



SMG DRIFT LAND

Project Overview



Secret Monkey Garage (SMG) performance vehicles

SMG Drift Land will be a professionally operated and controlled, specialist drifting facility, and unique motorsports tourism attraction in Western Australia.

Project planning and the search for a suitable property south of Perth is now on!

Introduction

The *SMG Drift Land* project has been developed by Secret Monkey Garage (SMG) owner and internationally experienced Japanese performance car mechanic, motorsports enthusiast, and drift car racer, Brendan Cullen.

Secret Monkey Garage (operating in Mandurah since 2016) has partnered with experienced project management company and adventure tourism specialists, Breakaway Tourism Pty Ltd, to undertake the relevant planning, consultation, site identification/selection, negotiations, compliance, and management of the operational roll out for *SMG Drift Land*.

What is Drifting?

Drifting is a driving technique where the driver intentionally oversteers, with loss of traction, whilst maintaining control and driving the car through the entirety of a corner.

As a motoring discipline, drifting competitions were first popularised in Japan in the 1970s and today are held worldwide and are judged according to the speed, angle, showmanship, and line taken through a corner or set of corners.



Iconic Japanese Drift Team – Magician Jzx110

What is a Drift Park?

A drift park is a small motorsport track aimed primarily at drifting (think go carts but for drift cars). Tracks contain a series of S bends, curves and tight technical corners as opposed to the straight running speed lines of traditional motorsports tracks.

There is high demand and low supply of controlled, legal drifting facilities in Western Australia.

Help us get dangerous driving off the streets and into a dedicated drifting facility with best practice, education, exhilaration, and safety at the heart of its operations for motorsports enthusiasts young and old!



JDM X-Park Drift and Training Facility, South Australia

Proposed *SMG Drift Land* Features

- > Purpose built drift track
- > Track hire (public, corporate, clubs, private groups etc.)
- > Spectator grandstand, office, and reception
- > Café/restaurant, retail, and merchandise outlet
- > SMG performance car mechanical workshop
- > Performance car parts, sales, and repairs
- > Performance car parking and pits
- > Performance car courier and export service
- > Performance car showroom and displays
- > Secure car storage hire (general and premium)
- > Drifting and driver training and education programs
- > Competitions, events, car rallies, and festivals
- > Exhilarating passenger drift hot lap experiences
- > 'Driftability' experiences for people with disabilities
- > Family-friendly amenities
- > Home of SMG Drift Club, Drift School WA, and Driftability

SMG Drift Land Project Team Contacts

Brendan Cullen (Project Owner) | P: 0423 397 238 | E: secretmonkeygarage@outlook.com

Michelle Sidebottom (Project Manager) | P: 0419 904 691 | E: michelle@breakawaytourism.com.au





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Competition drift car

Property Search for SMG Drift Land

Key site attributes for the SMG Drift Land development include:

- > Property size: Min 40,000 m² (4 hectares / 9.88 acres)
- > Greenfield site or existing property conversion considered
- > Property available for sale or long-term lease
- > Buffer zone in or around property to mitigate potential for noise impact on the neighbouring community **Note: Noise attenuation design principles will also be used in the development utilising natural and man-made buffer installations*
- > Less than 1.5 hrs south of Perth metro population
- > Road access (current or future)
- > Proximal to major arterial roads / freeway
- > Proximal to local goods and services e.g. E85 fuel station
- > Land has no environmental, cultural, heritage constraints
- > Potential for expansion or co-located sports, recreation, tourism, or hospitality investment complementary to the drift facility

Please contact the Project team if you have a potential site for SMG Drift Land!

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The Motohead, C's Garage, New Zealand

SMG Drift Land, a Centre for Motorsports Excellence

SMG Drift Land will be operated by internationally experienced and qualified motorsports professionals to ensure benchmark standards are exceeded in every facet of the operation.

Examples of the business management model will include:

- > Comprehensive operational policies and procedures, risk management, and safety systems
- > Strict vehicle, driver, and operational compliance management
- > Quality Tourism and CovidClean Practicing Business Accreditation
- > Friendly, welcoming, and helpful staff
- > Specialist training and education programs for all levels
- > Beginner, intermediate, advanced, and elite performance drivers welcome
- > Course marshals, duty managers, security systems and cameras to ensure the safety of all patrons
- > Regular schedule of competitions/events open to public
- > Partnerships and promotion of local product and service suppliers to encourage increased economic spend in the area e.g. retail, hospitality, tourism, accommodation, transport, servicing and repairs etc.
- > Capacity for co-location business investment or lease opportunities to enhance product and service offerings with access to the SMG Drift Land customer base

Top 5 Drift Locations in the World - Red Bull

1. Franschhoek Pass, South Africa
2. Crown Range, New Zealand
3. Yas Marina Circuit, Abu Dhabi
4. Highlands Motorsport Park, New Zealand
5. Downtown Auckland, New Zealand



1



2



3



4



5



Coming Soon!



SMG DRIFT LAND

Benefits & Advantages of Motorsports

Benefits and Advantages of Motorsports

Motorsports is an industry that is enjoyed by many people, professionals, commercial entities, and communities across the world, not just the drivers and fans.

1. Improves safety (in the sport and on the road)
2. Ensures the production of more durable vehicles and accessories
3. Tests driver and vehicle ability in extreme and adverse road conditions
4. Provides fast and efficient technologies useful to other industries
5. Training/development for drivers and technical teams
6. Job/career creation for drivers and technical teams
7. Provides drivers and influencers with the opportunity to make a difference
8. Boosts confidence and reduces stress levels for drivers
9. Variety for spectators and fans to follow
10. Attracts domestic and international tourism and thus increases tourism revenue
11. Gives people something to look forward to and improves mental health
12. Creates a sense of togetherness for groups and teams
13. Provides wide exposure for sponsors in print, digital and broadcast media
14. Creates a positive public perception for sponsor brands
15. Motorsport events and competitions put host localities on the map and are a tourism destination driver

SMG Drift Land will deliver the above benefits and advantages to Western Australia in a safe space where people can enjoy Drift motorsport at a variety of participation levels



Drift School Western Australia performance vehicles



Drifting can be a competition or recreational sport

Positive Economic Impact

In addition to the positive social impact SMG Drift Land will bring to the community, quality motorsport facilities can generate an exceptional economic impact.



Local Investors: Project owners are Western Australians investing in WA motorsport and recreation



Construction: Boost through creation of jobs and procurement of local products and services



Operational: Creation of jobs; motorsports tourism benefits; and procurement, partnerships and collaborations with local products, services, agencies, and community groups



Events / Competitions: Events will attract drivers and spectators (intrastate, interstate, international) to stay and spend in the local area



Investment Attraction: Unique attraction may encourage co-location investment opportunities e.g. other sport/recreation attractions; retail, hospitality, leisure, transport, products/services etc.



Training & Employment: New training and employment opportunities for the area in the motorsport, technical trades, small business, tourism, hospitality, and events sectors



Business Incubation: Flow on benefits from increased visitation creating the need for more local services incubating new micro and small business ventures

The number of Drift exhibitions and competitions across the world is growing with major championships well-established throughout Europe, America, and Asia-Pacific.

Super D Circuit, Los Angeles





SMG DRIFT LAND

Frequently Asked Questions



Drifting F1 Safety Vehicle, Mercedes AMG

Will SMG Drift Land provide a safe and regulated venue to drive or compete in a drift car, or to be a spectator?

YES: SMG Drift Land will offer the following operational principles:

- > Family-friendly drift park
- > Licenced, purpose-built drift track that can be modified to suit passenger hot laps and beginner drivers, through to experienced or elite performance driving and competitions
- > Competition-grade establishment with strict rules, vehicle compliance, and robust safety and emergency systems
- > Onsite operations, management, and track safety team with direct face to face driver contact, supervision, marshals, and safety management
- > Operated under a comprehensive operational safety, risk, and management model with Driver/Spectator Code of Conduct Policies
- > Driver training and coaching programs available
- > Registered competitions and showcase events
- > Quality Tourism Accredited Business to maintain compliance and exceed benchmarks in:
 - Quality
 - Reliability
 - Professional customer service
 - Accuracy in advertising
 - Sound environmental practices
 - An appropriately licenced and qualified operator
 - Adherence to a Code of Ethics



Prodrift Academy, UK

Will SMG Drift Land be environmentally responsible with regards to noise, patron, and land management?

YES: the owner/operators of SMG Drift Land are committed to implementing the following design and environmental management practices:

- > Preliminary noise assessment study undertaken to ensure maximum reduction of noise through best practice design principles e.g. noise minimisation track design, buffer zones, and installations, to comply with and exceed Australian Standards
- > Waste management, land management, water/power management, emergency management, driver/patron education initiatives, policies, and procedures (Environmental Management Plan)
- > Noise monitoring terminal and management controls to regulate and minimise noise (Noise Management Plan)
- > Drift Car Regulations implemented to ensure environmental and safety compliance
- > Promotion / supply of E85 (Ethanol) fuel to reduce greenhouse gas (GHG) emissions and tyre recycling centre



Noise Monitor

Will SMG Drift Land offer a responsible solution to anti-social, dangerous driving in our community?

YES: SMG Drift Land will meet the needs of the community, drift car drivers, and motorsports enthusiasts:

- > Provision of a high quality, safe alternative to dangerous and illegal hooning hotspots in the community
- > Anti-hooning culture creation and driver education access to professional driver training and coaching services
- > Vehicle/driver compliance, onsite vehicle storage hire, and security personnel and systems
- > Provision of healthy, active recreational pursuits
- > 'Buy & Promote Local' Policy for goods & services (positive contribution to local economy)
- > Community pride in a high quality motorsports tourism asset

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