



**QLD MOTORSPORT MUSEUM
(Ian Bone)**

**SUBMISSION TO
*INQUIRY INTO MOTOR RECREATIONAL ACTIVITIES***

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1 EXECUTIVE SUMMARY**1.1 Introduction**

As the owner of the Qld Motorsport Museum (QMM), with some 50 years of experience and involvement in Motor Recreational Activities (MRA), I see that I can personally add great value to your deliberations.

I have been on the executive of the Australasian Motor Museums Association since its inception in 2007, and been heavily involved in the Car Club scene, commenced the Honda Car Club of NSW and held executive membership of numerous marque car clubs for over five decades. I have been an active participant in grass roots motorsport and continue to pursue the Qld Motorsport Museum to be a legacy for future generations.

I strongly believe participation during your decision-making process for the ongoing development and support of MRA, is clearly a challenge but of great interest to the QMM and myself.

1.2 Importance of Motor Recreational Activities in Queensland

Queensland remains one of the only States in Australia **not** to have invested in securing our motoring heritage through a more holistic approach centred on Motor Recreational Activities (MRA).

MRA are the social cornerstone that reflect the importance of transport to our economic and cultural heritage. The passion and enthusiasm in which participants engage, has for too long been undervalued for its ability to impact the social values of respect, responsibility and acceptable behaviour.

Qld Motorsport Museum (QMM) engaged motoring enthusiasts, the general public, corporates, government and community organisations in maintaining our motoring heritage for future generations with community engagement as support. It was not strictly a motorsport museum but included content across all genres of transport including trains, planes and automobiles- even bicycles.

Without Motor Recreational Activities (MRA), Australian's love of transport and its integral place within our social fibre, will not exist.

Without the support of government, the further development and economic impact of Motor Recreational Activities by the community, employers and tourism operators will remain untapped and the true value lost.

The QMM as a museum and habitual participant in MRA, has proven to be a most valued conduit for Local, National, International Tourism, the face of encouragement for road safety, education and employment and a community service centre in support of those who are inwardly passionate but challenged by social interaction or disability.

Government ownership and financial support for the museum can deliver significant growth in employment, tourism and community support should be a priority outcome of this process.

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2 THE FUTURE OF OPPORTUNITIES – BY INQUIRY CONSIDERATION**2.1 Economic Impact – Industry Development & Jobs Growth**

There is significant industry development and jobs growth from an energised and funded MRA.

Jobs growth will come from several sources: -

- a. Infrastructure build, improvement and maintenance – will require government funding as an investment by the QLD Government supported by private enterprise, confident in the delivery of commercial gains and a return on investment. Personally, the QMM needs the Qld Government investment of a building and maintenance to deliver growth to Queensland's own MRA community. Other venues need to be assessed such as Well Camp Toowoomba motoring industrial precinct and racetrack.
- b. Tourism – venue management, volunteer, knowledge experts and support staff. Support Industries such as mobile food and drink outlets, cafés and restaurants, travel and accommodation. For the museum component alone my staffing has been minimalist but with the right funding can be profitable with a projected visitation increase to 150,000 to 200,000 per annum - \$1.5m to \$2m revenue per annum.
- c. Linking of venues such as the North Ipswich Railway Workshops Museum and Qld Motorsport Museum with its extended vision for Buses, Trucks and heavy equipment can combine to utilise an area left empty for many years. An alternate site already positioned to take on such a venue would be Qld Raceway/Willowbank Motorsport Complex. The redevelopment could include additional motor inspired workshops where additional employment opportunities, technical and trade apprenticeships could be fostered. A similar complex in Sinsheim, Southern Germany – the Auto & Technik Museum – where they have 2.5million visitors per annum. As the visitation rates increase and facilities increase so will the available jobs. Italy has its connected Motor Valley as a tourist destination.
- d. The creation of jobs in the associated motoring interest industries would show exponential growth in line with the investment in facilities and public use.

2.2 Contribution to Tourism – The Tourism Sector & MRA Market

Tourism is an untapped market for MRA. The investment in Supercars (Gold Coast & Townsville – no longer Ipswich) does not reflect the true potential of Tourism over a sustained period - not just 4-day events. The injection of tourism dollars is not underestimated nor the job injection for the period leading up to the events. Imagine 365 days of tourism opportunity and the injection into the local economies if we look beyond these specific events.

Events such as Speed-on-Tweed is an example of an event that injected some \$4m into the local Murwillumbah economy and could be replicated in many centres around Queensland with the right support from the local communities and Government.

From my personal experience, with minimal advertising (social media and a few editorials), my Qld Motorsport Museum gained significant presence and profile amongst the National and International world of motoring enthusiasts. The financial burden of high rent eventually

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forced the closure pending Government investment to provide subsidised space to house the 300-400 available display vehicles. The public response to the closure was very humbling, a reflection of the passion and enthusiasm that resides in the community. They have high expectations QMM will re-open in the future. The content is available, and the public are ready to support. I have visitor books and social media posts that support this view. I have access to historically significant vehicles from Road and Race – Cars, Bikes, Buses and Trucks.

Internationally, motoring themed tours are promoted and include museums, points of interest and personal motoring experiences. We have the enthusiasts to support such activities and could be connected via the network of specialised shops, museums and industry leaders such as DJR Penske in our own backyard. Already, BAC development of a motor vehicle precinct at the Brisbane Airport with its test track is a perfect foundation for investment into MRA of the future.

In Queensland we have many existing opportunities that could receive greater exposure to Local, National and International visitors. Discussions and early planning for tours within SEQ have commenced to replicate the infamous Route 66 in the USA.

A sustainable MRA tourism market can easily be established through Government and Industry cooperation supported by invested tourism dollars.

2.3 Legislative, Regulatory and Policy Framework – At all levels of Government and Reform

Most entities within the definition of MRA participants or providers are not-for-profit, volunteer-based organisations that are restricted in their capacity to influence legislative, regulatory or policy frameworks.

Event and MRA facility owners, lessees and others that have a commercial interest operate in accordance with strict legislative, regulatory or policy frameworks.

In our current world of minority demand and influence, (e.g. climate change – noise pollution – political correctness – socially acceptable behaviour) MRA is clearly a target that requires public perception to take a 180-degree turnaround. It will be important for all tiers of Government to provide a politically lead campaign in conjunction with the media to change the perception if the key elements of the inquiry – job creation and growth in tourism opportunities – are to be realised.

All tiers of Government need to work cooperatively to ensure alignment across all their individual areas of responsibility. The Lakeside Park issues of compliance required Local Government and State Government to engage in conflict resolution with local constituents – a small number of complainants that effected thousands of enthusiasts and the potential loss of an historic venue that provides a significant venue for motoring enthusiasts.

Let's investigate concessional registration to consider opening up the usage of historic vehicles.

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2.4 Improved Safety – Participants and Industry

Like any activity, the more opportunity to use skills, the more expertise is gained – in the world of MRA this equates to a higher degree of safety behind the wheel.

MRA Facilities that can influence safety include: -

- a) Publicly accessible racetracks
- b) Closed public roads for competition
- c) Commercial driver training centres
- d) Driver training simulators
- e) Education and learning centres
- f) Further relax and subsidise historic vehicle usage
- g) Encourage community gatherings such as Cars & Coffee as a medium for road safety education.

Competitive motorsport encourages the development of not only personal skills but the development of safety items that become integral to road vehicles. Improved performance of braking systems, seat belts, lighting and other safety features are tested and developed by the motoring industry

2.5 Youth Training and Community Engagement – Important Effect on Social and Personal Health Issues

Through my Qld Motorsport Museum and its interaction with motoring enthusiasts, the general public, persons affected by disability or social impact, I can say our feedback has been nothing less than positive.

I can provide references from Community Support Organisations, personal trauma victims, aged and disability carer organisations and many other individuals who have experienced the benefits of in MRA based participation and engagement to overcome or minimise the potential negative influences in their personal life. A real-world example - a gentleman who had several motorbikes he restored over time, experienced anxiety leading to mental health issues and self-harm, but through the influence and participation with the QMM and his passion for restoration, was able to reduce the trauma and begin a controlled recovery.

The QMM proudly has influenced the future of several young people who have been employed utilising their knowledge and passion to develop self-confidence and move on to develop a career that would not have been open to them under different circumstances.

The opportunity to continue this community service is now in the hands of the Government.

2.6 Road Safety Outcomes – The Impact from Education and Training

An opportunity to include simulation of both virtual and real-world experience has proven that controlled “events” deliver greater respect for the dangers of highspeed driving, special awareness and reduce the incidents of enthusiast participation on public roads. With high participation rates across both performance and regulated road events, the impact on road safety is difficult to measure with the lack of statistical data currently available.

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Providing a controlled environment at a subsidised or reduced cost to the participant, using their own vehicles, places a greater emphasis on responsibility and respect for others which translates into those conditions encountered by normal road user. Driver education is key to road safety outcomes and in such a controlled environment managing participation and outcomes would be greatly improved. This is not about performance driver training.

Encouraging On-track compliance to safety standards and normal road use standards will reduce the unsafe nature of modified vehicles and reduce their presence on the road.

Driver ability and compliance with road rules becomes a by-product of being placed under scrutiny from peers and experienced enthusiasts or professional trainers.

These sessions can be provided through organisations such as QMM, car clubs or formal educational institutions as certified referral and/or education and training service delivery.

2.7 Government Support – Challenges and Solutions to Industry and Employment Growth

In our current world of minority group demand and influence, (e.g. climate change – noise pollution – political correctness – socially acceptable behaviour) MRA is clearly a target that requires its public perception to take a 180-degree turn.

It will be important for all tiers of Government to promote a politically lead campaign in conjunction with the media to change the perception if the key focus of the inquiry, job creation and growth in tourism opportunities are to be realised from an untapped MRA market.

Government **do** hold the key to many areas of influence to assist MRA participants with job growth and tourism development: -

- a) Financial support through infrastructure investment, community support grants, employment subsidies and tax incentives.
- b) Media influence – see below (3. Public Persuasion) and use the media to promote return on investment from Tourism, MRA associated industry growth and both private and public sector investment.
- c) Public persuasion – As representatives of the broader community, deliver positive reinforcement for the benefits of all forms of community development programs to foster participation and improved outcomes for local business via Government investment, financial support and public awareness via all forms of media – commercial, social and political forums.
- d) The direct responsibility is with Government at all levels to agree and implement Legislative, Regulatory and Policy frameworks. Government need to undertake unbiased consultation with knowledge experts by asking “how it can it be achieved” not “why should it be done”. Governments must continue to consider the impact of risk versus benefit for most of their constituents.

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3 The QLD MOTORSPORT MUSEUM**3.1 An Overview & Example of an MRA Facility**

QMM created a museum (*today without a home*) which addressed the following economic and social foundations of MRA: -

1. An environment that encourages the sharing of knowledge that simply will disappear as the generations of enthusiasts “fall off the perch” without future generations having the opportunity to learn, touch and feel. Employment of educators and preservers of history.
2. Retention of our motoring heritage – vehicles and artefacts of significant historic importance. Local artists, photographers, cars, bikes and scale models representing all forms of transport and RMA.
3. A place for social interaction and potential employment growth. QMM delivered on some extremely important core values including: -
 - a. QMM engaged youth with social and learning disabilities but with a passion for motoring who, with the encouragement of our volunteers (mostly Seniors) and museum visitors, grew in personal confidence to pursue employment previously not open to them.
 - b. QMM had regular visitations of all generations with a common interest or background in MRA. Community support groups saw significant change in their people during and post their time at the museum. Organisations such as
 - i. Alzheimer’s Qld
 - ii. Aged Care facility day trippers and
 - iii. Carers of the intellectually handicapped.
 - c. Educational institutions saw the value of such an eclectic collection that represents our motoring heritage MRA across the passage of time. A resource founded on enthusiasts’ respect and passion for motoring – a cornerstone carved mostly from MRA.
 - d. A meeting place for like-minded and sometimes simply curious persons who seek to further social interaction
 - e. A Men’s and Women’s Shed where aging and mental health issues can be helped through social interaction in a caring and sharing environment.
 - f. Motoring clubs incorporated museum visitations as a part of their offering of MRA – an opportunity to have a destination to allow enthusiasts to use their “pride and joy” in an organised manner.
4. An avenue to encourage the preservation of trade skills, restoration and display of rare and important vehicles. The combined skills and knowledge will further develop niche industries, a growth in employment in areas that are important to the future of MRA.
5. An educational archive and reference centre including: -
 - a. A reference library of over 3000 books and magazines of historic significance.
 - b. Historic photography, video and art works.
 - c. A custodian of memorabilia from the best of our motor racing heroes including
 - i. Dick Johnson
 - ii. John French
 - iii. Kevin Bartlett
 - iv. Spencer Martin

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- v. Brian Michelmore
- vi. Digby Cook
- vii. And more
- d. Represents motoring from vintage, veteran, classic, modern vehicles from speedway, circuit racing, drag racing, hot rod and custom
- e. Holds artefacts from by-gone era

All of the above represents a potential loss to the public and potential to support jobs growth and a substantial injection into the Queensland economy.



4 CONCLUSION

Queensland is well positioned to invest in jobs growth and an injection of tourism dollars through careful engagement and financial support by Government of a vibrant MRA world.

Passion, potential and planning will evoke substantial community involvement, support and, the presence of Queensland as a State that has watched, learnt and delivered in a niche area that Internationally has proven successful in promoting jobs, community spirit and well-being through the creation of a vibrant, sustainable and viable Motor Recreational Activities industry.

Prepared and Authorised for Public Consumption

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