



\$650 MILLION PROJECT FOR NORWELL

A \$650 million investment is currently being reviewed by State Government to create a world-class multi-function motor sport precinct to be located in Norwell. The project is forecast to introduce more than 5000 jobs into South East Queensland and create a benchmark for environmental sustainability.

The purpose-built precinct will be set in a botanic park environment. The project linchpin is an international motor racing circuit, with complementary theme park, tourist facilities and educational centre.

The project is to be located in close proximity to the suburban rail network and freeway system, and sufficient land has been acquired from sugar cane industry operators to develop the project.

Mr Ron Brown, Managing Director of i-METT (Integrated Motorsport Education Tourism and Technology), the company behind the development, said the project would instigate a transition plan for the sugar industry, as well as provide countless opportunities for the Queensland community.

“Motor Sport is a multi billion dollar international industry. It attracts thousands of tourists worldwide and an extensive television audience. The i-METT project has been undergoing strategic planning for more than six years, with a great deal of resources being poured into research to ensure the best mix of facilities and location for the project,” Mr Brown said.

“It will add substantial new impetus to the Gold Coast, with the motor racing circuit and theme park complementing existing tourism facilities, whilst the associated education and technology components address the State Government’s ambitions for an expansion of the ‘Smart State’ initiative.”

As an example of the economic value of motor sport, a recent British Government survey revealed that the country’s motor racing industry was worth some \$7.6 billion US dollars per year – the country’s fifth largest export earner, producing more than the agricultural and steel industries combined.

It is believed that the i-METT facility has the potential of attracting all forms of international and national car and motorcycle events. Rally Australia was recently announced as the company’s first major event and will be introduced into Queensland in September 2008.

Mr Brown says the profile benefits and economic impact of such major events are significant and, to ensure environmental impacts are minimised, the company has proposed a wide range of sustainability initiatives.

“Gone are the days when racing circuits were built in large open spaces with no buffering from the external environment. Technology and planning can today provide an environment that controls noise emissions and reduce noise impact outside the complex,” Mr Brown said.

“The I-METT precinct will be a model for environmental sustainability, with inbuilt strategies for noise, land rehabilitation, hydrocarbons, water, soil, energy, waste and transport management. It

will be designed with the latest applied environmental technology and provide diverse opportunities for a vast array of jobs and training all year round.”

The motor racing circuit will be designed by world-renowned Architect, Herman Tilke, and is expected to open in 2010. Other project components will be developed concurrently.

i-METT Queensland Group Pty Ltd is a private Queensland-based organisation with international and national shareholders.

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