITY UPGRADE

COST \$300K

The plans developed for identified amenity upgrades demonstrate universal design principles that ensure programs, services, tools and facilities are useable, without modification, by the widest range of users possible. The BGRC have considered the 2019-2022 Ballarat City Council Disability Access and Inclusion Plan with a clear focus being accessibility upgrades to improve access at sporting facilities.

The BGRC adopt the principle that exclusion is not acceptable and we are committed to providing "access for all" to all visitors at Morshead Park.





PRIORITY 4

TERRACE GRANDSTAND APRON

COST \$150K

Positioned between the track and the function centre, the expansive apron will provide a great atmosphere to watch racing, encourage social interaction and provide a hard stand area for community child friendly activities.



PRIORITY 5

AL FRESCO DINING ROOF COVERED TERRACE

COST \$150K

The addition of the roof will provide the primary benefit of additional protection from the elements being the summer sun or a rain shower will protect guests while still allowing enjoyment of an outdoor setting in comfort.





“THE BALLARAT GREYHOUND RACING CLUB PROVIDES 12% OF ALL REGIONAL VICTORIA GREYHOUND RACES, WITH REGIONAL VICTORIA PROVIDING 81.5% OF RACES IN THE STATE.”

THE NEED TO INVEST IN GREYHOUND RACING AT MORSHEAD PARK

The Ballarat Greyhound Racing Club's vast registration base and connected stakeholder groups including service providers and community businesses – will be vitally important to resurrecting the state's sporting industry post COVID-19.

While greyhound racing has been fortunate to still operate during COVID-19, re-engaging with the broader community and continuing to set new standards for greyhound wellbeing are essential to secure the future of greyhound racing in the Ballarat Region.



THE ECONOMIC BENEFITS WE DELIVER INCLUDE:

GREYHOUND RACING IN VICTORIA FACTS

\$540 MILLION
IN ECONOMIC CONTRIBUTION

\$298.3 MILLION
TOTAL DIRECT EXPENDITURE

\$46.5 MILLION
IN PRIZE MONEY AND OTHER RETURNS TO PARTICIPANTS

696
INDUSTRY AND RACING EMPLOYEES

208,362
ATTENDANCES

15,000
PARTICIPANTS

1,128
RACE MEETINGS PER ANNUM

4,300
FULL TIME EQUIVALENT JOBS

698 LITTERS &

4553 PUPPIES REGISTERED

631
GREYHOUNDS REHOMED

BALLARAT GREYHOUND RACING CLUB FACTS

OVER \$20 MILLION
ANNUALLY IN ECONOMIC VALUE TO THE REGION,

ONGOING EMPLOYMENT

FOR 6 FULL TIME-STAFF AND UP TO 7 CASUAL WORKERS ON RACE DAY

10,500
VISITORS TO THE TRACK EACH YEAR (PRIOR TO COVID-19)

130
RACE MEETS ANNUALLY INCLUDING 1,326 RACES

178
FULL TIME EQUIVALENT JOBS IN THE REGION

849
PARTICIPANTS

EXPENDITURE OF \$3.2M IN TRAINING, \$1M IN BREEDING AND RACE CLUB EXPENDITURE OF \$3.8M ANNUALLY

\$8M
TOTAL IN EXPENDITURE PER ANNUM

OUR COMMUNITY PARTNERS

The capital improvements identified are needed to support our partners, including:

- Ballarat Football Netball League
- Redan Football and Netball Clubs
- Ballarat Football and Netball Club
- Sebastopol Football and Netball Club
- Darley Cricket Club
- AFL Goldfields Female Football Competition
- Ballarat 8 Ball Association
- Ballarat Darts Association
- Various Probus Clubs
- Ballarat Adopted Greyhound Walking Group
- Fundraiser for local disability and aged-care groups through its annual The Great Chase Community Day; and
- Coordinated donations totalling \$1,600 to the Victorian Bushfire Appeal

“THE BALLARAT GREYHOUND RACING CLUB HAS NOT ONLY SUPPORTED MANY COMMUNITY & CLUB FUNDRAISING EVENTS, BUT WE HAVE MADE IT A REAL PRIORITY TO SUPPORT FEMALE SPORT AND ACTIVITIES.

WE ARE ALSO VERY PROUD OF THE SUPPORT WE HAVE BEEN ABLE TO PROVIDE TO DISABILITY GROUPS. WE RECOGNISE THAT THROUGH GREYHOUND RACING AND OUR LARGE MEMBERSHIP BASE THAT WE HAVE AN OPPORTUNITY TO PROVIDE SUPPORT, CARE AND COMPASSION TO THE BROADER BALLARAT SPORTING COMMUNITY.

THE BGRC IS A VALUED PROGRESSIVE AND COMMUNITY ORIENTATED ORGANISATION THAT PRIDES ITSELF ON BEING ABLE TO BENEFIT OUR COMMUNITY”

PAUL ARMSTRONG,
BGRC PRESIDENT



Source: Ballarat Netball Football Club

COMMUNITY SUPPORT

COMMUNITY HIRE
2018/19

237

PRIVATE HIRE

PRIVATE HIRES
2018/19

78



CHARITY SUPPORT GROUPS

FUNDS RAISED OVER PAST 5 YEARS

\$100,000

OUR COMMITMENT

To fully realise the benefits of investing in infrastructure for greyhound racing at Moreshead Park, the Ballarat Greyhound Racing Club will:

- Provide leadership to stakeholders and project manage capital works while underwriting the project delivery
- Ensure capital works related to greyhound wellbeing are the priority
- Enter into genuine partnerships with identified stakeholders including Federal, State and Local Government, and Grey Hound Racing Victoria collaborating to achieve shared goals.
- Deliver a consistent and united greyhound message related to improved industry practice and care.
- Welcome increased participation from diverse communities, cultures and backgrounds.

Ballarat Greyhound Racing Club

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CAPITAL PROJECT PLANS

1. The Greyhound Welfare Centre
2. Purpose built dog trainer and community car park addressing greyhound operations
3. Access and inclusion amenity upgrades
4. Terrace Grandstand Apron
5. Al Fresco Dining roof covered terrace

