



Broke Village Square Economic Impact Assessment

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Executive summary

The Broke Village Square (BVS) project has been championed by a local trust who wish for the historic Ravensworth Homestead (Ravensworth) to be the centrepiece of this development. The future of Ravensworth is tied up in the proposed expansion of the Glendell mine which is currently being considered by the Independent Planning Commission (IPC) before its recommendations are referred to the New South Wales Cabinet. If expansion proceeds, Ravensworth will either be relocated within the existing property or 35km away to the village of Broke. Funding for the BVS project would be provided by Glencore Coal Pty Limited (Glencore), giving the heritage significance of the Ravensworth buildings a future that would add real value to the region. For Broke this means a community hub to meet the social and commercial needs of the community, and for Singleton and broader Hunter Valley wine region a new tourist destination and further diversification of the economy reliant on mining.

Broke, located in the outlying areas of the Singleton Shire, has not received as much high-level attention and support in the revitalisation effort as other regional towns and communities, perhaps in part due to the current healthy mining economy. Building new sustainable industries that can make effective use of their existing local resources and competitive advantages is necessary before the shifts in mining activity occur. Consequently, the Broke community themselves will need to consider the broader economic challenges and develop suitable local solutions. The proposal to establish BVS with the heritage homestead buildings relocated from Ravensworth goes a long way to meet this objective because the village presently does not have such a centre to reinforce its local identity and future economic viability. More importantly, following decades of mining activities in its region, wine tourism not only has become a significant source of income for the locality but has potential to grow if Broke could cater for the needs of wine and food travellers.

Morrison Low has been engaged to evaluate the social and economic value for Broke and the region. Based on our economic impact assessment and statement of need we believe the BVS project is a smart growth strategy which broadly includes the following benefits:

- Increased liveability, community and local identity by creating a focal point for the village
- Provide for growth and development without compromising the distinctive authentic appeal of this small rural communities
- Revitalise the village and further strengthening the economy in this sub-region of the Hunter Valley
- Integrating and consolidating the existing local wine tourism offerings around the central hub
- Ensuring a sustainable and commercially viable multipurpose usage as a cultural precinct (including indigenous and historical interpretation), food precinct and tourism precinct
- Guaranteeing a self-supporting enterprise owned and maintained by the community
- Financially contribute to the ongoing needs by supporting infrastructure and activities in the area.

In addition, the economic impact assessment of BVS focuses on the economic costs and benefits including the:

- construction impact on the regional economy and employment
- tourism impact on regional economy and employment

The return on the total capital expenditure estimated at around \$20 million would be a once-off boost to the local economy in terms of local output and employment.

Based on information obtained from existing local businesses, it is estimated that BVS will:

- generate 30,000 additional tourist visits per year for the Broke locality and its neighbourhoods
- with an associated increase tourist spending that was estimated at around \$5 million per year

For the one-off construction impact, the total value including employment generated, flow-on industrial effects in terms of local purchases of goods and services, and consumption effects would total \$29.6 million. Corresponding to this are anticipated increases in employment of 64 jobs, \$5.4 million in wages and salaries, and \$10.7 million in terms of value-added

For the wider economic benefits that would flow on from stronger tourism growth permanent benefits to the region would rise from the above indicated \$5 million to \$7.1 million when factoring in the similar patterns of local purchasing of goods and services and consumption spending. Corresponding to this are anticipated increases in employment of 36 jobs, \$1.8 million wages and salaries, and \$3.2 million in terms of value-added.

Based on the research, investigations and our analysis, the project would be unique to Broke Village and the wider Hunter region and lead to a positive economic contribution to the region both financially and through the creation of jobs during construction and ongoing operations. Our interviews confirmed there is a local demand and support for this project to be relocated to Broke which leads us to the view that project could be fully tenanted soon after completion.

1 Introduction

1.1 Context

This report assesses the economic and social benefits of the BVS proposal to dismantle and relocate the historic Hunter Valley homestead of Ravensworth 35 km to the south. The buildings would be carefully rebuilt as a village centre to service the needs of residents, consolidate the local wine tourism around a central point and ensure both public access and public ownership of this historic asset.

The homestead in question is one of the Hunter Valley's oldest colonial estates – a collection of buildings called the Ravensworth Homestead (Ravensworth). Located 20 kilometres north of Singleton, Ravensworth represents early colonial settlement of the area. The main homestead building and stables are also prized for their aesthetic value as they are thought to have been designed by renowned architect John Verge and have been sparsely modified. Today Ravensworth is part of the vast tracts of land owned by the mining company Glencore. Having sat empty for many years, Ravensworth may need to be relocated if the expansion of the nearby Glendell coal mine is approved. If the expansion does proceed, this would likely extend mining operations to 2044.

The BVS project is one of two possible scenarios for Ravensworth identified by the Ravensworth Homestead Advisory Committee – a group of community members made up of representatives of the heritage, arts and business sectors and the former owners of the homestead, Jenny and Geoff Marshall. The other option is to relocate the buildings in without dismantling to another location on part of original land holdings of the first owner, Dr James Bowman. Ravensworth would then be used as offices for the mining company and remain isolated from public access.

1.2 Scope of the Report

The report is structured with the need for the BVS project as a smart growth strategy summarised up front.

The economic impact assessment of BVS focuses on the economic costs and benefits including the construction impact and the tourism impact on regional economy and employment.

Further explanation and background information informing these conclusions can be found in chapters 4, 5 and 6.

2 Need

2.1 The Village of Broke

Broke is a small village of 300 people – with another 300 in the outlying areas – nestled at the foothills of the Brokenback and Hunter Ranges in the Singleton Shire of the Hunter Valley Region of New South Wales. Broke is 157km north of Sydney, 85kms west of Newcastle, 26km from Singleton, 30 km south-west of Cessnock, and 18 km from Pokolbin. Broke is one of the remaining villages in the immediate vicinity still standing as its geology is not suited to mining operations but perfect for viticulture.

Broke is situated in the Singleton Shire, home to the world heritage-listed Wollemi, Yengo and Mount Royal national parks and is a gateway to scenic vineyards and bushland beauty. With forty percent of the Singleton area being national park, the area is prized for its natural environment and breath-taking vistas. The wider Hunter Valley is also the most visited wine region in Australia.

Broke is easily accessible off the M1 “Hunter expressway” and is part of the northern convergence of the historic and scenic Great North Road (the convict trail) to Warkworth. Connecting bus transportation is available from the Singleton rail connection.



Figure 1 - Photo of Broke Village area (Source: Broke Fordwich Wine and Tourism Association)

Creating social and economic development within Broke and Singleton specifically, as a key sub region of the Hunter Valley is crucial to address the following issues:

- Liveability
- Facilitating community
- Lack of village focal point to integrate the existing rich and growing wine tourism offerings
- Capture spending from the many who pass through the proposed BVS location
- Address the economic over-reliance on coal mining
- Diversify tourism offerings in the Hunter Valley region
- Address attractiveness of the area and connect with the Wollombi Brook
- Showcase the history of Broke

And not least, facilitate public access, engagement and provide financial security for an isolated significant heritage building.

2.2 Revitalising small towns

Liveability in Broke is impacted by the few community facilities that exist in the village, most notably a service station and general store (bottom right of Figure 1 above), the local primary school and McNamara Park. Buildings of a historic nature include two churches, the school, and an old jail house.

As Broke is located in an outlying area of the Singleton Shire, it has not received as much high-level attention and support in the revitalisation effort. Consequently, the Broke community have been considering the broader economic challenges and developing their own suitable local solutions. In recent years, the community has been successful in lobbying to secure funding to increase the liveability of the village, including:

- a skate park and children’s playground at McNamara Park with a new barbeque, picnic tables and shelter was funded by the Bulga Coal Voluntary Planning Agreement (\$506,300) and the Federal Government’s Community Sports Infrastructure grant program (\$196,300)
- shared footpaths through the village area for pedestrians and cyclists, starting from Blaxland Street, run southwards on Broke Road, through McNamara Park and along Milbrodale Road. A pedestrian refuge was between McNamara Park and the village store. This was funded by the Resources for Regions programme \$560,000. This has served to provide safe passage in the village and provides better linkages between the vineyards and accommodation in the immediate vicinity.

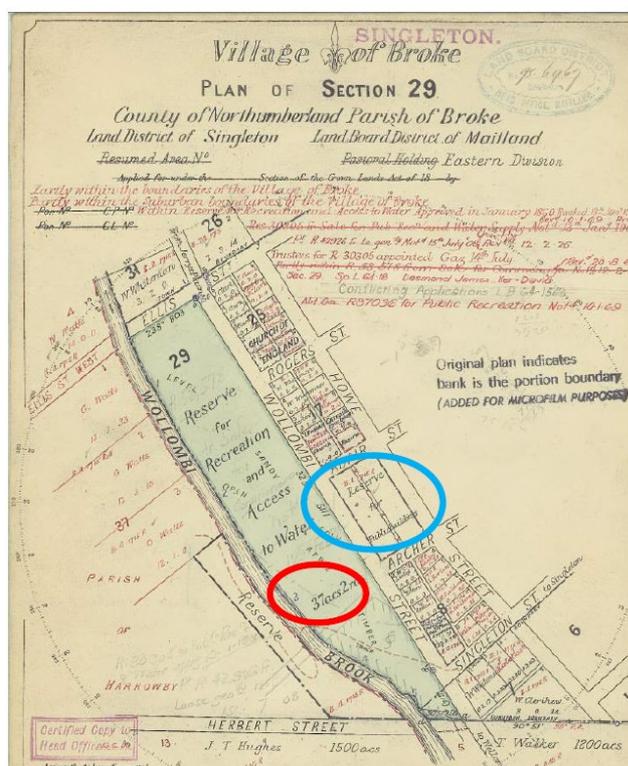


Figure 2 - Broke Village Plan 1859

Broke is physically at the hub a significant wine-growing area complemented by mass planting of olive groves, macadamia plantations and alpaca farms, however it is a village without a centre.

The reason for the lack of town centre is historic. As illustrated by Figure 2, the land proposed as the site of the BVS (red circle and above the road on the bottom left of Figure 2) has been a public reserve for either recreational purposes or as commonage since its initial laying out. The land opposite (blue circle) had been reserved for public buildings but was sold to private interests in the 1970s and is now filled with houses.

As the United Kingdom’s Department for Communities and Local Government - *Developing Resilient Town Centres* – identified, there are a number of broad resilience common challenges in creating strong local centres.

These challenges form the criteria against which to assess the need for the BVS in Broke:

- **Locations that had a shared vision for the future of their area fared better, as it allowed local stakeholders to work together in a common direction** – a formal accommodating village centre is required for Broke to coalesce its strengths and the interests of business and communal groups, including indigenous members.
- **Local centres performed well when able to tap into a rich cultural heritage and vibrancy, which is ultimately used to forge the identity of places and drive interest in them** - the homestead building from Ravensworth symbolises the history and culture of the locality that can be experienced by tourists in a relaxed entertaining environment.
- **Local assets which are currently underutilised** – the heritage homestead and proposed site of the BVS.
- **Strong partnership links between different groups and stakeholders** – various businesses and stakeholders have indicated their support and willingness to carry out the proposal as reported in Chapter 5.

2.3 Responding to wine and food visitor demand

Wine tourism has been growing in the Broke Fordwich area over the last decade. The relocation of Ravensworth to BVS would anchor and enhance the opportunities that can be leveraged for the local community and the region by attracting more visitation and exposure. Wine and food travellers seek unique offerings and products and are willing to travel further afield to have these authentic experiences.

Uniquely, Broke became a Geographical Indication (GI) region in 2003, only the second region in Australia to do so. This was in recognition of its unique geology and meso climate created by various local waterways and the sheltering hills to the west. The GI ranking is the Australian version of the European ‘appellation system’ which defines borders of wine regions and controls production and labelling rules. The Broke Fordwich GI incorporates the township of Broke as well as the historic parish region of Fordwich, west of Broke Village.

Strategically Broke can capitalise on growing interest and demand from domestic and international (pre-Covid) travellers for high-quality, authentic food and wine experiences as suggested in the *The NSW Food and Wine Tourism Strategy and Action Plan 2018 -2022*.

The Hunter Valley Destination Management Plan supports the development and diversification of tourism offerings in the destination. The Hunter Valley is the most visited food and wine region in Australia for consumers who travel for food and wine experiences. Neighbouring Pokolbin and Wollombi are established destinations and Broke is a logical third addition along the stretch of the convict trail with its 45 vineyards and award-winning wineries, restaurants, and existing annual events.

2.4 Reliance on mining

Many Australian regional towns and communities are struggling because their economies were built largely on a limited number of economic sectors that have changed significantly. Singleton is currently a single engine economy in that 41% of all jobs are in the mining sector with nearly all other industries being either enabling industries (those that support the engine industry) or population serving industries (those that support the local population). This 'single engine economy' leaves Singleton vulnerable to shocks within the mining industry, with unemployment directly linked to the mining price cycle.

2.5 Smart growth strategy

Economically resilient towns, cities, and regions adapt to changing conditions and even reinvent their economic base if necessary. Broke can diversify its economy through tourism and has an established wine industry – accounting for 14 % of all Hunter Valley wine plantings.

The principles generally adopted in the smart growth strategies comprise:

- Support development of a hierarchy of sustainable towns and service centres providing a range of services and facilities meeting community needs
- Enhance the distinctive qualities of towns and villages to strengthen the local identity, sense of place and pride
- Address the needs of smaller town and village centres through initiatives that support their ongoing vitality and viability
- Implement innovative and sustainable design that creates inspiring places where people want to be
- Provide opportunities for people to live and work in town centres
- Facilitate vibrant, safe, accessible, well-maintained town centres through holistic place management and partnerships between Council, community and business

The BVS proposal has been assessed against smart growth initiatives used overseas to allow for growth and development without compromising their distinctive character of small rural communities. The project is smart growth because it:

- Identifies and builds on existing wine tourism, utilising a parcel of undeveloped land and showcasing a historic homestead
- Engages all members of the community in planning for the future and has received significant support from local business, associations and residents.
- Creates incentives for investment in the community through a unique and generous offer from Glencore to provide funding and in having captured the interest of many local businesses.
- Encourages cooperation with the community and across the region as Broke would be able to offer open space and facilities to support not only local events but become a third destination on the convict trail to Pokolbin and Wollombi, and in building rapport between the local population, the mining industry, and the indigenous community.
- Supports a sustainable future in the wine sector and tourism that suits the natural, indigenously significant environment.

3 Economic Impact Assessment

3.1 Assessment of economic contribution

Glencore will support the relocation project and fund the cost of creating BVS. The cost of the BVS project was estimated to be approximately \$20 million, which includes dismantling, site preparation, relocating the buildings, reconstruction, fit out, and installation of amenities and services as well as landscaping. An assessment was provided below on how this construction expenditure would benefit the region in terms of its increased output and employment.

Based on information obtained from existing local businesses, it was estimated that BVS will generate 30,000 additional tourist visits per year for the Broke locality and its neighbourhoods. The total value of tourist spending was calculated at around \$5 million per year in Table 1.

Table 1 Assessment of BVS as smart growth

Suggested Criteria	Number of visits ¹	Value per visit ²	Visitor expenditure (\$M)
Domestic overnight visits	20,000	\$186	3.7
Domestic daytrip visits	10,000	\$134	1.3
Total	30,000		5.1

(1) Similar proportion to activities reported by TRA (2021)

(2) Spending per day from TRA (2021)

3.2 Analytical method

Input Output (IO) Analysis is the method that is commonly used to analyse the economic contribution of a project to the local economy. IO analysis can be used to:

- Understand how an industry such as construction and tourism sectors, interrelate with the other sectors; or
- Assess the impacts of a change to the local economy e.g. a new infrastructure project, which comprise:
 - Direct impacts including construction project expenditure and jobs created
 - Flow-on impacts that take place because of the interdependence between economic sectors within the economy

The following key indicators are analysed in an IO assessment:

- Gross regional output – the gross value of business turnover
- Value-added (gross regional product) – the difference between the gross value of business turnover and the costs of the inputs of raw materials, components and services bought in to produce the gross regional output
- Income – the wages paid to employees including imputed wages for self-employed and business owners; and
- Employment – the number of people employed (including full-time and part-time).

The assessment below was prepared using modelling and input output multipliers from REMPLAN.¹

3.3 Construction impact on regional economy and employment

This section examines the wider economic benefits that would flow on from the construction of the Project to the region and other potential broader impacts. An economic impact analysis for regional economies enables assessment of how change in employment or output in one sector of the local economy will impact on all other sectors of the economy by modelling the flow-on effects across different industries.

The total capital expenditure for the project was estimated at around \$20 million. This spending will provide a once-off boost to the local economy in terms of local output and employment. An economic impact assessment of construction spending in the Singleton region was prepared and is set out below.

Table 2 Economic analysis for \$20M construction expenditure

Impact Summary	Direct Effect	Industrial Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Output (\$M)	\$20.00	\$6.50	\$3.13	\$29.62	1.325	1.481
Employment (Jobs)	39	15	10	64	1.385	1.641
Wages and Salaries (\$M)	\$3.45	\$1.28	\$0.63	\$5.36	1.371	1.555
Value-added (\$M)	\$6.68	\$2.26	\$1.80	\$10.73	1.338	1.607

Source: REMPLAN, Morrison Low

The economic impact assessment result is explained as follows.

- Under the Project Option, Gross Regional Product is estimated to increase by \$20 million for the period of works construction. Contributing to this is a direct increase in output of \$20 million, 39 additional jobs, \$3.4 million more in wages and salaries, and a boost in value-added of \$6.7 million.
- From this direct expansion in the economy, flow-on industrial effects in terms of local purchases of goods and services are anticipated, and it is estimated that these indirect impacts would result in a further increase to output valued at \$6.5 million, 15 more jobs, \$1.3 million more paid in wages and salaries, and a gain of \$2.3 million in terms of value-added.

¹ <https://www.rempln.com.au/blog/category/economic-modelling/>

- The increase in direct and indirect output and the corresponding creation of jobs in the economy are expected to result in an increase in the wages and salaries paid to employees. A proportion of these wages and salaries are typically spent on consumption and a proportion of this expenditure is captured in the local economy. The consumption effects under the scenario are expected to further boost output by \$3.1 million, 10 more jobs, wages and salaries by \$0.6 million, and value-added by \$1.8 million.
- Under this scenario, total output is expected to rise by \$29.6 million. Corresponding to this are anticipated increases in employment of 64 jobs, \$5.4 million wages and salaries, and \$10.7 million in terms of value-added.

It is important to note that the above local output and employment increases will be once-off (temporary), only occurring during the period of works construction.

3.4 Tourism impact on regional economy and employment

This section examines the wider economic benefits that would flow on from stronger tourism growth to the region and other potential broader impacts.

Increase in tourist spending was estimated at around \$5 million per year. This additional spending will provide a lift to the local economy in terms of local output and employment. An economic impact assessment of the benefits arising from an increased tourism spending in the Singleton region was prepared and is set out below.

Table 3 Economic benefits from increased regional tourism

Impact Summary	Direct Effect	Industrial Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Output (\$M)	\$5.00	\$0.97	\$1.07	\$7.05	1.195	1.409
Employment (Jobs)	30	3	3	36	1.1	1.2
Wages and Salaries (\$M)	\$1.40	\$0.23	\$0.22	\$1.84	1.162	1.317
Value-added (\$M)	\$2.20	\$0.41	\$0.62	\$3.22	1.184	1.464

Source: REMPLAN, Morrison Low

The above estimated benefits represent permanent improvement for the local economy measured on per annum basis.

The economic impact assessment result is explained as follows.

- Under the Project Option, Gross Regional Product is estimated to increase by \$5 million for the period of works construction. Contributing to this is a direct increase in output of \$5 million, 30 additional jobs, \$1.4 million more in wages and salaries, and a boost in value-added of \$2.2 million.
- From this direct expansion in the economy, flow-on industrial effects in terms of local purchases of goods and services are anticipated, and it is estimated that these indirect impacts would result in a further increase to output valued at \$1 million, 3 more jobs, \$.23 million more paid in wages and salaries, and a gain of \$0.4 million in terms of value-added.

- The increase in direct and indirect output and the corresponding creation of jobs in the economy are expected to result in an increase in the wages and salaries paid to employees. A proportion of these wages and salaries are typically spent on consumption and a proportion of this expenditure is captured in the local economy. The consumption effects under the scenario are expected to further boost output by \$1.1 million, 3 additional jobs, wages and salaries by \$0.2 million, and value-added by \$0.6 million.
- Under this scenario, total output is expected to rise by \$7.1 million. Corresponding to this are anticipated increases in employment of 36 jobs, \$1.8 million wages and salaries, and \$3.2 million in terms of value-added.

4 Economic situation

4.1 Background

The Singleton region

Singleton is the centre of the Hunter Valley, located 200kms North-West of Sydney and 80kms from Newcastle on the New England Highway. Singleton has a population of just over 23,000 people, with an average growth rate of 1.5%. Singleton's Local Government Area (LGA) services 4,893km², and is a mix of heritage, country charm and modern sophistication.

Singleton has a strong industry base, significant agricultural lands, skilled labour force, is located on major transport routes and is home to the 1,500ha Lone Pine Army Barracks and the Singleton Army Training Area. Singleton is an attractive business and commercial destination, with major industries including mining, heavy manufacturing, construction, defence, public administration, agricultural production and viticulture.

Economic profile of Singleton lower region

Broke is located within a sub-region of the Singleton LGA which is shown in darkest blue in Figure 3.

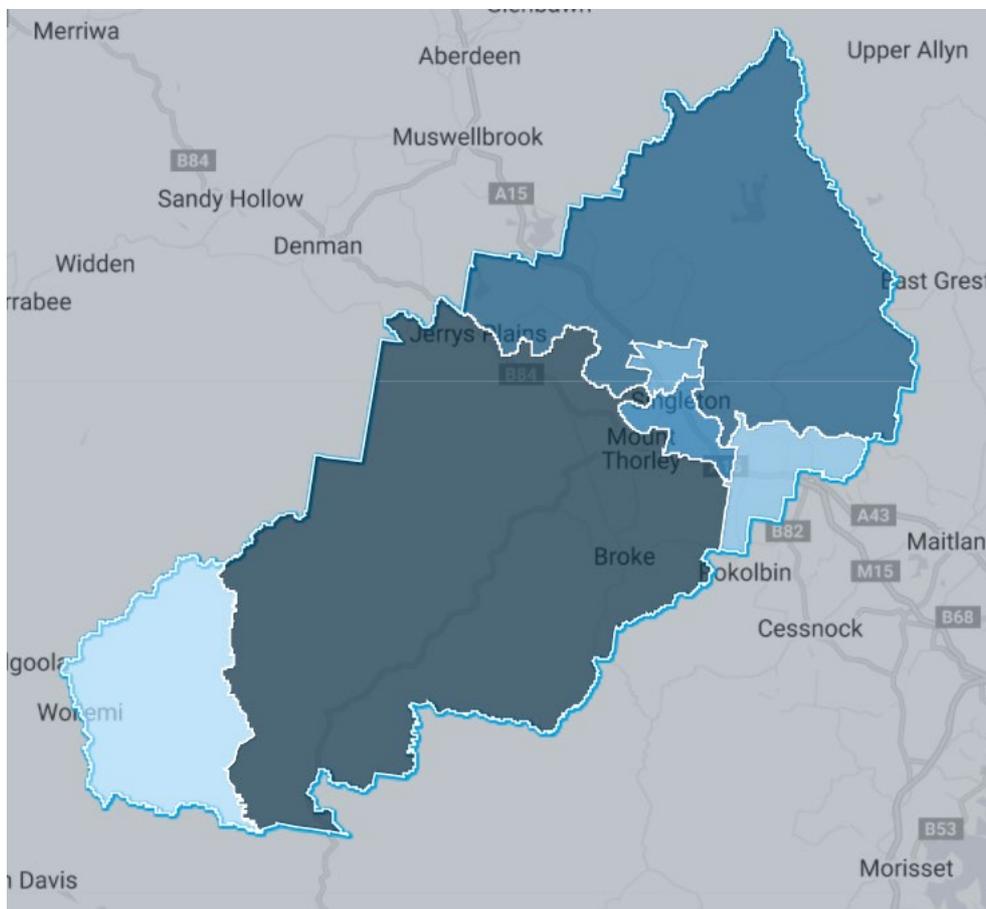


Figure 3 - Singleton LGA broken in sub-regions (Source: REMPLAN)

There are an estimated 4,082 jobs in this sub-region of Singleton which accounts for 25% of total jobs in the entire Singleton region. Employment and output values for this sub-region are shown in **Error! Reference source not found.4**.

Specific employment details are as follows:

- The industry sector with the largest employment within the selected area is mining with 2,759 jobs accounting for 67.6% of jobs in the selected area and 41.6% of all jobs for the mining industry sector within the Singleton region.
- Tourism supports an estimated 46 jobs in the selected area which accounts for 1.1% of total jobs in this area. This is low and has potential to grow, when compared to an estimated 693 jobs in Singleton or 4.2% of total employment.

Table 4 Output Value and Employment in sub-region of Singleton containing Broke

Industry sector	Jobs	Value (\$M)
Mining	2,759	\$4,529.10
Construction	245	\$127.97
Wholesale Trade	194	\$80.69
Manufacturing	184	\$200.84
Other Services	173	\$41.25
Administrative & Support Services	122	\$38.35
Agriculture, Forestry & Fishing	120	\$40.39
Public Administration & Safety	51	\$15.60
Accommodation & Food Services	43	\$7.34
Education & Training	40	\$7.20
Transport, Postal & Warehousing	35	\$11.42
Retail Trade	29	\$3.39
Professional, Scientific & Technical Services	27	\$8.35
Rental, Hiring & Real Estate Services	22	\$70.89
Arts & Recreation Services	12	\$1.95
Financial & Insurance Services	12	\$7.29
Health Care & Social Assistance	9	\$1.28
Electricity, Gas, Water & Waste Services	3	\$5.08
Information Media & Telecommunications	2	\$1.28
Singleton (Broke) sub-region	4,082	\$5,199.64

Source: REMPLAN

4.2 Economic challenges

The Hunter Regional Economic Development Strategy (REDS) 2018- 2022 jointly developed by several Hunter councils identified three core strategies to capture opportunities, manage risks and deliver on a prosperous future for the Hunter Region:

- Improve inter and intra-connectivity of the Region to boost business opportunities in the 'engine' industries of Agriculture, Mining and Manufacturing
- Manage transitions and risks to the Coal Mining and Electricity Generation sectors and diversify the Region's economy to build resilience

- Improve infrastructure, services and amenities to fully realise and sustain the Region's growth potential

Amongst the impediments to regional growth identified in the REDS, the threats to future employment below must be managed across the Singleton LGA region and specifically for its sub-region (to which Broke is part of).

Reliance on coal mining

Twenty-five percent of Singleton LGA residents and 41 % of all jobs within the Singleton LGA are employed in the mining sector. The mining industry accounts for 64% of Singleton's Gross Regional Product (GRP). For this reason, Singleton can be said to have a 'single engine economy' or one in which there is one key industry that brings money into the region and drives the local economy with nearly all other industries being either enabling industries (those that support the engine industry) or population serving industries (those that support the local population). This 'single engine economy' leaves Singleton vulnerable to shocks within the mining industry, with unemployment directly linked to the mining price cycle.

Although the economic value of thermal coal remains assured, in the short to medium term, it is necessary to undertake steps to diversify the capacity of the region in the long term and begin the transition to a post-mining financial future.

Transitions in energy and mining

Singleton's reliance on coal mining and electricity generation means that it is important that the wider region looks to the future and considers and prepares for scenarios in which there are significant and/or sudden shifts in mining activity. In electricity generation, the Liddell and Bayswater power plants in the Upper Hunter will be shut down in 2023 and 2035, respectively. These closures will have a local impact but will also facilitate new opportunities to expand into emerging energy options by leveraging the region's infrastructure and natural advantages. Any decline in coal mining production will have massive impacts on the whole of the Hunter Valley, not just Singleton.

The Senate Inquiry – *Committee into Jobs for the Future in Regional Areas (2019)* – found that the jobs of the future for regional areas will depend on the modification of existing industries and the development of new industries. While some opportunities will be localised, the emergence of other industries will have application across regional Australia.

It will be important, in engineering this transition for Singleton and Broke, to focus on building new sustainable industries that can make effective use of their existing local resources and competitive advantages.

4.3 Tourism Industry

Wine Tourism

Food and wine tourism is an important element of the visitor experience in NSW. In the year ending September 2014, there were over 780,000 domestic overnight visitors to wineries in NSW, representing a quarter (25 per cent) of all those visiting wineries across Australia.

- The Hunter Valley was the most visited food and wine region in NSW, had the highest unprompted awareness and was most likely to be considered for future visits.

- Two-thirds of food and wine visitors were either extremely satisfied or satisfied with their NSW food and wine experience.

The Hunter Valley wine country is located within the Hunter tourism region. Tourism is an amalgam of activities across various industry sectors such as retail, accommodation, cafes and restaurants, cultural and recreational services. It is driven by final demand expenditure of domestic day visitors, domestic overnight visitors and international visitors.

Hunter Valley Wine Country (HVWC) was defined by the Hunter Valley Wine Country Destination Management Plan as the geographical area within Cessnock and Singleton LGAs. The geographical composition of SA3 'Lower Hunter' comprises Cessnock, Singleton and Dungog LGAs. The significance of the visitor economy for the Hunter Region and HVWC is shown in Table 5.

Table 5 Visitor Economy – Hunter Region and HVWC

Indicators	Hunter Region	HVWC
Tourism Employment	9,919	2,451
Output	\$1,777.190 million	\$494.595 million
Wages & Salaries	\$452.928 million	\$108.649 million
Value Added	\$848.767 million	\$222.646 million

Source: Tourism-Research-Data-June-2016 Hunter Region and Hunter Valley Wine Country

Further, the summary statistics on visitor profile below provide a basis for analysis of the economic contribution of tourism and specifically wine tourism in the region.

Table 6 Hunter Visitor Profile

Domestic overnight travel		
Visitors: 3.3m (+1.8% YoY)	Average spend	#3 for visitors
Nights: 9.7m (+6.2% YoY)	\$186 per night	#3 for nights
Expenditure: \$1.8bn (+15.3% YoY)	\$546 per visitor	#3 for expenditure
	Average length of stay: 2.9 nights	
Domestic daytrip travel		
Visitors: 5.4m (-9.8% YoY)	Average spend	#2 for visitors
Expenditure: \$721.6m (+32.3% YoY)	\$134 per visitor	#2 for expenditure
		In Regional NSW

Source: National and International Visitor Surveys, Tourism Research Australia. TRA (2021)

Responding to visitors' demand

The following key findings obtained from study by Tourism Research Australia are critical in preparing and developing Broke as a wine tourism destination:

- People are becoming increasingly knowledgeable about and engaged in food and wine. They are seeking 'authentic' experiences and products.
- As anticipated, some food and wine visitors were more passionate than others in their level of interest when travelling around to eat and drink local produce. These visitors can be classed as 'dedicated'; 'interested'; or 'accidental'.
- Aside from wine tasting and sales, the 'must have' activities essential to a winery visit included having a meal, and sampling local produce. There was also a high level of interest in educational activities (such as learning about the process of wine making) and unique offerings at wineries.
- Being able to eat fresh, locally grown food for breakfast, lunch and dinner was the number one desired attribute of a food and wine region.
- Having the ability to buy local produce and to take short drives to places of interest nearby to the main destination being visited were also important for a 'good' food and wine experience.
- Tolerance to travel varied among different types of food and wine visitors. Obviously, 'dedicated' food and wine visitors were the most willing to travel further away from home for a food and wine experience.
- Apart from distance from home, the top three factors influencing destination choice were the quality of customer service, the range of accommodation options and the ease of organising the food and wine trip.

Current and future tourism market

International tourism has been halted for most of the last two years due to the COVID-19 pandemic. Domestic air travel also collapsed but started to pick up again when the lockdowns were relaxed, and vaccines came on the scene (towards the end of 2020 and then peaking again in the middle of 2021).

Domestic visitor nights declined sharply in early 2020 because of the nationwide pandemic-induced lockdown (Figure 4). As those restrictions eased, domestic tourism demand started returning to 2019 levels (pre-pandemic level). Domestic visitor nights in January to April of 2021 were only 6 per cent down on the first four months of 2019, and 35 per cent above the same period in 2020.

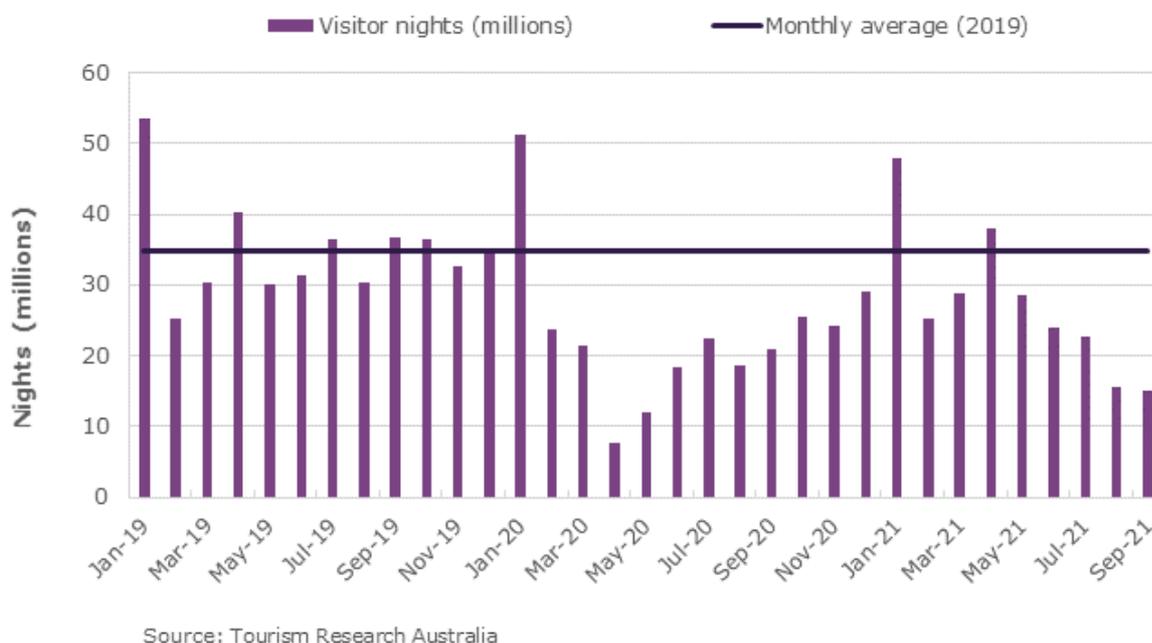


Figure 4 - Recent performance of domestic tourism: visitor nights

Domestic visitor nights declined again in mid-2021 as several states experienced widespread lockdowns in response to Delta variant outbreaks.

There is obviously uncertainty about where the tourists will come from. Before the block on travel, China was the biggest source that will now be affected by the continuing pandemic and geopolitical situation. However, there are important factors supporting domestic growth over this period including:

- increasing traveller confidence about domestic travel
- ongoing barriers to international travel (cost, complexity and hesitancy).
- the reopening of state borders
- declining risk of lockdowns
- pent-up demand for travel
- accrued leave and disposable income during lockdowns
- incentivisation from government travel subsidies and support payments, and
- marketing by the tourism industry

Tourism Research Australia is forecasting that domestic tourism is to rebound at a similarly rapid pace from these lockdowns. Domestic visitation is forecast to return to around its pre-pandemic level in 2022-23, then surpass that previous peak in 2023-24, as shown in **Error! Reference source not found.5**.

These trends are considered to be favourable to the BVS proposal which will strongly rely on the return to normalcy of the domestic tourism market.

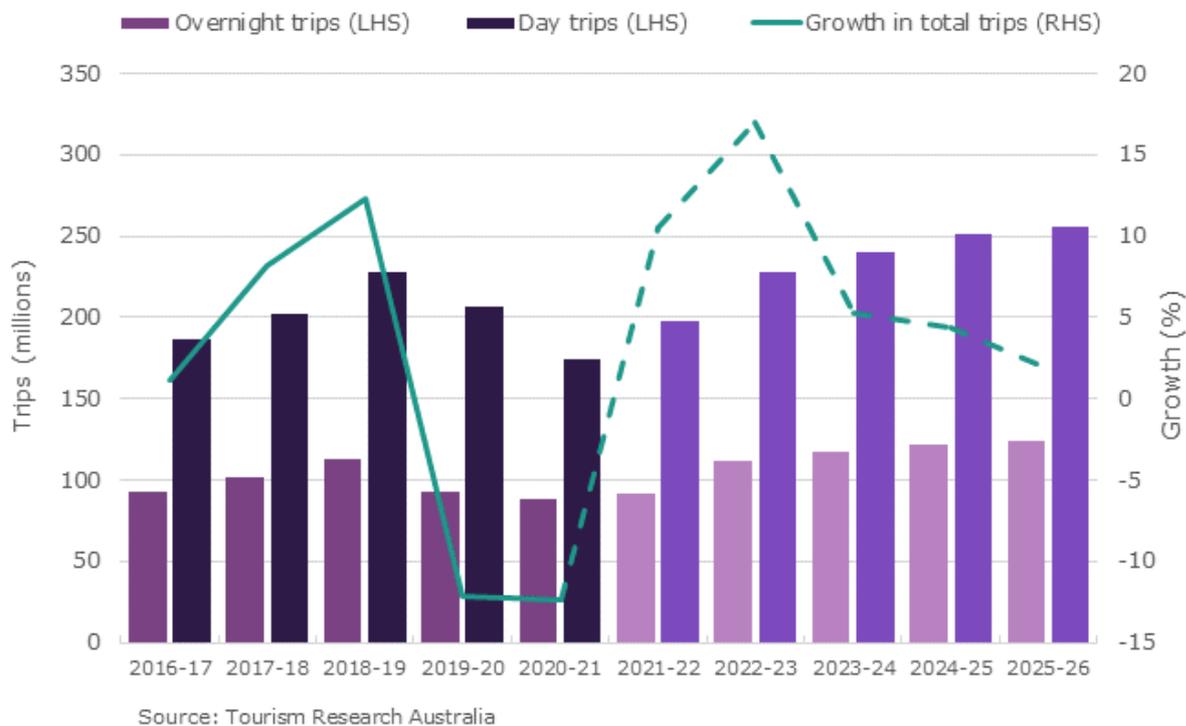


Figure 5 - Domestic overnight and day trips taken

Local property market

As discussed above, the BVS project represents a major transformation initiative for the development of the Broke Village and its neighbourhoods by establishing a vibrant culturally and historically rich village centre to act as a central hub for commercial and communal activities.

It is noted that substantial property price appreciation has occurred in the area in recent years. While the opportunities for land development are very limited in most of the villages in the Singleton region, there is some scope for the Broke area (though detailed investigation is required to substantiate this potential). Presently, the Broke area lacks viable buildings for conducting businesses. The BVS can help fill this vacuum.

The above considerations are not its primary drivers, but they are likely to benefit from the flow-on impacts of the BVS project. Given the scale of property values, such impacts would be easily in the magnitude of millions of dollars.

Local businesses

Our stakeholder consultation confirmed that wine tourism has been growing in the area over last decade. Specific assessment from a local property consultant include:

- BVS will be a tourism destination, as a third destination and generating more traffic on the convict trail – Wollombi and Pokolbin.
- Unique cultural and leisure experience. Beautiful natural environment, framed by Yellow Rock.
- Broke has already grown in reputation as an alternative to Pokolbin.
- Area is a wine growing heaven.

Local businesses in Broke and its neighbourhoods are expected to benefit from the establishment of a new vibrant village centre. Since the area's share of the HVWC is relatively small, there is likely to be cross fertilisation (rather than competition) between the operations of the BVS and the existing businesses. There will likely be economies of agglomeration for local businesses when they locate near to each other to form clusters of economic activity and enhance their efficiency e.g. reduced traveling costs to visitors, stronger image promotion.

4.4 Broke Village Square is Smart Growth

Challenge and response

Small towns and rural communities throughout Australia are looking for ways to strengthen their economies, provide better quality of life, and build on local assets. Many rural communities and small towns are facing challenges, including rapid growth in large metropolitan centres, declining rural populations, and loss of regional industries, farms and working lands.

Facing the threat of economic decay, various rural and semi-rural towns are now preparing long term strategies and masterplans for developing their town/village centres. The principles generally adopted in the strategies often comprise:

- Support development of a hierarchy of sustainable towns and service centres providing a range of services and facilities meeting community needs
- Enhance the distinctive qualities of towns and villages to strengthen the local identity, sense of place and pride
- Address the needs of smaller town and village centres through initiatives that support their ongoing vitality and viability
- Implement innovative and sustainable design that creates inspiring places where people want to be
- Provide opportunities for people to live and work in town centres
- Facilitate vibrant, safe, accessible, well-maintained town centres through holistic place management and partnerships between Council, community and business

Broke itself and neighbouring communities are facing the same challenges mentioned above and looking for a way to rebuild their economic capabilities and resilience.

Research undertaken by the United Kingdom's Department for Communities and Local Government - *Developing Resilient Town Centres* - identified the broad resilience common challenges in creating strong local centres. The proposed BVS is assessed to meet at least the following criteria:

- Locations that had a shared vision for the future of their area fared better, as it allowed local stakeholders to work together in a common direction – a formal accommodating village centre is required for Broke to coalesce its strengths and the interests of business and communal groups, including indigenous members.
- Local centres performed well when able to tap into a rich cultural heritage and vibrancy, which is ultimately used to forge the identity of places and drive interest in them - the homestead building from Ravensworth symbolises the history and culture of the locality that can be experienced by tourists in a relaxed entertaining environment.

- Local assets which are currently underutilised – the heritage homestead and proposed site of the BVS.
- Strong partnership links between different groups and stakeholders – various businesses and stakeholders have indicated their support and willingness to carry out the proposal as reported above.

Smart growth strategy

The US EPA found that smart growth strategies are important to help rural communities achieve their goals for growth and development while maintaining their distinctive rural character. The following criteria were listed for smart growth²:

- Development for rural community to encourage growth in town, where businesses can thrive on a walkable main street and families can live close to their daily destinations.
- Policies to protect the rural landscape help preserve open space, protect air and water quality, provide places for recreation, and create tourist attractions that bring investments into the local economy.
- Policies that support walking, biking, and public transit help reduce air pollution from vehicles while saving people money.

Many Australian regional towns and communities are struggling because their economies were built largely on a limited number of economic sectors that have changed significantly. For example, jobs might once have been heavily concentrated in industries like logging, mining, or manufacturing, but technology and market forces have transformed these sectors, and they no longer employ a large workforce. Changing circumstances, such as those caused by resource depletion, globalisation, or shifts in consumer preferences, can shake the economic foundations of these communities, leaving people without jobs and towns without a healthy resource base.

As discussed above, the economy of the Singleton LGA has relied heavily on mining, specifically coal mining i.e. being the largest industry sector for economic output with \$10.8 Billion accounting for 73.9% of total output³. This industry faces an uncertain future in the medium term and eventual winddown or possible closure in the long term. The locality together with its neighbouring regions have attempted to diversify its economy into alternative industries such as services, tourism and education etc but the progress to date is varied and major difficulties lie ahead.

Broke located in the outlying areas of the Singleton LGA has not received as much high-level attention and support in the revitalisation effort. Consequently, the Broke community themselves will need to consider the broader economic challenges identified above and develop their own suitable local solutions. The proposal to establish BVS with the heritage homestead buildings relocated from Ravensworth goes a long way to meet this objective because the village presently does not have such a centre to reinforce its local identity and future economic viability. More importantly, following decades of mining activities in its region, tourism not only has become a significant source of income for the locality in recent years but also one with promising growth for the future.

² Framework for Creating a Smart Growth Economic Development Strategy: A Tool for Small Cities and Towns (2016), EPA.

³ Source: REMPLAN

Lessons from successful places

Over time, all communities experience changes that affect the industries, technologies, and land use patterns that help form the foundation of their local economies. Economically resilient towns, cities, and regions adapt to changing conditions and even reinvent their economic bases if necessary. Even if the community has lost its original or main economic driver, it has other assets that it can use to spur the local economy. While most economic development strategies involve some effort to recruit major employers, such as manufacturers or large retailers, many successful small towns and cities complement recruitment by emphasizing their existing assets and distinctive resources.

The United Kingdom Environmental Protection Agency 2015 report, *How Small Towns and Cities Can Use Local Assets to Rebuild Their Economies*, examined several case studies that illustrate the successful tactics that affected communities can use:

- Identify and build on existing assets. Identify the assets that offer the best opportunities for growth and develop strategies to support them. Assets might include natural beauty and outdoor recreation, historic downtowns, or arts and cultural institutions.
- Engage all members of the community to plan for the future. Engage residents, business owners, and other stakeholders to develop a vision for the community's future. Stakeholder engagement helps ensure plans reflect the community's desires, needs, and goals and generates public support that can maintain momentum for implementing changes through election cycles and city staff turnover.
- Take advantage of outside funding. Government funding is particularly helpful to smaller communities that have limited resources to deal with challenges such as out-of-date infrastructure. Even a small amount of outside funding applied strategically to support a community's vision and plans can help increase local interest and commitment in the area and spur private investment.
- Create incentives for redevelopment and encourage investment in the community. Make it easier for interested businesses and developers to invest in the community in ways that support the community's long-term priorities.
- Encourage cooperation within the community and across the region. Cooperation to achieve jointly established priorities helps leverage the assets that each party can bring to the table to make the most of the region's resources.
- Support a clean and healthy environment. Invest in natural assets by protecting natural resources and cleaning up and redeveloping polluted properties, which makes productive use of existing transportation, water, and utility infrastructure; increases the tax base and employment opportunities; removes environmental contamination; and helps spur investment in surrounding properties.

Does BVS pass the test as Smart Growth?

The lessons learned from the above study are clearly very pertinent for Broke. Consequently, they are examined in detail below, together with how they could be used to rate the BVS project.

Table 7 Assessment of BVS as smart growth

Suggested criteria	Lessons learned from case studies	Evaluation of BVS project
<p>Identify and build on existing assets</p>	<p>Paducah, Kentucky, developed a cohesive identity around its core assets of artistic and cultural offerings, the Ohio River, and its rich history.</p> <p>Both Roanoke, Virginia, and Bend, Oregon, have remade themselves as outdoor recreational destinations</p> <p>Dubuque, Iowa its residents reconnected with the city’s river as its central identity to spark revitalisation of the surrounding area.</p> <p>Emporia, Kansas, redesigned its downtown to promote the community’s historic fabric and character</p>	<p>Broke is already a wine tourism destination with various attractions and activities in its neighbourhood.</p> <p>A land parcel presently underutilised has been identified as a suitable location for the Broke village centre</p> <p>The Ravensworth homestead building with high heritage values can be relocated to Broke free of charge., courtesy of Glencore.</p>
<p>Engage all members of the community to plan for the future.</p>	<p>In 2005, Dubuque, Iowa, invested in a stakeholder-driven planning process to identify 10 high-impact projects for the city.</p> <p>Roanoke, Virginia, launched an extensive public participation process in 2000 to develop a vision for the future.</p> <p>Dubuque, Iowa, created a comprehensive plan to guide its redevelopment efforts over a decade.</p>	<p>The coordinated planning process to be implemented for BVS has the participation from various stakeholders including Council, existing business owners, associations etc as discussed above.</p>
<p>Take advantage of outside funding.</p>	<p>Douglas, Georgia; Mount Morris, New York; and Roanoke, Virginia all benefitted from government grants to hump start their respective revitalisation projects.</p> <p>Douglas, Georgia had a financial incentive program for private renovations that finally created a cumulative effect that was greater than the sum of its parts.</p>	<p>Funding and construction of BVS including homestead relocation has been secured.</p>

Suggested criteria	Lessons learned from case studies	Evaluation of BVS project
<p>Create incentives for redevelopment and encourage investment in the community.</p>	<p>Emporia, Kansas; Mount Morris; New York and Douglas, Georgia teamed with business owners and developers to facilitate their planning and investments</p>	<p>Several businesses have indicated their participation and future investment in connection with the project, which is aimed at promoting the locality’s resilience and tourism industry (see stakeholder consultation results reported above).</p>
<p>Encourage cooperation within the community and across the region.</p>	<p>Mount Morris, New York, enlisted university students’ help in preparing its beautification projects and publicity about community events.</p> <p>Roanoke’s initial involvement and funding to establish the Carilion Biomedical Institute has leveraged more than 10 times that amount in private dollars over the course of a decade.</p>	<p>The stakeholder consultations conducted have elucidated the breadth and depth of community and business support for the project, which is expected to build rapport between the local population, the mining industry, and the indigenous community.</p>
<p>Support a clean and healthy environment.</p>	<p>Sustainable Dubuque vision and principles help creating a legacy for generations to come through economic prosperity, environmental protection, and cultural vibrancy.</p> <p>In Bend, Oregon, after its decontamination, ‘Old Mill District’ now includes recreational activities along and on the Deschutes River, as well as a variety of restaurants, shops, and art galleries.</p>	<p>Hunter Valley wine tourism is already the premier attraction for tourists. Broke and its surroundings offer attractive environment and services for their visitors, both domestical and international. This experience will be further enhanced with BVS as a venue that offers an exciting mix of services including a historic building, tourist information, wine and dine, indigenous cultural exposure, local market/fairs etc.</p>

5 Identification of potential benefits

5.1 Consultation with stakeholders and interested locals

The BVS proposal received early favourable and supportive responses from the community and stakeholders 2019. The realised concept was presented to the community through exhibition review days in Singleton and Broke. In addition, Glencore undertook detailed community consultation which revealed significant support for the BVS option from the wider Singleton Shire and Aboriginal stakeholder groups. An online [petition](#) has attracted 382 signatures. Letters of support have already been received from some of the parties outlined below as well the Ravensworth Homestead Committee.

For this report, Morrison Low consulted the following key stakeholders and knowledgeable parties for their views or to revisit early support:

- **Alan Jurd** – Property consultant and agent including for winery/vineyard/tourism assets
- **Andrew Margan** – Wine maker and owner of Margan
- **Laurie Perry** - CEO of Wonnarua Nation Aboriginal Corporation
- **Brian McGuigan** – Wine Legend, vineyard owner in Hunter Valley
- **Mick McCardle** – Chairman of the Broke Residents Community Association
- **Jody Derrick** – President of the Broke Fordwich Wine Tourism Association
- **Peter Drayton** – experienced business owner from Pokolbin
- **Malcolm Howard** – Sydney resident, Broke investor and accommodation provider
- **Mike Wilson** – Secretary of Broke Fordwich Wine Tourism Association

Participants were asked to provide comment on the following:

- the cultural and historical significance of the Ravensworth to the establishment of the BVS
- the importance of the BVS project to various parties i.e. the Broke Community, the Singleton Council, State Government, indigenous community, and the mining industry reputation
- the contribution of BVS to regional tourism
- the wider possible economic benefits of BVS

The following addresses the key themes that emerged from consultation. A summary of discussions is attached in Appendix B.

Reactivation of Broke Township and Community

Civic spaces are not just about space, they are an extension of community fostering economic, social, environmental, and cultural health. Without a village focal point, the residents of Broke are limited in settings where celebrations are held, where exchanges both social and economic take place, where friends and neighbours run into one another and where cultures mix. “Hospitality is the fabric of community”, Alan Jurd reminded. Malcolm Howard, recent investor and part time resident, points out that Broke – unusually for small town Australia – does not even have a local pub.

The more practical aspects of liveability were noted. A central hub would provide somewhere to take the family for meals to complement the special occasion offerings located at the wineries, to grab breakfast, to shop all the local fare in one place, to meet someone for a coffee and to save time travelling to the nearest centre.

Great public places add enhancement to the civic realm - not only visually, but also in providing a sense of character. Broke residents are proud of their community and desire a place to showcase their identity.

Broke has made strides in the plan to revitalise the village with the shared parkways and new skatepark



welcome additions, but the heart of the problem is the lack of a central hub. This should not be a “nice to have” but a basic need. The implications of COVID made transparent the reality of the existing liveability constraints. The depth of feeling from locals on this issue was noted.

Brian McGuigan gave the setting high praise, making the most of the stunning scenery. Broke’s geographical boundaries follow the Wollombi Brook. The south side of Broke provides views across properties to the Brokenback Range, the most conspicuous feature of which is the sandstone formation known as Yellow Rock. With careful planning and clean-up of the river vegetation BVS will not only provide a proper attractive entrance to Broke but connect the village to the Wollombi Brook.

Figure 6 - Yellow Rock, photo from Broke Fordwich Wine Tourism Association

Preservation of historic/cultural values

Singleton has lost several historically significant buildings and cannot afford to lose more. This includes the sandstone building of the person who discovered the area in 1818 – John Blaxland - known as the Blaxland Homestead. It appears in the 1970s the homestead’s bricks were purchased and reused to build a winery in the Pokolbin area.

The familiar sentiment from consultations was Ravensworth needs to be enjoyed. While it was acknowledged that some of the heritage value will be lost through relocation, the emotive and historical significance will remain. What the BVS option provides is for that significance to be seen and valued. Brian McGuigan expressed public access to Ravensworth as represented a “salute to those who busted their tails to get agriculture going in this county.”

Tourism development

Broke is described as the Hunter Valley’s “hidden gem”, a peaceful authentic pocket of the Hunter Valley, home to both some of the region’s greatest vineyards but also breath-taking scenery. The relocation of Ravensworth to BVS would anchor and enhance the opportunities that can be leveraged for the local community and the region by attracting more visitation and exposure. Pokolbin businessman, Peter Drayton stressed how important the BVS proposal was to consolidate and integrate the existing spread-out wineries and other tourism businesses.

Premium wines in Broke Fordwich come from 45 vineyards and 12 cellar doors. In the immediate vicinity of the BVS location (red dot on figure 7 below) are Margan wine and restaurant, 1813 Cellar Door on the Tinonee Estate and Nightingale wines and restaurant. A few minutes out of town are found Running Horse Wines, Whispering Brook winery and olive groves, Mount Broke wines and restaurant, and Greenway, Winmark and the organic certified Krinklewood to the south along the Wollombi Road.

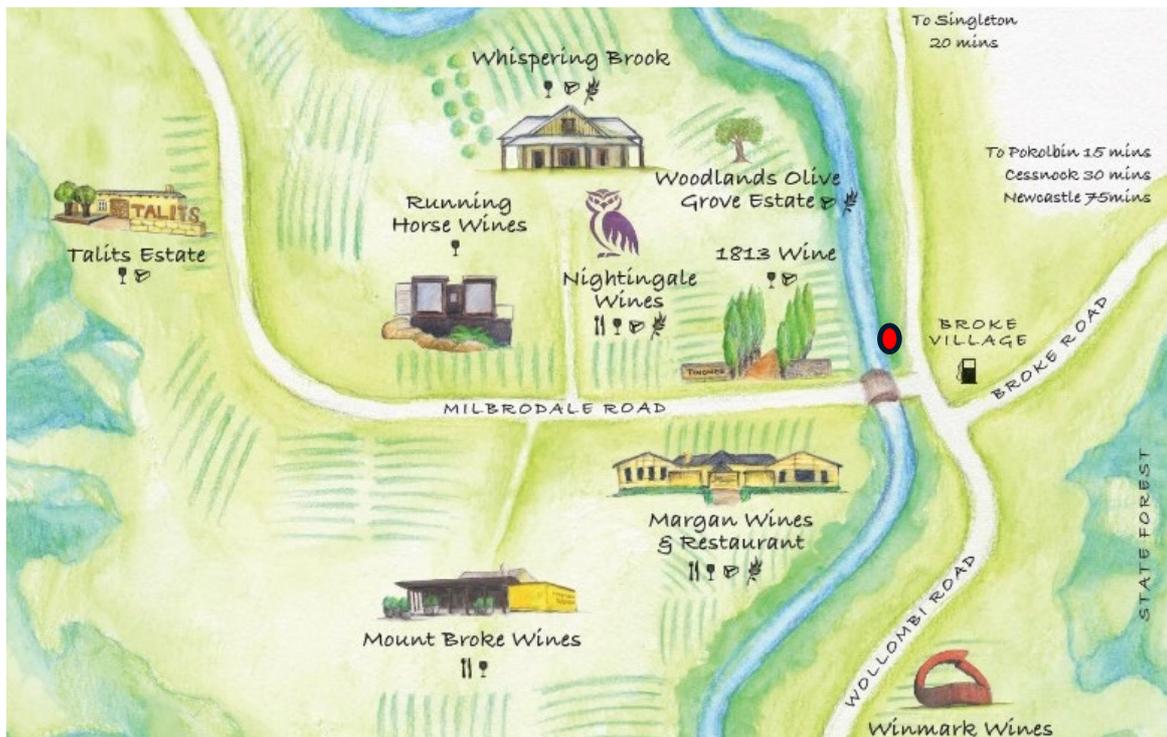


Figure 7 - Broke Fordwich Wine Tourism Association wine trail map with proposed BVS site added in red.

A range of accommodation options exist from the luxury to the free camping grounds at McNaamara Park. The tourism associated around wine and the scenery is supported by caterers, wedding centres, function management, tour operations and transport.

Figures provided by the Broke Fordwich Wine Tourism Association for 2019 showed the local industry employed 300 people with additional 100-200 people employed seasonally during the grape harvest with an estimated turnover of \$34 to 45 million.

Broke may be a small village but it attracts tens of thousands of people annually to events and to sample local fares. Popular local events include:

- **Broke Village Fair** and vintage car display is held in September, attracting visitors and vehicle enthusiasts from all over NSW for weekend of fun, rides, art, craft stalls and local snacks.
- **Little Bit of Italy in Broke** is a festival held in autumn celebrating Italian themed cuisine.
- **Smoke in Broke** hosts a weekend of street food, boutique wine, craft beer and market stalls in June.
- **Broke Village Market** on the first Sunday of the month.

BVS would add to the tourism appeal of Broke complementing the existing activities and add to the wine tourism of the Hunter Valley which is currently worth of \$630 million each year and growing.

Economic benefit/confidence

The BVS project would have real and measurable economic benefits, not least in building confidence. Brian McGuigan views the project as a tremendous rallying point for regional NSW especially after the devastation wrought by drought and bushfires and then COVID-19. Alan Jurd references the confidence and domino effect that similar projects have produced, as occurred in nearby Pokolbin with the restoration and utilisation of historic buildings. Peter Drayton points out that this is an ideal situation, where no one is going to be adversely impacted on by the project, the economic implications therefore are uniquely only positive. Andrew Margan draws a clear distinction between the two relocation options, the BVS proposal is about the economic and associated social benefits.

The key was not just to project the baseline economy in Broke and Singleton, but to build it. Demand is not the issue but opportunities for entrepreneurship and to capture value from those living and visiting the area.

Despite the impact of COVID-19 lockdowns which has impacted on the Hunter Valley regions, Broke has recovered well. Less reliant on the overseas visitors, Broke has benefited from those wanting a break from the main centres. Mike Wilson explained that outside of the lockdown period, accommodation had been fully booked in Broke and this continued in the months ahead. Accommodation owner Malcolm Howard confirmed this.

One of wineries with a restaurant for example, showed figures representing a three-fold increase in cellar door sales over the last decade. This has meant more jobs – going from two to five cellar door staff. Between the restaurant and cellar door the revenue has increased 100% in seven years. Fifteen people are employed in the hospitality team to cater for over 30,000 customers per annum. Business such as these then support numerous contractors and service providers such as vineyard agricultural contractors, catering businesses and agricultural equipment suppliers in the region.

Restoring viability of small regional towns

The Singleton Council developed the Broke Master Plan in 2017 with community consultation. The plan identifies public domain improvements to enhance the village's "sustainability, improve amenity, promote its attractiveness and sustain ongoing visitation and liveability". While planning issues in Broke were also identified in the council's land use strategy of 2003, a town centre is not currently provided for in strategic planning, and liveability and the serious social constraints for the community without a centre remain.

However, many of the parties consulted pointed to the BVS project as being consistent with local Singleton Council and regional NSW planning policy which aims to boost economic diversity in this region heavily influenced by the mining industry. The strengthening of economic diversity will help to ensure that the Broke Fordwich wine and tourism industry has a long and sustainable future.

As Peter Drayton points out, the BVS project is strongly aligned with the Hunter Valley Destination Management Plan, supporting the development and diversification of tourism offerings in the destination.

Potential rapport with and jobs for indigenous community

McNamara Park is historically significant as part of the vast stretch of Hunter Valley land of the Wonnarua. The physical evidence of past lives remains. There are no known cultural values or indigenous sites pertaining directly to the location of the McNamara Park, although Wollombi Brook, is believed to be a pathway to creation places and Yellow Rock (Lizard Rock) is important to local indigenous people.

While some indigenous groups identify an attachment to Ravensworth, most indigenous groups consider the whole region to have high cultural significance including a conflict between the Wonnarua and settlers. However, Heritage NSW has advised that detailed archaeological investigations have unveiled no material evidence to show that the homestead building of 1832 is the site of an 1826 massacre. Having said that, some indigenous groups do have a connection to Ravensworth, as Wonnarua people lived and worked on the Bowman original estate.

CEO Laurie Perry accepts the consensus, believing there is no significant connection of the Wonnarua to the Ravensworth. “If we did [have a connection], we would protect it”, he said.

He sees values in the opportunity for indigenous arts and craft commercial enterprise and employment of indigenous people. Like Broke history generally, there is much scope to establish the areas’ indigenous identity and share this through the BVS facilities.

Glencore and mining industry – opportunity to rectify past impacts

Those consulted agreed that Glencore’s reputation would be greatly enhanced by this generous level of support for the Broke Fordwich region. While the mining industry has brought economic benefit, it is not without downsides. Due to the proximity of Broke to the open cut mine, those consulted felt it was well suited to benefit for generations to come from this incredible legacy project. “Ravensworth would be significant compensation for mining activities, and would live on for generations to come,” Jody Derrick explained.

Andrew Margan referenced the Wambo Homestead situated similarly on coal reserves. In 2010 the Wambo coal attempted to delist the Wambo Homestead on the grounds that the building would cause “undue financial hardship”. While this request was withdrawn subsequently, the property has been left languishing through indecision and has deteriorated. Glencore, by comparison should be applauded for its care of Ravensworth and the significant investment in its preservation.

6 BVS project background and scope

6.1 Proposed Relocation of Ravensworth Homestead

Ravensworth is located 20 km north of Singleton and 35km north of Broke, just off the New England highway. Due to its 200-year history, its historical significance is recognised in the Singleton Local Environmental Plan 2013. The Heritage Council believes Ravensworth to be one of nineteen places identified as a very early homestead in the Hunter and one of three H-Plan colonial bungalow house in NSW.

The significance of Ravensworth is as a representation of early rapid European settlement (1820-1840s), early agriculture, contact with aboriginal people, the use of convict labour and colonial architecture.

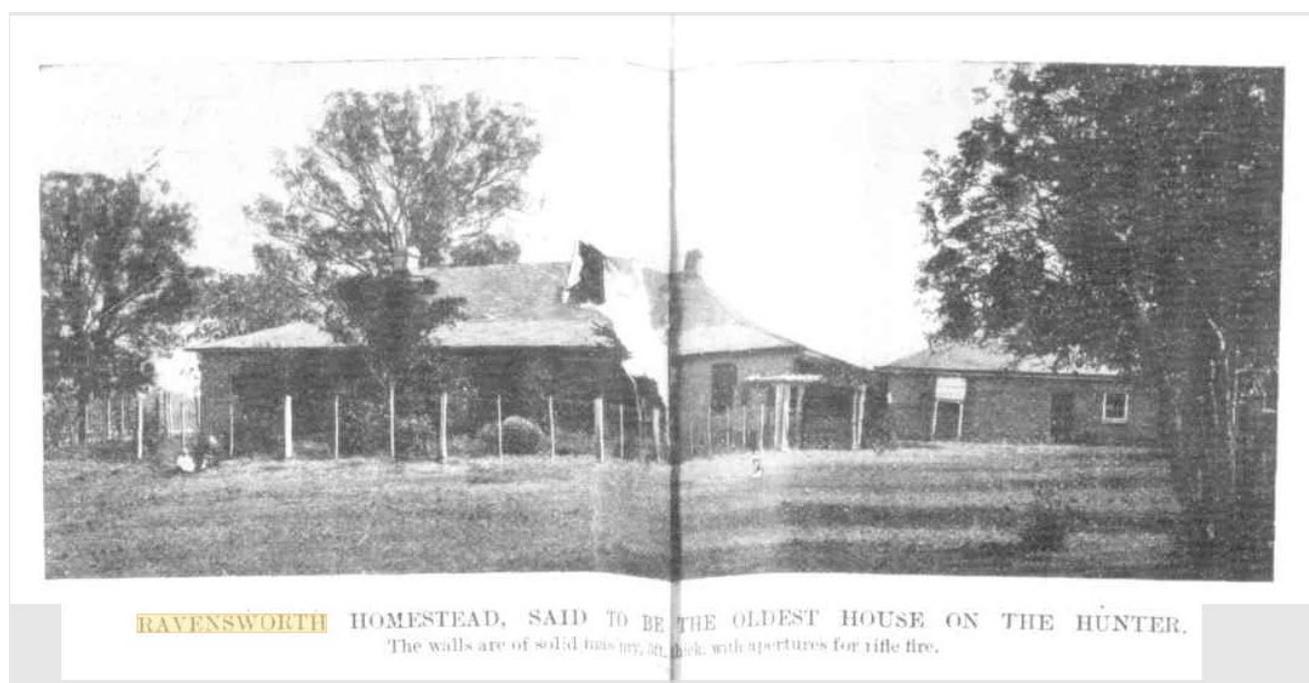


Figure 8 - Sydney Morning Herald, 15 February 1902

Ravensworth Homestead is in good condition for its age. The original design is largely intact, having escaped any significant material maladjustments. The Glencore mine has restored and maintained the homestead buildings with the expertise of historical specialists, investing more than \$600,000. While Ravensworth has been retained and preserved, connection with community has been lost and buildings have been vacant since 1997.

Ravensworth comprises five main buildings, four of convict-hewn sandstone dating from around 1832 and one of timber cottage from the turn of the 20th century, arranged in a farmyard square:

- Timber cottage (men's quarters)
- Main house and kitchen wing
- Stables

- Barn
- Stone privy

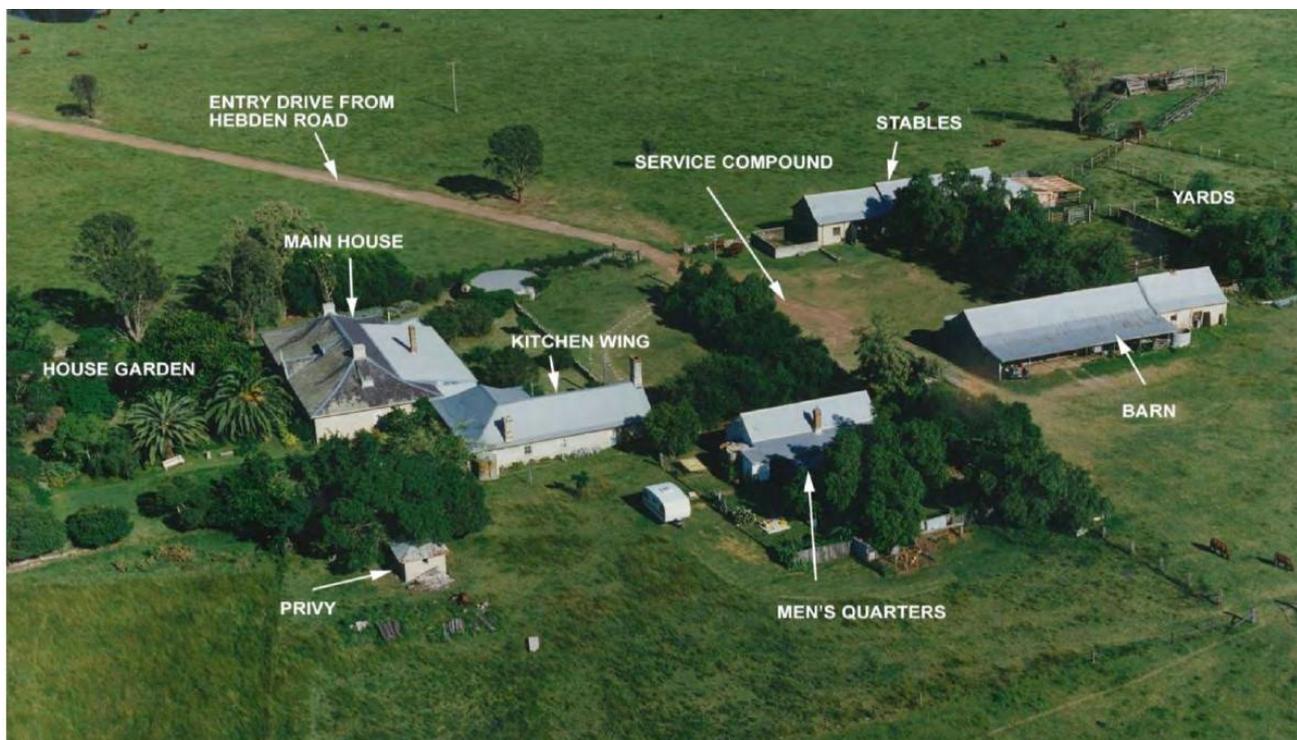


Figure 9 – Layout of Ravensworth (Source: *NSW Glendell Continued Operations Project State Significant Development Assessment*, Feb 2022)

6.2 Scope of BVS

In 2018, Glencore looked to the community for cooperation for the relocation of Ravensworth. Under the BVS proposal, Ravensworth would be dismantled and relocated to be re-used and enjoyed by residents and tourists.

The proposed site is on crown land at McNamara Park. BVS would use approximately 8% of the area without impacting on existing use or facilities. This affords a central location on the southwestern edge of the village, close to the existing petrol station/general store. The positioning allows direct access to the Wollombi Brook on the west and is bounded by Milbrodale Road on the south and the main street of Wollombi on the east. McNamara Park is well used and appreciated but at this end of the park is essentially an undeveloped stretch of land with few structures and little infrastructure. Its current condition is a natural woodland, and the plan is to address the recent growth in vegetation to rectify the interrupted views of the Wollombi Brook.

The buildings are to be laid out in a manner that reflect the rich history of the original use and in a way that allows the building to serve as an important living area within Singleton.



Figure 10 - Conceptual layout plan for BVS, prepared by SHAC (2019) with original Ravensworth formation on left and proposed formation of relocated buildings on right.

A local Trust have created the concept and championed the development. Newcastle Architects SHAC completed the architectural plans in 2019 which blend the past with modern architectural boldness and practicality in design and redevelopment.

Glencore will support the relocation project and fund the cost of creating BVS. This includes dismantling, site preparation, relocating the buildings, reconstruction, fit out, and installation of amenities and services as well as landscaping. The cost is estimated to be approximately \$20 million. The whole project should be worth over \$1.15billion.

Heritage advisors are confident the dismantling and relocation plan is achievable and have factored in a salvage exaction of archaeological resources.

Community support for the project has informed ideas for the use of the buildings. Discussions were held with the Singleton Council, The Hunter Valley Wine Tourism Association, The Broke Fordwich Wine Tourism Associate, The Broke Residents Association and the Wonnarua Nation of Aboriginal Corporation, among others.



Figure 11 - SHAC depiction of BVS

BVS is envisaged as a mix of community spaces and commercial uses. The plan diagrams as illustrated above in Figure 11 and below in Figure 12 are designed to convey concepts only and will require detailed data in regard to heritage items along with the structural nature of such buildings.

Through consultation with stakeholders, the buildings are likely to house the following:

- Café/restaurants
- Winemakers’ centre showcasing local producers
- Boutique brewery or distillery
- Exhibition/function space
- Wine museum
- Tourism information including indigenous displays and history
- Administration space
- Market stall space
- Central point for regional events
- Other inclusions may be included as the project develops such as an artisan bakery, chocolate shop, oil producer etc.



Figure 12 – BVS concept plan (Source: SHAC 2019)

Broadly the concept is conceived in three zones – green representing culture, yellow representing hospitality and orange the tourism area – with various services and amenities dotted throughout.

The sandstone homestead at the front is likely to house a gallery/museum/display space although sensitivity would be given to housing indigenous artefacts and displays in a colonial building. The kitchen wing could be retail space for local produce.

Some imaginative reuse of the Ravensworth outbuildings would see a café or restaurant, combining the old buildings with some contemporary design for example in the timber cottage next in an anti-clockwise direction. The barn building at the back right, once upgraded, would make an ideal visitor information centre. This could work in cooperation with the Singleton and Cessnock Visitor Information Centres as well as the Broke Fordwich Wine Tourism Association. The stables at the back right would be the centre piece of the region’s offerings, housing a micro-brewery and local wines.

A number of new spaces would be created too with outdoor tables, market space and a new covered building at the back to serve as a to multi-use hall. Many landscaping elements including paving, garden beds, pergolas, pavilions would add to the appeal.

The market stall space could be used by local farmers and artisans to showcase produce and talent, similar to the marketplaces seen parts of Europe. The existing Broke Community Markets could relocate from McTaggart Park to the new site.

Uses of the BVS will be decided based on having tenants that will be promoting the Broke Fordwich area (including wine and food) and that any usage of the site will complement the community space.

No disruption would occur to the number of free campers in McNamara Park. There is an opportunity instead to formalise access to the campgrounds and the recreational amenity of the park.

The site is managed by Singleton Council on behalf of the Crown. A number of secondary planning approvals such as rezoning of part of the common usage land would be required therefore. Whether the land is transferred to the proposed incorporated trust (see next section) or is leased is a matter for consideration. Development planning approval would be required from the Singleton Council. No native title issues are triggered at this stage and no existing valid native title claims exist.

6.3 Future operations at BVS

The plan is for the BVS to operate as a self-supporting enterprise overseen by a local board of trustees.

A group behind this venture are already operating as a trust, currently managing conceptualisation of the project and securing the necessary funding for the concept plans. The trustees are:

- Adam Bell from Whispering Brook
- John Bevan from Lavender Ridge Vineyard and Chairman of BlueScope
- Stewart Ewen from Bin 688 Vineyard
- Andrew Margan from Margan Wines
- Phil McNamara from Mount Broke Wines

The venture is conceived of as a self-supporting enterprise owned by the community and operated by a trust. This body would be made up of Broke residents and business owners and include a representative of Glencore in the early stages recognising Glencore's contribution to the of the project in the form of a non-repayable contribution. The Singleton Council would not be responsible for building maintenance and landscaping; therefore no burden will be placed on ratepayers.

Modelling done by the trustees suggests the cash flow will be positive after an estimated 2 – 5 year period. Local commercial expert Alan Jurd has provided a market commercial rental assessment and advised a model for the first two years to get tenants established. Commercial premises are at a premium in Broke due to the lack of suitable buildings.

The trust would seek charity status to allow future income from the development to be held for community projects. For example to:

- improve infrastructure, services and facilities in and around the Broke Fordwich area
- advance culture of Woonarua indigenous people by protecting and preserving significant local indigenous sites
- record the history of Broke and preserve and restore historically significant items and buildings
- enhance the natural environment
- advance the wine and tourism industries

The draft objectives of the proposed incorporated body are appended.

Appendix A - Draft Objectives of Broke Village Square Inc.

The objectives for which Broke Village Square Inc. (BVSI) is formed are:

1. To establish in the Broke area, buildings, premises and grounds suitable for use as a village square and community centre, to be known as Broke Village Square.
2. To enter into arrangements to provide, whether by lease, license or otherwise, buildings, premises and grounds at the Broke Village Square to persons or entities carrying on activities or businesses considered beneficial to the community of Broke, on such terms as BVSI considers appropriate.
3. To donate all profits of BVSI for such of the following charitable purposes as BVSI considers appropriate:
 - a) to advance the health, education and social or public welfare of the people in the community of Broke
 - b) to advance the culture of the Wonnarua indigenous people by protecting and preserving significant local indigenous sites
 - c) to advance culture by:
 - recording and cataloguing the history of the Broke area
 - collecting, preserving and exhibiting items of historical significance to the Broke area for the benefit of the community
 - supporting the restoration and maintenance of buildings of historical significance to the Broke area for the benefit of the community; and
 - fostering public awareness of and interest in the history of the Broke area.
 - d) to enhance the natural environment of Australia, and in particular the Broke area, by:
 - promoting sustainability and sustainable development and use of resources
 - promoting the planting of indigenous Australian tree and plant species in appropriate locations
 - undertaking projects to improve the cleanliness and flow rate of the Wollombi Brook
 - providing a rescue and rehabilitation program for orphaned or injured native animals
 - eradicating noxious weeds from public spaces
 - re-establishing the natural habitats of native animals in public spaces
 - promoting the practice of recycling unwanted goods and scrap material
 - promoting biodiversity through reintroducing indigenous plant and tree species to areas in which they are no longer found or are no longer abundant.
 - e) to advance the wine and tourism industries in Australia and in particular the Broke area by:
 - conducting research into improvements to the processes used in those industries

- working with government at all levels to ensure that the interests of those industries are represented in regard to the public decision – making process
 - providing a forum for all people engaged in those industries to discuss best practice and means of enhancing the future of those industries; and
 - promoting the sustainability of those industries in the Broke region.
4. To purchase, lease or otherwise acquire any lands, buildings or property, real and personal for the purposes of, or capable of being conveniently used in connection with, any of the objects of BVSİ.
 5. To construct, improve, maintain, develop, work, manage, alter or control any buildings, premises and grounds for the purposes of, or capable of being conveniently used in connection with, any of the objects of BVSİ.
 6. To enter into any arrangements with any Government authority, federal, state, municipal, local or otherwise, that may seem conducive to BVSİ's objects or any of them; to obtain from any Government or authority any rights, privileges or concessions which BVSİ may think it desirable to obtain; and to carry out, exercise and comply with any arrangements, rights, privileges or concessions.
 7. To appoint, employ, remove or suspend employees, agents and other persons as may be necessary or convenient for the purposes of, or capable of being conveniently used in connection with, any of the objects of BVSİ.
 8. To invest and deal with the money of BVSİ not immediately required.
 9. To borrow or raise or secure the payment of money in such manner as BVSİ may consider desirable and to secure the same or the repayment or performance of any debt, liability, contract, guarantee or other engagement incurred or to be entered into by BVSİ in any way.
 10. In furtherance of the objects of BVSİ, to sell, improve, manage, develop, exchange, lease, dispose of, turn to account or otherwise deal with all or any part of the property and rights of BVSİ.
 11. To take any donation of property for any one or more of the objects of BVSİ.
 12. To take steps by appeals, public meetings or otherwise, as may from time to time be deemed expedient, for the purpose of procuring contributions to the funds of BVSİ by way of donations or otherwise.
 13. To do all other things as are incidental or conducive to the attainment of the objects and the exercise of the powers of BVSİ.

Appendix B - Consultation

	Connection to project	Significance of Ravensworth to BVS	Importance	Tourism impact	Economic impact
<p>Andrew Margan</p> <p><i>Owner and winemaker of Margan Vineyard</i></p> <p><i>Winemaker of the year 2021 for the Hunter Valley</i></p>	BVS trustee	<p>Architectural history, historical significance.</p> <p>BVS site would allow people to appreciate Ravensworth.</p> <p>Referenced the Wambo Homestead similarly on a coalfield and the lack of consensus on what to do. Building left languishing.</p>	<p>Beautiful setting.</p> <p>Community needs a central hub.</p> <p>“No doubt it would be a great thing!”</p> <p>Singleton Council would likely wish to retain the homestead within the LGA. Council is committed to developing the villages.</p>	<p>Wine tourism has been growing over last decade. Broke has a niche market unlike Pokolbin. Specifically, lifestyle and wine.</p> <p>Expanded offerings are needed to match demand.</p> <p>Is possible that wine takes over from coal as the biggest earner.</p>	<p>House prices have gone through roof.</p> <p>Commercial operators are increasing in area.</p> <p>Economic development is illustrated in business growth.</p> <p>Major difference between two relation proposals is <i>economic</i>. Not just about protecting the baseline but in expanding businesses.</p>
<p>Jody Derrick</p> <p><i>President of the Broke Fordwich Wine Tourism Association</i></p> <p><i>Local accommodation provider - Adamae</i></p>	Supporter	<p>Ravensworth would be significant compensation for mining activities, and would live on for generation to come.</p> <p>Having a heritage building would be a local drawcard.</p>	<p>Need a town centre, a communal space where families and community groups can meet.</p> <p>Will greatly add to facilities for community.</p>	<p>Town is moving away from reliance on coal. Swing towards tourism. Broke Fordwich will always be a tourist area whereas mining may leave.</p>	<p>BVS economic impact is in attracting more visitors, capturing spend, promoting and boosting the sustainability of existing businesses, providing opportunities to grow existing businesses and to establish new</p>

	Connection to project	Significance of Ravensworth to BVS	Importance	Tourism impact	Economic impact
			<p>Improve visual amenity.</p> <p>Events like Broke Village Fair, Little Bit of Italy in Broke, Smoke on Broke could do with a central venue with facilities. These already attract 10,000 plus visitors.</p> <p>Indigenous centre idea is important so stories can be told and local indigenous people can be employed.</p> <p>A number of local groups and businesses would be keen to be tenants.</p>		businesses along with the growth in associated employment.
<p>Mike Wilson</p> <p><i>Secretary of the Broke Fordwich Wine Tourism Association</i></p>	Interested association	<p>Community is behind this project. The homestead is essential to the creation of village centre.</p> <p>Location is ideal. Piggyback off tourism in Singleton and at same time build Broke's tourism.</p> <p>Such a wonderful heritage building like this shouldn't be allowed to fall into disrepair or be knocked down.</p>	<p>Community needs a centre. Somewhere to socialise that is guaranteed into the future.</p> <p>The problem is that there isn't a focal centre of Broke and these buildings would give us something we haven't had before. There's so much potential!</p>	<p>Increase tourism traffic and meet current demand for offerings and things to spend money on.</p> <p>Range of offers would make it attractive to locals and visitors.</p> <p>Have not seen much of an impact from COVID in Broke.</p>	<p>Capture money from visitors.</p> <p>Limited viable buildings in Broke for businesses. BVS would help.</p>

	Connection to project	Significance of Ravensworth to BVS	Importance	Tourism impact	Economic impact
<p>Malcolm Howard</p> <p><i>Investor in Broke, vineyard owner and Binbilla accommodation provider</i></p>	Recent (4 years) property owner in Broke.	Broke is a pretty area and a homestead such as this would enhance village.	<p>Nice idea for Glencore to give this to the community of Broke.</p> <p>Have to currently travel a long way for basic amenities.</p> <p>Broke does not even have a local pub which is usually to cornerstone of communities.</p> <p>Needs family friendly less expensive dining options to complement the special occasion 5 star restaurant at Margan etc.</p> <p>Retails outlets also needed.</p>	<p>Accommodation is booked out every weekend.</p> <p>Visitors come for the weekends. Particularly popular with NSW residents escaping city but also from further afield.</p> <p>Broke has a campsite but nothing much to offer visitors or capture their spending. Nowhere to breakfast.</p>	<p>Wine sector has really taken off in last decade.</p> <p>House pricing have skyrocketed in last two years. Some massive prices seen for the sale of local vineyard and homes.</p>
<p>Laurie Perry</p> <p><i>CEO of Wonnarua Nation Aboriginal Corporation</i></p>	Has been consulted on views	Very supportive of project and of the building.	<p>Confirmed finding that there is no significant aboriginal history attached to the land or the house.</p> <p>“If we did, we would protect it”</p> <p>Opportunity for indigenous arts and craft commercial enterprise alongside historical displays.</p>	<p>The history of the region is rich for the indigenous peoples and having somewhere to centre historical displays and tourism information would highlight this.</p> <p>Support to the wine tourism industry too.</p>	Huge benefits in terms of employment, and indigenous tourism opportunism for the regions.

	Connection to project	Significance of Ravensworth to BVS	Importance	Tourism impact	Economic impact
<p>Alan Jurd</p> <p><i>Property consultant and agent</i> <i>Born and bred in area</i></p>	<p>Interested local and property specialist</p>	<p>Major attraction screaming out to be appreciated. Needs to be located somewhere this can happen like BVS.</p> <p>Unique nature of architecture a major drawcard. Broke has very few historic homes/building unlike some of the other nearby towns.</p> <p>Land around Broke is constrained. The proposed site is perfect location as it connects the spread out vineyards and near to major transport routes.</p>	<p>Would enhance the village and environment to a high degree.</p> <p>Make Broke an even more desirable place to live and visit.</p> <p>“Hospitality is the fabric of community.”</p> <p>Broke deserves to home Ravensworth as on the receiving end of mine. Legacy project.</p> <p>Community is overwhelmingly in support of this project.</p> <p>Council is supportive of wine country.</p>	<p>Will be a tourism destination.</p> <p>Add a third destination and more traffic on the convict trail – Wollombi and Pokolbin.</p> <p>Unique cultural and leisure experience. Really growing.</p> <p>Broke has already grown in reputation as an alternative to Pokolbin.</p> <p>Area is wine growing heaven.</p> <p>Beautiful natural environment, framed by Yellow Rock.</p>	<p>Immediate impact – employment, local amenity, regional awareness.</p> <p>Projects like this build confidence – look at development of Pokolbin.</p> <p>House prices on the up. NSW residents buying lifestyle properties. Reverse trend from apartment living.</p> <p>Wine is a growth sector here but many other forms of investment and enterprise such as beer and distilleries, olive groves etc.</p> <p>Growth in food and beverage commercial rents.</p> <p>Project easily self-sustaining once BVS tourism identity established.</p>

	Connection to project	Significance of Ravensworth to BVS	Importance	Tourism impact	Economic impact
Brian McGuigan <i>Wine Legend</i>	No direct connection to project. Wine and business expert of the wider Hunter valley region.	Had been very interested in have relocated homestead on one of his properties. Homestead at BVS important rallying point for regional NSW. This large piece of historical inheritance needs to survive. "Salute to those who bust their trails to get agriculture going in this county."	Expanding offerings in Broke has benefits, particularly as Broke is close to popular tourist areas but currently has limited offerings. Location of site is ideal at the hub of Broke, Singleton and other roads. Flood risk needs addressing. Beautiful settings on banks of "Cockfighter Creek" Would give attractiveness an 8-9/10.	Visitor rate has fallen in the wider Hunter Valley region due to covid. Estimated 30-40%. Hospitality offerings will draw people to BVS. Also view history and wines. Positives outweigh negatives.	Venture needs to have anchor tenants.
Mick McCardle <i>Broke Residents Community Association</i>	Supporter	Unique opportunity for Broke and for the wider region. Broke needs a centre and the homestead needs to be appreciated. Moving it to an area where it can be utilised to its full potential. Proposed site is the centre of popular biking area, walking trials etc.	Broke Residents Community Association established in 2019 and has helped galvanised community around developing shared facilities and building the economy. <ul style="list-style-type: none"> - Point of contact for the Singleton Council to talk to - Broke Village shared pathways funded through Resources for the 	Broke accommodation is mainly BnB and occupancy rates are near full for weekends well into the future. New tourists are coming to Broke and HV region due to COVID-19 travel restrictions. Tourists attracted to lifestyle and wine.	Seeing increased investment in the Broke area. House prices are rising. Area is growing, offering need to expand – for the community and for visitors.

	Connection to project	Significance of Ravensworth to BVS	Importance	Tourism impact	Economic impact
		Upkeep of buildings is economically viable. Smart heads behind this project and money is not an issue.	Region Program (\$560,000) <ul style="list-style-type: none"> - Skatepark - Monthly market Businesses in Broke such as the vineyards, accommodation providers and local produces need a community spot to integrate offerings.	Wine and aboriginal heritage have great tourism potential.	
Peter Drayton <i>wine/vineyard/brewhouse owner</i>	Vineyard, cellar, brewery 15 and 20 km Advice from experienced multi facility provider	Never seen the building. Hunter Valley local/ Broke is more than just petrol station. Is a large area and needs something to anchor village and four of five roads converge. Perfect location to connect. Spread out wineries. Consolidate and integration existing spread out wineries would be provided through this project.	Broke is the ideal location. Homestead needs to stay in the Singleton LGA.	People won't travel internationally for some time. There is a market there to capture and when they do travel you want them to tell overseas visitors that the Hunter and Broke are the places to see. Spending this kind of money has to be useful. Where the four roads converge.	Tourism is fantastic, cellar door busy. No doubt it will work and be successful. No existing businesses will suffer – big plus! Not often this happens. Developing region, attracting people all the time.