



Maribyrnong
CITY COUNCIL



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Sports Development Strategy



DRAFT

About this document

This document is The Draft Sports Development Strategy. A supporting Document: the Sports Development Strategy Discussion Paper provides additional detail on issues raised.

The document discusses the planning, development and promotion of sport and recreation in the City of Maribyrnong over the next 10 years.

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1. Introduction

The value of Sport

In Australian culture, sport transcends many boundaries. It is the common ground that brings families, people of all ages, cultures, demographic profiles, and very different people together. Most people have some connection with a sport, and can find a sport that is suitable to play or participate in somehow, regardless of their age and ability.

The primary benefits of sport have been measured in many ways and include:

- **Individual health and wellbeing benefits**
- **Health sector savings and general productivity benefits** from a healthier workforce
- **Social capital benefits** of clubs and social inclusion
- **The economic benefits** derived from increased employment opportunities and events
- **Environmental benefits** from the outdoor sporting reserves
- **Educational benefits** for students in terms of development of skills and social interaction

The following diagram seeks to show the linkages and interrelationships emanating from participation.



Council's role in sport

Council's primary role in sport is associated with provision of infrastructure. Facilities enable sport to be played. However Council's efforts should be measured primarily in terms of what participation is generated and for whom, by these facilities. Therefore Council's role extends to encouraging the population to use these facilities and to assisting clubs, schools, residents and partners in any way possible to facilitate sports activity.

Council's funding responsibility for sport is shared with users of facilities, and the state government and federal government.

The Strategy

The purpose of this strategy is to guide the planning, development and promotion of sport facilities for the City of Maribyrnong over the next 10 years.

The project involved: a review of background literature; face-to-face and telephone interviews with stakeholders and an online survey of interested people; a review of demographic and potential participation data; site inspections and preparation of a Discussion Paper and this Strategy document.

Existing sports facilities

Maribyrnong is home to a range of regional sporting facilities including: Maribyrnong Aquatic Centre, Footscray Hockey Centre, Whitten Oval, Maribyrnong College sports facilities and The Maribyrnong River.

The main indoor court sports facilities in Maribyrnong include: VU Community Sports Stadium¹, Maribyrnong College, RecWest Braybrook, Footscray Gymnastics Club and RecWest Footscray.

Commercial sports providers include: Ten Pin bowls, Action Indoor Sports, Fun Indoor Entertainment, and clubs on private land.

¹ This is a non-Council facility

The following sports are present in Maribyrnong:

- | | | |
|---------------------------|----------------------|--------------------------------|
| • AFL | • Cycling | • Rugby Union |
| • Archery | • Futsal | • Skateboarding /Scooter |
| • Athletics | • Golf | • Inline Skating |
| • Badminton | • Gridiron | • Soccer- football |
| • Baseball | • Gymnastics | • Swimming/ |
| • Basketball | • Hockey | • Synchronised Swimming |
| • Billiards/ snooker/pool | • Karting | • Tennis |
| • Bocce | • Lacrosse | • Triathlon |
| • Boxing | • Lawn/ indoor bowls | • Trugo |
| • Canoeing | • Martial Arts | • Volleyball/ Beach Volleyball |
| • Darts | • Netball | • Water Polo |
| • Cricket/ Indoor cricket | • Orienteering | • Wheelchair sports |
| • Circus | • Roller Derby | |
| | • Rowing | |
| | • Rugby League | |

The key sports not present in Maribyrnong include: squash, equestrian sports, Mountain biking (MTB), BMX, touch rugby, rock climbing, and softball. Most of these are available in adjoining Council areas.

Policy context

Maribyrnong City's strategic direction recognises the value of sport and recreation in contributing to the improvement in physical and mental health of the community. It also recognises the economic and tourism opportunities that contribute to raising the profile of sport and the municipality.

This Sports Development Strategy will complement works already completed such as: Council's Sustainable Sports Fields Asset Management Plan 2015, Open Space Strategy 2014, the Bicycle Plan 2013, and the Recreation Strategy 2009.

The Council Plan 2013-17 sets out six key priority areas: urban growth, liveability, economic prosperity, transport, environmental sustainability and organisational accountability. Sport can contribute significantly to meeting goals in these areas.

2. Demand for sport

Demographic influences on sports participation

Age, gender, income, ethnicity and education are key determinants of health and participation in sport.

The demographic profile of The City of Maribyrnong suggests a lower than average likelihood that many residents will play organised sport, without assistance. This is largely due to: a high percentage (40%) of residents are born overseas in a non-English speaking country; relatively low levels of education and high unemployment rate in areas such as Braybrook, and overall a relatively high level of social disadvantage.

There will be significant benefits to the population if sports participation can be increased. However significant assistance may be required to achieve increases in sports participation.

A number of large redevelopment opportunities have emerged from changes in land-use in Maribyrnong, in particular from industrial to residential sites. In contrast to some large areas of public housing, these newer areas tend to be relatively affluent.

Higher income households are likely to have higher expectations of sporting and recreational activities / facilities.

Population size and growth

The population of the City of Maribyrnong is expected to grow from an estimated 85,000 in 2014 to approximately 103,000 residents with 10 years. Key areas experiencing growth, include: Footscray, Maribyrnong and Yarraville.

This growth is likely to generate demand for a wide range of activities, especially:

- | | |
|-----------------------------|--------------------|
| • Cycling | • Basketball |
| • Swimming | • Soccer -football |
| • Tennis | • Netball |
| • Golf | • Cricket |
| • Australian rules football | • Martial arts |

Key trends in sports participation

A key change occurring in sport is the increasing proportion of people participating in non-club based sports and physical activity, social competitions and “pay as you play” sport. In addition, increasing competition, costs and demands associated with governance and business practices are impacting on club viability.

The expectations associated with the quality and convenience of sports opportunities are increasing and there is a need for clearer pathways from junior to senior and performance levels of sport as traditional support through family, schools and churches diminish.

Potential demand for activities

Based on State participation rates, the largest potential demand for sporting or physical activities within Maribyrnong is likely to be for activities such as group exercise, cycling, swimming, tennis and golf. The highest potential demand for club-based sport is likely to be in Australian Rules football, basketball, netball, soccer-football and cricket.

Appendix 6 in the Discussion Paper provides more detailed projections for the sports specifically identified in the brief (netball, aquatics and indoor sports).

Club membership

In many sports in Maribyrnong club memberships are less than expected. However others such as gymnastics are more than 10 times the projected state based participation. Cricket has the highest number of registered players of any sport in Maribyrnong. This is likely to be due to the country of origin of many residents. Other sports such as hockey, volleyball, and rugby union also have greater club memberships than State averages.

Some of the traditional sports like Australian Rules football, soccer-football, basketball and netball all show lower than state average organised participation figures.

Likely use by facility types

More people are likely to use off-road trails than any other type of sport or recreation facility. Some 64,000 people are likely to use a trail for walking, running, cycling and training for sport. The capacity of trails will need to increase to include more than 10,000 people.

There is likely to be a high demand for mountain bike facilities that has the highest growth among cycling disciplines.

Some 31,000 people are likely to use facilities for gym / group fitness or dance. More than half of which are likely to use outdoor facilities. Many users of these facilities will be female. This use is likely to increase by 5,000 people by 2025.

Demand expressed by clubs and providers

Consultation with clubs indicated a high local expressed demand for: basketball, gymnastics, hockey, roller derby, soccer-football, and volleyball.

Social / non-club sports indicated as experiencing high demand include: netball, cycling, volleyball, cricket, soccer (indoor and outdoor), swimming, and badminton. Social tournaments in both cricket and soccer-football have proven to be very successful. Futsal and basketball were also identified as being in high demand at a number of venues.

Clubs indicated that junior participation in soccer- football is growing significantly, however club figures do not show this. Cost and the need to travel to home and away competition may be an issue here.

There is an opportunity to link schools in with future social tournaments. This will help provide pathways for people to learn the game to playing club sport.

Victoria University sports facilities (Footscray Park, Nicholson Campus and VU Community Sports Stadium), are experiencing significant community use, and cannot meet the demand from schools, social leagues and clubs.

Other community preferences

Demand by the broader community for sport was identified in the survey: lawn bowls,

cricket, basketball, Australian Rules football cycling, walking / running, tennis, weight lifting, swimming, rowing, netball, and general exercise.

Demand for sport: Objectives and strategies

1. Support the provision and growth of a diversity of sports and physical activities in City of Maribyrnong
2. Regularly monitor sports participation and demand from the community and clubs to assist with planning and resource allocation
3. Seek to create off-road trail circuits around all suburbs and large parks to encourage walking, running and cycling
4. Maximise the capacity of existing courts and fields
5. Support the growth of clubs as well as social non-club sports.

Recommended strategies

1. Continue to facilitate social cricket competitions, including those through the winter, where fields are available in partnership with other Councils.
2. Continue to increase female participation on both formal and informal sport.
3. Consider opportunities to grow social and competitive volleyball in the City.
4. Investigate opportunities to provide social sports that are popular in resident's main countries of origin.
5. Investigate opportunities to use existing Council free access tennis courts for social sports or team sport training.
6. Investigate opportunities to use school facilities outside of school hours for social sports or team training.
7. Whilst encouraging social sports continue to promote the value of involvement in sporting clubs.
8. Working with other stakeholders to introduce venue based social competitions at suitable venues such as soccer -football, rugby 7s, AFL 9s, basketball, volleyball and badminton.
9. Establish a community soccer "world cup" similar to the community cricket world cup held in conjunction with the City of Moonee Valley.
10. Encourage further multipurpose and social use of parks, free access tennis courts and cricket nets for other sports – especially for futsal.
11. Light selective free access tennis courts (away from housing) starting with Henry Turner Reserve.
12. Encourage existing tennis clubs to provide free community tennis activities, such as hot shots or cardio tennis on free access tennis courts.

3. The framework for increasing participation

Participation should be the ultimate measure of the success of this plan – not the facilities built for example.

Six key opportunities are required to encourage more residents to exercise and be involved in sport. These can be summarised as the following objectives.

The framework for increasing participation: Objectives

Council support the growth and development of sport in Maribyrnong by supporting the provision of:

1. A diversity of facilities, that are conveniently located and are of good quality
2. Opportunities for the whole population to be involved in sport; to learn and develop skills, and compete in activities appropriate to a range of abilities and interests
3. Opportunities that are affordable to access
4. Appropriate information that is available to encourage use, provide choice and alternatives
5. Groups and organisations that provide competitions, structure, social contact and belonging
6. Programs and events that motivate people to participate, create challenge and incentives to train and gain a sense of achievement

This strategy document has been organised around these, and each is proposed as an objective.

The framework for increasing participation: Recommended strategy

13. Adopt the six key elements above as objectives in the framework provided in this plan to support the growth and development of sport in Maribyrnong.

4. Equitable distribution and quality of facilities

Objectives:

1. Ensure a range of sports and physical activities are available in each sector of the city
2. Encourage greater use of the Maribyrnong river for sport
3. Encourage sport participation to develop sports opportunities and greater use of existing facilities
4. Enhance the quality of existing facilities
5. Develop additional netball, aquatic and cycling opportunities

4.1 Overview

Maribyrnong has a good distribution of sporting facilities with most residents able to play sport within 1.5km of home. The few areas not served are largely industrial areas along the River, in Tottenham and in the currently undeveloped northern areas.

Aquatic sports are available largely in the northeast and indoor facilities are primarily located in the north.

A map showing the distribution of key sporting facilities and an inventory are provided on page 9.

The Maribyrnong River

The Maribyrnong River is used by a number of water sports. Canoeing and rowing are located in the Footscray Boat Club. The River has previously been used for events such as open water swimming and the Saltwater Festival. Cranwell Park is used for the national cyclocross championships.

The Maribyrnong River trail accommodates a large amount of casual and organised walking and running.

Key sporting hubs

Sports facilities with multiple playing fields/courts and hubbed with other community facilities are more likely to be well used, and likely to be maintained to a high quality.

A key objective of Council should be to ensure that a range of sports and physical activities (e.g. outdoor team and individual sports, off road trails, indoor sports and aquatics facilities) are available in each sector of the City. These should be developed as hubs that make them cost effective to operate, busy active spaces and attractive for people and clubs to use.

There are several opportunities to develop existing hubs further and increase the sphere of influence of current facilities.

Reserves that could be developed further as hubs are:

- Robert Barrett Reserve / the MAC and Maribyrnong College
- Skinner Reserve
- Henry Turner and Footscray Park including a water based hub at Footscray Park/Edgewater and the Maribyrnong River Trail
- McIvor and Angliss Reserve precincts
- RecWest Footscray, Footscray West Primary School and Shorten and associated reserves.

Shared grounds and facility use and multi-code clubs

A number of shared arrangements exist between clubs at the same reserve and multi-user facilities provide opportunities to increase participation. Additional partnerships for multi-user facilities could be developed. These include:

- Lawn bowls and cricket/ tennis
- Australian Rules football and netball
- Baseball and Australian Rules football
- Gymnastics, dance and cheerleading
- Lacrosse and women's cricket / touch football
- Water polo, synchronised swimming and diving
- Soccer -football and cricket

The allocation of space to different groups within existing facilities was however is an issue for some clubs.

Multi-code sports clubs including those in alternative seasons may provide savings and options to serve a local community better and

running competitions solely based at the venue. Design influences and the need for sports expertise in master planning

The review of previous landscape master plans of sportsgrounds found that many do not promote the development of larger and more sustainable clubs. Space should be used wisely to focus on capacity and compliant playing fields, where flexibility and sharing can be encouraged (e.g. Henry Turner Reserve South). Grounds should be provided north-south and pitches positioned either side of the cricket wicket for example.

Guidelines addressing these issues and that support sustainable sport are provided as Appendix 3. of the Discussion Paper.

Quality of facilities

The quality of facilities and how they are managed are major factors in encouraging participation. Poor quality facilities diminish the sense of value, discourage participation and detract from playing experiences.

Facilities with a management presence and within a sports precinct, such as the MAC provide an opportunity to cost-effectively manage bookings for multiple facilities and program and service outdoor facilities.

A number of outdoor sportsgrounds are in need of major refurbishment. Staff advise that no sports field has been reconstructed in Maribyrnong for 17 years.

The Sustainable Sports Field Asset Management Plan 2015 assessed the condition of grounds and found most only rate one or two out of 5. All ovals require a full reconstruction in the longer term. Probable costs of addressing urgent works on sportsgrounds have been estimated at between \$4.45m and \$19.5m. A ten-year capital works plan is provided to address actions in the report.

The need for major sports facility upgrades were identified by the following sports: archery, lacrosse, soccer-football, cricket and baseball, rugby union, gridiron and Australian Rules football.

Capacity of sports facilities

Due to limited open space in the municipality, increasing the capacity of existing outdoor facilities is a priority. All grounds need to be lit, and the quality of the grounds should be able to support additional use. Some park areas currently used for soccer-football could be formalised for that purpose. This might include Footscray Park, Chifley Drive Reserve and Costello Reserve.

Council has a number of reserves that are single and oval shaped playing fields used for soccer-football (Skinner, Dobson, Maribyrnong, and Scovell Reserves). This makes sharing, multi-use and partnerships difficult, and limits the size of clubs who can use them. Reconfiguring such facilities to include extra pitches may help meet the excess demand.

A ten year sports ground lighting capital works plan will assist increasing capacity and flexibility of use of sports fields.

There are more turf cricket wickets in the municipality than synthetic pitches. This may be a reason for the high participation rate in cricket. However the lack of synthetic wickets is considered a barrier to increasing participation for juniors and potentially women.

Practice nets and training facilities are also required, that could be used for social sport.

The capacity of existing indoor facilities and their ability to be used for higher level competitions is sometimes limited by dimensions, lack of runoffs and roof heights etc, not being compliant. In future developments facilities need to be full sized for the larger format sports.

Synthetic pitches

At least one additional artificial soccer- football and multi-sport ground programmable for social competitions, training and pre-season use, would reduce pressure on grass pitches. If one or more can be located adjacent to schools/educational institutions and other grass sports grounds and away from residences they can be operated until late at night.

See the Maribyrnong Sustainable Surfaces Feasibility Study 2012. Robert Barrett Reserve has been identified as a priority for such a facility.

Typically the cost of use for synthetic pitches is higher than grass, and the cost to players needs to be considered in the light of low household incomes.

Support facilities

A number of reserve support facilities are in need of refurbishment. Not all clubs have dedicated clubrooms (e.g. cycling and archery), and some are not adjacent to the playing field such as Hanmer reserve.

There is a need for lights and female change rooms at a number of venues (Henry Turner, South Shorten and Angliss Reserves).

Parking was identified as an issue at both indoor and outdoor facilities.

Environmental sustainability

Sports indicated that few energy conservation measures were evident or encouraged in sporting facilities. A number of clubs suggested solar power as a way of reducing costs and offsetting electricity use. Council indicated investing in solar panels would not benefit sporting pavilions due to the minimal use of the pavilion during daylight.

Council has implemented a number of Energy and water efficiency initiatives at sports facilities. These include:

- Backwash water recycling system and rainwater harvesting (MAC)
- New gas hot water systems
- The 'Good Clean Game' sporting pavilion recycling program
- LED sports lighting

Use of school facilities

Schools provide very important conduits to families for promoting the value of sport, as well as multicultural activities for learning about specific sports and skills required to play them.

Typically school facilities also play an important role for clubs in providing affordable opportunities for training, as well as for operators running social leagues.

Some educational institutions in the City have high quality sports facilities, (e.g. Maribyrnong

College, Victoria University etc.) however they have limited outdoor space or their facilities are at capacity. Schools with facilities hire them for volleyball, taekwondo and indoor soccer.

A number of schools in Maribyrnong do not have outdoor sports courts or have issues with the condition or size of facilities. Some rely on Council facilities for PE, interschool sports and for lunch breaks. Several schools have indoor gymnasiums that are only basketball sized. These may provide social opportunities for residents or training for junior basketball and netball.

Many schools may not have the facilities to enable their participation in programs such as the Federal Government's Sporting Schools program that helps children foster a lifelong interest in sport.

Further information about school sports facilities and programs is required and partnerships between sporting clubs/teams and schools should be further explored.

Facilities with some additional capacity

There are several facilities with capacity for additional use. These include: Whitten Oval, RecWest Braybrook (at non-peak times), free access tennis courts, the Maribyrnong River, and lawn bowls and trugo facilities.

There are 11 free access tennis courts in the City. These could be used more if they were lite, and better promoted. Some could be designed for other court activities, including hot shots and tennis coaching, social basketball, skate and scooter clinics and futsal (if fences are reinforced). Some could be marginally expanded to provide for netball.

The VRI bowling club is on private land immediately adjoining Pritchard Reserve in Braybrook. Council may choose to rezone the bowls club as PPRZ and ultimately attach this to the public reserve.

Shared and non-club use of facilities

A number of sports pavilions are not used during the day, and could be used by groups for sport-focused programs, classes and activities, such as yoga, group fitness, dance or Pilates.

Where a facility is suitable, during non-peak times sport or group fitness activities should be a priority for pavilion hire over social activities.

Some further work with clubs in refining occupancy agreement processes may be required to increase non-club use of facilities. See Chapter 6.

Gaps and additional facilities required

If the Defence land in Maribyrnong North was developed for residential purposes an additional multi-field/court sports complex would be desirable. This would allow the development of a new sports hub, and a multi-code club.

The Open Space Strategy 2014 indicated the need for a sports reserve in the north and one in the centre of the municipality.

This plan does not recommend the provision of new small outdoor sports spaces except for social ball courts, for example in Footscray Activity Centre. Due to the benefits of large multiple fields a priority should be given to expanding existing single oval reserves to provide rectangular fields and additional indoor facilities. In future, it is desirable that new facilities should be added to existing facilities unless the locality is a growth area and not served by existing facilities.

A number of state sporting associations are looking for a location for their headquarters and state/national facilities. Gridiron, archery, canoeing, lacrosse and water polo indicated they would re-locate themselves to the city, if suitable facilities were available.

Multi-sport/purpose synthetic turf training facilities were suggested as a way of ensuring no sports are left without training facilities.

Off-road trail circuits

The Open Space Strategy 2014 recommends a number of "linkages" be created between open space and along waterway corridors. The Maribyrnong Bicycle Plan 2014 identified a large number of shared paths needing to be upgraded. Building on these plans is the need to provide off-road trails in circuits around every neighbourhood that will make it convenient for people to exercise. These should connect to schools, parks, community facilities,

shopping and employment areas. Trail circuits could also include the perimeters of large sports parks.

Indoor facilities

Increasing the number of indoor facilities is a priority. Basketball and netball require compliant facilities for association level games, plus space for administration. A number of sports such as volleyball, badminton and table tennis have considerable potential to grow. Gymnastics facilities are currently at capacity. A larger space and inclusion of spectator seating is required for high-level gymnastic competitions in Maribyrnong.

VU Community Sports Stadium is at capacity and management indicates there is significant demand for additional courts in the City as well as an additional program pool.

The condition of RecWest Footscray indoor centre is poor due to the site being filled. However the centre is well used for senior's activities, carpet bowls, badminton and futsal. The demand for indoor sport in this location is very high and will continue to increase.

RecWest indoor sports courts in Braybrook however have additional capacity— especially during the day, and greater encouragement for residents to use the facility is required.

Outdoor facilities for social sports

Providing informal outdoor courts in locations where larger outdoor sports playing fields are not possible, (such as Footscray Activity Centre) could help take the pressure off existing sports facilities and provide new areas for community recreation.

Indoor and outdoor courts for basketball, badminton, table tennis, futsal, volleyball and sepak takraw are in demand. These could be provided as a developer contribution at the base of apartments or a commercial building, or in a brown field development.

Buffers between sport and housing

As residential density increases in the City adequate buffer zones need to be in place around sports facilities. In other places close proximity to new housing has meant sports have had their activities curtailed.

Selected curfews already exist on sportsground lighting in the municipality. Buffer zones should ensure future facilities are not impacted by these curfews. This issue may need further investigation around McIvor Reserve.

4.2 Aquatic Facilities

Demand

Swimming has the third highest participation rate for sport and physical activity in Victoria⁴. In Maribyrnong this amounts to some 11,000 people swimming, diving or participating in aquarobics at least once a year. The population growth over the next 10 years suggests there may be at least 2,317 more swimmers living in Maribyrnong. Most growth is likely in the northeast, in the suburbs of Footscray, Maribyrnong, Maidstone and Yarraville. Both water polo and synchronised swimming have clubs in Maribyrnong. Having both types of clubs in the one municipality is highly unusual.

Supply of aquatic facilities

There are two key indoor aquatic centres in the Council area: Maribyrnong Aquatic Centre (MAC) and Victoria University's Aquatic and Fitness Centre. There are two additional private facilities (Paul Saddler Swim Centre) in Braybrook and Yarraville Swim Centre located in West Footscray.

There is also a gap in supply of aquatic facilities in the south and west of the City.

⁴ Participation in Sport and Physical Recreation, Australia 2013-14. Australian Bureau of Statistics 2015

A water slide has been proposed at the MAC to attract a teenage market. Alternatively an expansion of water space to provide for aquatics sports and additional programmable water capacity would have considerable merit.

Currently the centre contributes to a large percentage of Council's utility costs. Additional environmental and accessibility enhancements have also been proposed at MAC.

The lack of deep water for aquatic sports and lack of capacity of programmable water, especially learn to swim and a lack of spectator seating are currently affecting participation rates and the ability to host major aquatic events. There is a need to further develop pathways from programs and squads to club participants. Car parking is an issue at the MAC, and it is not prominent from Rosamond Road.

The proximity of Maribyrnong College and the MAC provides an opportunity to further develop aquatics sports and provide additional water capacity for other MAC programs. This could provide for rural schools and pathways to elite competition level as well as grow the sports in Maribyrnong.

The internal team at the MAC have the potential to manage additional facilities as well as the MAC.

The Maribyrnong River is used for outdoor aquatic activities such as open water swimming and canoeing, kayaking and rowing. Further opportunities could be made of The Footscray Boat Club as a hub for outdoor aquatic sports and river activities.

4.3 Provision for Netball

Netball is only played indoors in Maribyrnong (at VU Community Sports Stadium, Maribyrnong College, Action Indoor Sport, and at RecWest Braybrook). Available competitions are largely social.

Association netball membership numbers are strong in Maribyrnong however members largely play in surrounding municipalities. Very strong association competitions exist at the State netball/hockey centre and in Sunshine and Altona.

Previous clubs and competitions in the City haven't thrived and this is likely to be due to the lack of depth of competition, the quality of facilities and the demographic profile of residents.

Additional courts in schools and public settings are required to develop the sport, however these need to be provided in conjunction with school education, development programs and pathway opportunities.

Trends

Between 2006 and 2012 there has been a slight increase in the participation rate of children in organised netball and a slight decrease in the participation rate for people over 15 years.

Netball is an important sport for ensuring physical activity in females as 50% of players only play netball. Almost 20% of netball players are now non-association players and some 15% of players play netball in an unorganised setting. Netball Vic has a community access team that deliver programs for CALD communities through schools.

The potential number of total players (organised and unorganised) in Maribyrnong is in the order of 3,000. To achieve this figure more than 1,000 players would need to come from non-English speaking backgrounds. Due to the cultural mix of the population it is unlikely that netball will grow until there is good education about the game, school programs to teach the sport, social venue based opportunities to play and availability of facilities for training and at peak times.

The projected growth in netball based on 2025 population projections shows a potential increase of 644 players across the City of Maribyrnong.

Netball in Maribyrnong

There are insufficient compliant courts at all levels, including school, club training, football / netball clubs and for higher-level competition.

Few schools other than Maribyrnong College have netball courts and where they do, some are not a compliant surface.

Schools such as Caroline Chisholm College in Braybrook suggest there is no demand for netball due to demographic profile.

Opportunities to provide netball facilities at Footscray College should be considered along with additional clusters of outdoor courts at Australian rules football grounds.

The VUT Community Sports Stadium has a strong social and senior netball competition but junior netball has been slower to develop. These courts are too short for elite netball and they lack spectator seating for representative games or events. Providing a show court in conjunction with this facility would provide for higher levels of competition and provide exposure to role models for City players. Additional land may have to be purchased to provide this court.

The lack of available stadium space in Maribyrnong puts pressure on netball due to the demand for basketball, indoor soccer, badminton and volleyball.

Gaps and opportunities

A pathway of netball opportunities is required from NetSetGO to school competitions, social opportunities and club associations. This may extend all the way to representative opportunities. Opportunities to see high level players compete locally. This is also important as the pathway does not exist at the moment in Maribyrnong.

A high demand for social netball is evident. It is played in Victoria University Community Sports Stadium and Action Indoor Sports centre. The recent shift in location of a Melbourne Social Netball competition night from Victoria University Community Sports Stadium to Riverside Golf and Tennis Centre in the City of

Moonee Valley has negatively impacted participation rates due to the courts being outdoors.

A number of sites were assessed for provision of additional courts. Appendix 2. of the strategy shows the criteria against which each of the sites were assessed.

Footscray Park, Henry Turner and North & South Reserves, Yarraville Tennis Club and the Maribyrnong Defence Land are preferred site options for future netball courts. Braybrook Secondary College and Kindersmith Reserve could also be investigated for providing additional netball facilities.

Equitable Distribution and Quality of Facilities: Objectives

Objectives

1. Create a diversity of sports and physical activities, in hubs, in each sector of the City
2. Encourage greater use of the Maribyrnong River for sport
3. Encourage partnerships to develop sports opportunities and greater use of existing facilities
4. Enhance the quality of existing facilities
5. Develop additional netball, aquatics and cycling opportunities

Equitable Distribution and Quality of Facilities: Recommended Strategies

Overview

14. Endorse the following works identified in previous Council plans, are endorsed:
 - Pavilion upgrades, and reconfigure playing fields (such as Skinner Reserve) to provide additional playing fields.
 - Upgrades for some tennis courts/ hard courts (e.g. Kingsville Tennis Club).
 - Extend and refit MAC (half-life refit)
 - A sporting reserve at Maribyrnong Defence site.
 - A major upgrade of Footscray Park to include playing fields and a new pavilion, and lighting on the tennis courts.

- Redevelopment of RecWest, West Footscray.
 - Redevelopment of Scovell and Hanmer Reserves, Kingsville Tennis Club Pavilion and rationalisation of the Robert Barrett Reserve.
 - Design and construction of a synthetic soccer/multi-purpose field.
15. Implement the recommendations of the Sustainable Sportground Management Plan and bring into Council's Asset Management Plan.
 16. Implement a 10-year sports field capital improvement program based on the Sustainable Sports Fields Asset Management Plan 2015.
 17. Develop and implement a 10-year upgrade and renewal program for sports field floodlighting.
 18. Provide lit outdoor hard courts for social basketball in activity centres, at the sports hubs and/or in schools (where possible including netball).
 19. Ensure synthetic cricket wickets on shared grounds are located between soccer-football pitches to enhance playability and sharing in both seasons.
 20. Investigate reconfiguring selected playing fields to provide multiple playing fields together that support existing sports and maximise capacity:
 - Skinner Reserve
 - Dobson Reserve
 - Henry Turner South Reserve
 21. Review the design of Robert Barrett Reserve to provide 2 soccer -football pitches with a wicket between, a multi-code sporting hub, support facilities, a perimeter pathway and an extension to the MAC.
 22. Investigate additional social and casual use of sports facilities in off-peak times, including pavilions, for group fitness and social sport, pilates and yoga.
 23. Prepare an inventory of sports facilities available in schools in Maribyrnong, their

uses and opportunities to provide more club and community access to these.

24. Work with schools, Council indoor facilities and Clubs to run "come and try" activities as well as school sports.
25. Develop key sporting hubs to encourage multi-purpose use including:
 - Robert Barrett/MAC/MC
 - Mclvor Reserve/Angliss Reserve
 - Footscray Park/ Henry Turner Reserve
 - Hansen Reserve
 - RecWest Footscray, Shorten Reserve and
 - Braybrook Park/Skinner Reserve.
26. Facilitate the development of multi-code clubs on sporting hubs. Include multiple sports courts and outdoor sportsgrounds to serve multiple sports. Include social sports casual hire as well as a perimeter exercise trail at these locations.
27. Construct an additional sporting precinct/ hub for rectangular football codes and associated courts sports, in the Maribyrnong Defence site.
28. Create at least one off-road trail circuit through each suburb and provide park perimeter exercise trails around large reserves away from the boundary of sports fields.
29. Investigate re-zoning the Sunshine VRI Bowling Club land as PPRZ as an extension of Prichard Reserve.
30. Ensure new residential developments adjacent to sportsgrounds provide adequate buffers and design treatments to minimise the impact of noise and lights on residents.

Aquatic Facilities

31. Prepare a revised aquatic master plan that investigates the potential and design to expand the MAC to include: water space for programs and the headquarters for aquatics sports (water polo, swimming, synchronised swimming).
32. Provide additional aquatic services for people with a disability.

33. Further develop Footscray Park and Edgewater as a sport and recreation hub including water based sports.
34. Explore the provision of a further program pool in Footscray in conjunction with a residential or commercial building development.

Provision of Netball / Indoor sports

35. Work closely with Netball Victoria to develop netball in the City and:
 - a. Promote netball and the NetSetGO Schools Ambassador Program to ensure that netball has a continuous presence at schools and ultimately becomes the sport of choice for young girls.
 - b. Investigate opportunities to partner with schools to develop hard courts for physical education, school sport and club training.
 - c. Consider the development of 4 outdoor netball courts in association with any new indoor courts sports facility developed.
 - d. Seek to provide at least one additional floodlit complex for netball consisting of three courts that are multipurpose and linked to an AFL venue. Investigate the following sites:
 - Hansen Reserve
 - McIvor Reserve adjacent to the bowls club
 - Footscray Park/ Henry Turner
 - Kindersmith Reserve
 - Maribyrnong Defence Land
 - e. Investigate opportunities to provide additional indoor courts to support the development of netball and a range of other sports.
 - f. Consider the feasibility of the following options to provide for indoor netball:
 - Supporting others to construct a show court at Whitten Oval by purchasing additional land.
 - Constructing a netball or small footprint indoor court sports centre for badminton, volleyball and netball in the Footscray Activity Centre, as part of a new building development, or
 - Providing additional courts at Braybrook.
36. Investigate opportunities for an Australian Rules football-netball league partnership to develop within the WRFL.

5. Opportunities for the whole population to be involved in sport

There should be opportunities for the whole population to be involved in sport. Even though the potential to play a club sport may be lower in some areas in Maribyrnong due to demographic influences, there should be opportunities to learn sports. This includes learning sports strong in resident's countries of origin, and learning about the value of sport, and about different sports that may suit them. All residents should be able to:

- Be involved in all levels of sport
- Be involved regardless of age, ability, gender, and cultural background
- Play sport socially, and competitively, and
- Follow a pathway from development program, to school, club and representative levels of competition

Opportunities

Residents less likely to play sport are likely to benefit significantly from the social connections, physical activity, personal development, discipline, challenge, enjoyment and the sense of belonging that being involved in sport can provide.

The core challenge for Council is to facilitate and motivate people to participate given that opportunity costs will be high and willingness to play may be low.

Council staff may have direct relationships with people most disadvantaged by not being involved in sport. Where these relationships exist, local sports opportunities should be promoted. Connections could be created and facilitated through schools, health providers and existing facility providers.

A greater focus on social and one off sporting activities should be provided in communities with a low propensity to participate.

Community sporting programs and partners

A number of sports in the City provide free introductory programs for participants. These programs are mainly in the south of the municipality. Cricket Victoria would like to run women's cricket programs in the City. The Cities of Maribyrnong and Moonee Valley established a Community Cricket World Cup in 2014, addressing the demand for non-club based cricket.

The Active Maribyrnong Get Active Expo provides opportunities to residents to try a number of sports that are offered in the City. Parts of the City such as the southeast and west where there is an absence of facilities do not have an Active Maribyrnong Expo presence. Maribyrnong Aquatic Centre runs gender and culturally based programs and provides membership for social and financially disadvantaged persons.

There are a number of not for profit partners such as Sports Without Borders and the Asylum Seekers Resource Centre (ASRC) that support sport as a vehicle for social inclusion.

Schools are a key partner: working through schools is one way to ensure community sports programs are not one culture specific and promote social inclusion. Future social programs should be located in areas with the highest likelihood of uptake and in locations with high social disadvantage.

Community sports should be venue based as the opportunity cost for home and away competitions may be too high.

Sport that may appeal to specific cultures

Due to the size of some cultural groups in Maribyrnong, such as Indian, Chinese, Vietnamese, Italian, Greek, Filipino and emerging communities such as the Sudanese, there are some activities which these groups may have a cultural affinity for that could be trialled.

Popular sports in many of these cultures are: soccer-football, badminton, tennis, table tennis, volleyball, martial arts, hockey, wrestling, basketball, boxing, athletics, diving and gymnastics, volleyball, cycling, water polo,

golf, rugby, weightlifting, equestrian and ten-pin bowling. Social programs in lesser known activities likely to be of interest to cultures with strong populations in Maribyrnong include:

- Sepak takraw (Vietnam)
- Kabaddi (India)
- Wrestling (Greece, Italy, Greece, India, Sudan)
- Diving (China)
- Arnis (Philippines)

Older adults

More social opportunities, leagues and programs may be possible in the sports with larger numbers, such as table tennis, badminton, canoeing, golf, swimming, running, cycling, hockey, tennis, bowls as well as in truglo for males and females; netball and softball for women, and cricket and soccer-football for men.

Specific programs can be devised in conjunction with non-sports clubs and groups already servicing this market, such as service clubs and retiree groups and senior citizens centres.

The provision of additional indoor facilities, courts, group exercise and dance studios could deliver significant opportunities to target older adults and people with a disability.

Other strategies to target specific groups

Council has an opportunity through its occupancy agreements with clubs to prioritise support and provide discounts to clubs targeting specific population groups.

Occupancy agreements can be used to drive specific objectives, providing incentives for clubs to run programs, increase participation and ensure clubs field female and junior teams that assist with club sustainability. The City of Moreland has successfully implemented this strategy.

Several key community hubs were not used for programs. Programs should desirably be available to participants within walking distance of their houses.

Organised versus non organised sports participation

ABS data indicates that of people who only participated in non-organised sport or physical activities: 42% use parks and reserves, 26% use indoor sports or fitness centres and 25% use off-road cycle paths. Use of off-road trails and social sports use of reserves is likely to afford considerable benefits in Maribyrnong for non-organised sports participation.

Council should continue to encourage the controlled use of suitable parks for group exercise and provide off-road trail circuits around each suburb and as perimeter paths around large parks.

A recent trend for social running events has become evident in Melbourne. Maribyrnong Park Run has an average of 77 runners per week and has seen excellent growth.

Social hard courts and practice in activity centres and schools can support considerable social sport and training for club sports.

The survey for this project identified the need to support cycling initiatives that would increase women's participation, such as Wheel Women and Pushy Women. The key sporting precincts or hubs such as Robert Barrett, Footscray Park / Henry Turner / North and South and McIvor Reserves provide good opportunities to provide venue based social sports as there are facilities in each with a management presence.

Gender equity in sport

Women are not a homogenous group with similar leisure experiences or expectations.

Gender norms are often intimately entwined with other power relations related to race, sexuality, nationality, and religion that can be difficult to change. In many cultures there is a lack of a sense of entitlement to leisure and sport among women and there is not a universal perception that sport is a suitable or desirable pursuit for girls and women.

Where people experience social disadvantage these barriers are likely to be exacerbated for females.

The Active Maribyrnong Get Active Expo and Spring into Summer Series provided several programs targeting women only; including roller derby, yoga and Wheel Women rides for beginners and advanced riders. Council are currently working with Cricket Victoria to provide the Maribyrnong Female Cricket Hub at Skinner Reserve. A Women's circus is located in Footscray.

Respondents to the householder survey suggested additional support and opportunities for women's participation could include activities like:

- "Wheel Women" cycling and "organised social bike rides"
- "speaking to women and girls from the outset of planning a redesign or repurpose of the physical building"
- "offer programs dedicated to these groups - i.e. pink ball program for girls"
- "dedicated women's competitions etc". and
- "more dance, gymnastics, etc. (female sports)".

The time for women to participate in sport is typically fragmented, so scheduling opportunities and facility opening times can unreasonably impact on women.

Inclusive clothing policies, facility design (in particular change rooms and trail design), absence of security lighting, child friendly policies and places, historic ground/court allocations favouring traditional sports and male teams are all common facility issues raised by women.

In addition, access to role models, female officials, team managers, administrators and committee members, and access to information can all influence whether women are encouraged to pursue activities of their choice.

Clubs are crucial places at which attitudes and behaviours respectful of women are shaped and reinforced, particularly for boys and young men.

The sports of Roller Derby, Australian Rules football, junior lacrosse, lawn bowls (social) and boxing indicated that they have increasing numbers of females participating in

Maribyrnong. A key sport that is likely to attract strong female participation in Maribyrnong is soccer-football.

Maribyrnong Aquatic Centre's women's only swimming nights have a high participation rate. These types of initiatives should continue to be developed and implemented at other Council facilities.

Opportunities for the whole population to be involved in sport Objective:

1. Promote and encourage more low income, newly arrived overseas born people, older adults women and people with a disability to play or become involved in sport.

Opportunities for the whole population to be involved in sport : Recommended Strategies

37. Introduce initiatives to increase sports participation in suburbs where a high proportion of residents are born overseas in non-English speaking countries, have low levels of education or income and high levels of unemployment.
38. Deliver sports development and education programs, in communities with a high proportion of residents born overseas in non-English speaking countries.
39. Include sporting opportunities familiar to people in other cultures in Active Maribyrnong programs and activities including the Get Active Expo.
40. Include sporting events in cultural festivals and community events.
41. Work with key primary and secondary schools and local clubs and facility providers to increase sporting education and participation.

Recommended Strategies (cont'd)

42. For key sports available in Maribyrnong work with peak bodies and through Active Maribyrnong to provide opportunities for people to learn about these sports in multiple languages, and learn the basic skills associated with each.
43. Continue to look for opportunities to facilitate schools, clubs and sports providers delivering programs for Maribyrnong's diverse population groups.
44. Encourage the provision of sport so that individuals of all ages, abilities and cultural and economic backgrounds are able to:
 - a. Follow a pathway from development program, to school participation, club and representative levels of competition for male and female participants and people of all abilities.
 - b. Be involved in development programs, (junior, senior and masters), competitions for males and females
 - c. Play socially/casually (for male and female participants) as well as competitively.

6. Affordability and accessibility of facilities

Costs to users

The costs of playing in a home and away clubs competition can be high for families as this cost may include: membership, transport, family time, childcare, uniforms, equipment and parental involvement. Families from other countries may not value sport in the same way as Australian born families do and may not be willing to pay the market costs of participation. Opportunities for venue based and social competitions for multiple age groups may minimise costs of sport to families.

The cost of use of indoor courts and any synthetic sports field may need further investigation. Clubs said fees are driving people to use other indoor stadiums that do not charge a door fee and suggested putting a freeze on junior court hire.

Council have offered subsidized club sport fees on application for junior players with a health care card and for junior females through the Active Maribyrnong grants program. The MAC provides subsidized off-peak passes for socially and financially disadvantaged communities.

The costs to players may be reduced through shoe and uniform exchanges or sponsored uniforms and facility hire for example.

Costs to clubs

Some clubs in Maribyrnong are disadvantaged by having to hire private facilities (martial arts and gymnastics), or enter into occupancy agreements that require them to pay the full occupancy costs rather than just a small proportion of costs (lawn bowls). Five lawn bowls clubs in the City of Maribyrnong have closed in approximately 15 years.

The consultation with clubs found that fees and charges were generally considered acceptable. However structures and processes could in some cases improve and some discounts were needed (e.g., to make water sports viable).

Typically Councils subsidise approximately 30% of the costs of leased facilities and 80% of the

costs of outdoor playing field use. Clubs and associations are often not aware of the real cost – except for some elements such as utility costs which they may have to pay directly.

Council can also use price as a tool for diverting or influencing timeslots of high demand away from peak periods and specific locations.

Occupancy agreements, allocations and booking

The conditions in occupancy agreements should provide a mechanism for clubs and Council to work toward a common set of objectives that lead to an increase in use (but not over-use), cost effective management of sports facilities and sustainable clubs. These agreements should be more akin to service agreements than commercial lease agreements; they should also be used to provide incentives for best practice and good governance. The existing policy should be reviewed and brought in line with this Strategy.

Council should also consider moving away from historical allocations to enhance use and more closely match use with carrying capacity of facilities.

Council could set a standard hourly rate for pavilion hire for sport and fitness users for peak and off-peak times, then apply relevant adjustments based on incentives.

A number of sports are concerned about damage and wear of facilities used by casual users. Further work on agreements is required and users should be made aware of the cost to Council of facilities and ongoing maintenance.

The ability to book and pay for sports facilities using online, convenient and real time systems is required, as well as simple ways to access facilities.

Councils website does not provide a clear process for booking and paying for sports grounds and facilities.

Affordability and accessibility of facilities: Objectives

1. Provide a fair and equitable basis for recouping a reasonable percentage of the cost of providing sport from user groups
2. To maintain user charges that are fair and reflect the value of service whilst minimising the number of people who can't access sport due to the cost.

Affordability and accessibility of facilities: Recommended Strategies

45. Review Council's allocations and fees and charges policies.
46. Provide a discount or incentive for clubs who help meet Council objectives, including: Increased participation in target populations (Women, juniors, older adults, people from a non-English speaking country, low income household and those with a disability).
47. Develop a Sports Capital Contributions Policy.
48. Continue to monitor the cost of use for sports including proposed cost of synthetic surfaces- with the view of providing equitable cost of use for users and clubs across all sports.
49. Introduce multi-club allocations rather than historical single club allocations at venues with appropriate capacity.
50. Continue to run the Active Maribyrnong Grants program for new junior female sports club members or those holding a health card.
51. Introduce an online booking system for grounds and courts to enhance access and reduce the administration cost of hiring facilities.
52. Update Councils website to provide a clear process for booking and paying for sports grounds and facilities.

Recommended Strategies (cont'd)

53. In future management arrangements for Council's indoor centres consider the implications of entry fees. In occupancy agreements seek to subsidize costs in order to increase use.
54. Continue to provide Active Maribyrnong programs such as the Get Active Expo and Spring into Summer Series.
55. Review the lease agreement for the Footscray Boat Club social area in order to encourage additional aquatics sports use and other casual and social uses in Footscray Park.
56. Introduce changes to Council's fees and charges policy that will encourage new format and out of season social sports e.g. rugby 7s and AFL 9s.

7. Facility and club information and promotion

Information through varying distribution channels, targeting people of different interests, ages and abilities is essential to encourage use, provide choice and alternatives to play and be involved in sport.

All sports present in Maribyrnong should be promoted in programs such as Active Maribyrnong, regardless as to whether they use Council facilities.

Promote activities by their availability and suitability for specific groups i.e. women with young children, pregnant women, older adults, people with a disability and cultural groups including social opportunities.

Free access facilities such as trails and the 11 free access tennis courts as well as those available for hire should be further promoted.

Libraries and community centres could be used to promote sports facilities.

Simple terms e.g. fun, feeling better, sleeping better, meeting new people, taking part with friends and family should be used in sports promotion. Words like participation, social benefits, leisure and wellbeing etc. should be avoided as these concepts do not always translate well.

Facility and club information and promotion: Objectives

1. To enhance the understanding of the value of sport and physical activity of residents – especially those born overseas.
2. To increase the understanding of what sports facilities clubs and providers are available in Maribyrnong
3. To increase choice and options for people to play sports
4. Motivate people to take-up available options to play sport through targeted marketing and promotion of available sports opportunities
5. Utilise existing Council service centres, and health centres to promote sports

Facility and club information and promotion: Recommended strategies

57. Increase the level of marketing and promotion of sports facilities, clubs and services.
58. Produce a wider range of material promoting the benefits of sport, different types of sports opportunities and clubs and where to find sports that match age and skill levels.
59. Include 'simple' messages in marketing and promotion and Active Maribyrnong that can be understood in cultures other than Australian.
60. Publish and distribute a suite of information about select sports in multiple languages and promote these through schools and Active Maribyrnong.
61. Utilise social media more for promotion of sports clubs and opportunities. Improve social media partnerships with sporting clubs.
62. Ensure Council's directory of clubs and facilities is easy to find and includes all sports facilities, clubs and providers regardless of whether they are on Council land.
63. Produce and market the "Around the Grounds" newsletter more regularly, and distribute to a wider readership.
64. Enhance the positioning and activity of sport related content on Council website and external sporting partner sites. Investigate improvements to Council's website provide more information about the value of sport and leisure.

Recommended strategies (cont'd)

65. Regularly create a suite of targeted marketing material and information about sports opportunities in Maribyrnong. These need to be distributed to a range of health and community, education and sporting providers and available to download as Community Information Points.
66. Include features/profiles of Maribyrnong sporting clubs/programs on Council's core communication platforms.
67. Prepare an updated guide to using Council sports facilities for clubs and casual hirers. This should set out Council objectives, and principles regarding use of sports facilities.

8. Supporting club development

Clubs and sporting organisations provide and administer competitions that Council can't afford to provide. Clubs also involve and bring together a wide range of people including parents, spectators, coaches, officials and players that provide social support and a sense of belonging.

Opportunities to grow clubs

Social leagues and pay as you play

Clubs, commercial facilities such as Action Indoor Sports, Aussie Sports and Social Sport, Council and community welfare organisations provide "pay as you play" sports activities.

There is demand for social league sport in the alternative seasons to when these sports are typically played (e.g., cricket in winter, soccer football in summer and twilight softball) and a strong demand for mountain biking and other cycling disciplines.

In order to keep clubs relevant they need to be able to meet the demand to play sports socially – without training, coaching etc.

A number of outdoor sports could and would like to expand indoors to target development programs for young people or to provide different and more social versions. Sports such as archery, lacrosse, hockey and tennis (soft tennis) as well as Para sports such as table tennis, boccia, etc. would seek indoor space.

Small clubs may not have the resources to market or set up social leagues and Council may not have the resources to provide the competitions, so partnerships with clubs and peak bodies could be further developed to build on club offerings.

Whilst social opportunities without routine commitment and club memberships is in demand there is considerable value in supporting volunteer based sport, and encouraging sports clubs to remain sustainable.

Support for the small clubs and those not on Council land

Support is important for all clubs, regardless of whether they use Council facilities, to retain a wide range of sporting activities in the City. Clubs should be promoted, nurtured and supported to enhance the growth, development and sustainability of sport.

There are some very small sports in Maribyrnong such as trugo and without clubs they would not exist. Other clubs such as gymnastics, martial arts and cycling have considerable scope to expand if they have facilities on public land and if they could provide for multiple disciplines.

Clubs seek the assistance from Council with the following:

- Marketing initiatives and communication between clubs
- Promote and resource women's sports
- Improve the quality of facilities
- Assist the development of coaches and referees
- Promoting partnerships between existing facilities
- Education about facility maintenance
- Improve signage at and to facilities, and
- Improve street presence at a number of facilities

Council could further assist clubs with planning and work with peak bodies on marketing and business planning. It could encourage communication between clubs and help them provide pathways from social and development programs to competitions. These things will assist with sustainability and provide a balanced offer to the community.

Multi code clubs

The development of key sporting hubs offer opportunities to encourage viable multi-code sports clubs. The advantage of a multi code club (apart from whether it is supported by a major commercial club) is reduced business administration, increased scale and revenue opportunities and the opportunities to provide for local families that mean siblings can be part of the same club, in both seasons.

Supporting clubs development: Objectives

1. Enhance the sustainability and growth of clubs
2. Work through clubs to expand opportunities to play more sports socially

Supporting clubs development: Recommended strategies

68. Work with all sports codes in the City to set up social leagues and “pay as you play” models of playing sport.
69. Work with Cycling Victoria and the Footscray Cycle Club to develop cycling in the City including other cycling disciplines and develop facilities.
70. Undertake more detailed investigation into constructing a four+ court sports centre to replace RecWest Footscray and consider opportunities to co-locate with a facility for gymnastics and a dance / martial arts studio.
71. Assist smaller sport clubs on the major reserves to form multi-code clubs, to aid sustainability.
72. Extend support to clubs in the City that are without Council facilities.
73. Continue to monitor the needs of clubs and assist them with marketing, signage, communication between clubs, targeting women, juniors, older adults and people with low incomes and /or those born overseas.
74. Assist clubs to develop partnerships at existing facilities and with business planning.
75. Consider supporting clubs in low participation rate areas with programming and sports development to grow participation.

9. Programs and events

Programs and events can motivate people to participate, create challenges and incentives to train and enable participants to gain a sense of achievement without the physiological burden of ongoing commitment.

A number of economic, social and cultural benefits exist for Councils who host sporting events. These include the legacy and long-term investment in facilities provided by others to support events. In some instances funds are available from peak bodies to stage events. Suitable events provide great social opportunities for colleagues or employers to team build or raise funds for a beneficial cause.

A number of sports are currently (or have in the past) running events in the City of Maribyrnong. There have been some 15 National or state level events held in the City of Maribyrnong in recent years and a further four regional and local events currently held.

Victoria University Community Sports Stadium and Maribyrnong College has been very successful in attracting and staging events.

Through consultations multiple clubs indicated they would like to run events in the City of Maribyrnong.

The Maribyrnong River is an area in which more events can be held. The river is considered under-utilised and has great potential for regional events if support facilities were available.

VU and Whitten Oval could also attract large events. New change facilities enable more female involvement, VFL games, WRFL Finals and the proposed Maribyrnong Cup to be held there.

Communities can benefit from the hosting of social community tournaments. These types of events provide pathways for individuals wanting to improve their skills and some who may want to join or start new clubs.

Programs

As Council owns a number of facilities with permanent staff (in particular the MAC) and has access to its own wide range of public spaces more outdoor programs could be facilitated,

including those utilising sports pavilions and fields.

Small programs benefit public spaces by activating them and encouraging others to use them during off peak periods.

In 2014, the Active Maribyrnong Get Active Expo had a total of 1,124 participants. The Spring into Summer Series had a total of 501 participants. Female participation outweighed males in both programs.

Constraints and opportunities

In Maribyrnong a number of facilities do not currently meet regional or higher competition standards. The quality and capacity of existing facilities is a major issue limiting opportunities to attract events. Most sports raised this issue.

Lack of spectator seating, court size, water depth, lack of lights and roof height all impact on the municipality's ability to host events.

The cost of hiring spectator seating and the lack of fencing around reserves is a disincentive for some clubs to stage events. For soccer -football few grounds have multiple fields suitable to hold events.

Council could consider key suitable grounds to provide for events and ensure access to gate entry, suitable power supply, transport and parking, for example are provided or can be managed.

Council's support of events

It is not Council's role to run events. There are many other providers, however they are opportunities for Council to: facilitate the creation of events, (such as a Temple to Temple run, with partners or a club), attract events to the City and to contribute to smooth operation of events so that they benefit the City, and encourage participation.

Council currently supports the following sporting events in the municipality:

- Maribyrnong Gift
- National Cyclocross Series – Round 1
- Victor Maribyrnong International Badminton Series
- Melbourne Renegades Practice Match and Family Day
- AFL Pre-season Game at Whitten Oval
- Active Maribyrnong Get Active Expo
- Run for Hope, and
- Relay for Life.

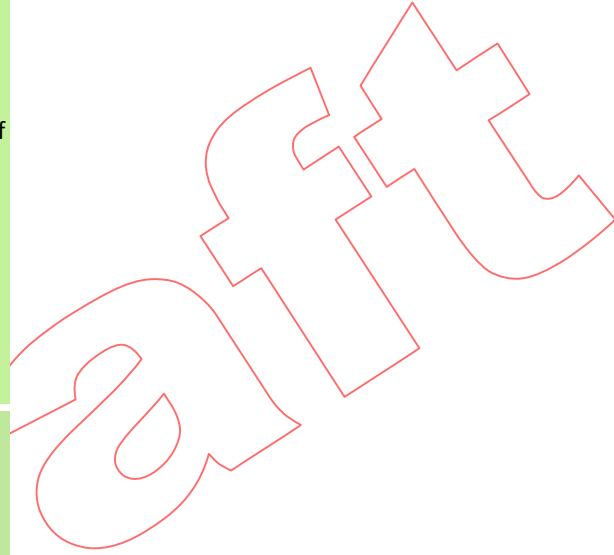
A clear policy setting out how sports could be supported and what involvement Council should have in events would be worthwhile.

Programs and Events: Objectives

1. Encourage sporting events to Maribyrnong where there are direct benefits to residents, local sports and the broader community
2. Provide a clear policy basis for sponsoring and supporting events
3. Continue to support Maribyrnong clubs in attracting and staging events

Programs and Events: Recommended strategies

76. Prepare a policy on sponsorship and support to sports organisations staging major events, in Maribyrnong.
77. Consider the following in the preparation of an events policy :
- The nature of the event/ purpose
 - Significance of the event, the likely scale of benefits and impact on facilities
 - The participation of Maribyrnong residents and clubs
 - The nature of assistance required such as:
 - Events planning
 - Promotion
 - /provision of facilities, marshalling, waste disposal
 - Temporary fencing, toilets or barricades, seating, and signage
 - Waive facility rental
 - Whether the purpose of the event supports the objectives of this strategy
 - What promotion and conditions Council may wish to require for the contribution
 - Suitability of specific sites for events
78. Continue to support sporting and physical activity events being conducted in the City and seek to use these to fund works that support local clubs and sports opportunities.
79. Prepare MOU's with event organisers to confirm long term event commitment.
80. Create an events fund under the umbrella of Active Maribyrnong Events (Grants).
81. Introduce several community social sporting events such as a soccer -football event, a cricket event, a volleyball event and a table tennis event, in conjunction with existing clubs and associations.
82. Consider expanding MAC to provide for water sports events.



10. Summary: Recommended Strategies

The following table lists all strategies in the plan in the same order as the main document, with a time frame and high level estimated probable cost. A number of strategies are similar as they are relating to separate issues in the main document.

Most costs are indicative and have been provided from other Council documents such as Councils Infrastructure Plan and Sports Fields Audit. Where major planning, design or feasibility work is required Planning project has been identified in the Probable Cost Column.

A number of projects over lap, and hence the all costs should not be summed to provide a total.

Action	Time frame	Probable costs	Status
Demand for sport			
1. Continue to facilitate social cricket competitions, including those through the winter, where fields are available, in partnership with other Councils.	Ongoing	Recurrent	
2. Continue to increase female participation in both formal and informal sport.	Ongoing	Recurrent	
3. Consider opportunities to grow social and competitive volleyball in the City.	1-3 years	Recurrent	
4. Investigate opportunities to provide social sports that are popular in the main countries of origin of residents.	1-3 years	Recurrent	
5. Investigate opportunities to use existing Council free access tennis courts for social sports or team sport training.	1-3 years	Recurrent	
6. Investigate opportunities to use school facilities outside of school hours for social sports or team training.	1-3 years	Recurrent	
7. Whilst encouraging social sports, continue to promote the value of involvement in sporting clubs.	Ongoing	Recurrent	
8. Work with other stakeholders to introduce venue based social competitions such as soccer- football, rugby 7s and AFL 9s, basketball, volleyball and badminton, at suitable venues.	1-3 years	Recurrent	
9. Establish a community soccer "world cup" similar to the Community Cricket World Cup held in conjunction with the City of Moonee Valley.	1-3 years	Recurrent	
10. Encourage further multipurpose and social use of parks, free access tennis courts and cricket nets –for other sports, especially futsal.	1-3 years	Recurrent	
11. Light selective free access tennis courts (away from housing) starting with Henry Turner Reserve.	4-6 years	Allow \$240,000	Not in budget. New item
12. Encourage tennis clubs to provide free community tennis activities, hot shots or cardio tennis on free access tennis courts.	Ongoing	Recurrent	
The framework for increasing participation			
13. Adopt the six key elements (objectives) in the framework underpinning this plan to support the growth and development of sport in Maribyrnong.	Ongoing	Recurrent	
Equitable distribution and quality of facilities			
14. Endorse works identified in previous Council plans, as follows:			
• Design and construct a multipurpose synthetic soccer pitch	4-6 years	\$1.3 m	In plans / budget
• Upgrade tennis courts/ hard courts (e.g. Kingsville and Rosamond Tennis Clubs)	1-3 years	\$260,000	In progress
• Extend and refit MAC (half-life refit)	1-3 years	\$3 m (See Strategy 31)	In progress

Action	Time frame	Probable costs	Status
<ul style="list-style-type: none"> Upgrade Footscray Park and provide a new pavilion 	1-3 years	\$1.8 m	In progress
<ul style="list-style-type: none"> Redevelopment of RecWest, West Footscray 	1-3 years	\$1.1 m	In plans / budget
<ul style="list-style-type: none"> Footscray Hockey Club Amenities Upgrade 	1-3 years	\$440,000	In plans / budget
<ul style="list-style-type: none"> Scovell Reserve Pavilion + Open Space Works 	1-3 years	\$1.6 m	In plans / budget
<ul style="list-style-type: none"> Hanmer Reserve Pavilion 	1-3 years	\$700,000	In plans / budget
<ul style="list-style-type: none"> Kingsville Tennis Club Pavilion 	1-3 years	\$600,000	In plans / budget
<ul style="list-style-type: none"> Henry Turner South Pavilion 	1-3 years	\$1.2m	In plans / budget
<ul style="list-style-type: none"> Rationalise three pavilions at Robert Barrett Reserve (lawns bowls, tennis and cricket) 	4-6 years	\$2.2m	In plans / budget
<ul style="list-style-type: none"> Dobson Reserve Pavilion upgrade 	4-6 years	\$900,000	In plans / budget
<ul style="list-style-type: none"> Hansen Reserve Pavilion + Open Space Works 	4-6 years	\$1.7m pavilion. + \$1.2m open space	Not in budget
<ul style="list-style-type: none"> Kindersmith Reserve Pavilion upgrade 	6-10yrs	\$1m	In plans / budget
<ul style="list-style-type: none"> Angliss Reserve Pavilion upgrade 	1-3 yrs	In progress	
15. Implement the recommendations of the Sustainable Sportsground Management Plan and bring into Council's Asset Management Plan.	1-3 years	\$4.5-\$19m	
16. Implement a 10-year sports field capital improvement program based on the Sustainable Sportsground Management Plan 2015.	1-10 years	\$19m. See Strategy 15.	
17. Develop and implement a 10-year plan to upgrade and renew sportsground floodlighting.	1-3 years	\$600,000 ⁷	
18. Provide lit outdoor hard courts for social basketball in activity centres, at the sports hubs and/or in schools (where possible including netball).	4-6 years	Allow \$480,000 (3 locations)	Not in budget New item
19. Ensure synthetic cricket wickets are located between shared soccer-football pitches to enhance playability and sharing in both seasons.	4-6 years	Planning Project/Recurrent	
20. Reconfigure selected playing fields to providing multiple playing fields together that support existing sports and maximise capacity. For example: <ul style="list-style-type: none"> Skinner Reserve Dobson Reserve Henry Turner South Reserve 	<ul style="list-style-type: none"> 1-3 years 4-6 years 4-6 years 	<ul style="list-style-type: none"> \$750,000 \$750,000 \$750,000 	Not in budget New items
21. Review the design of Robert Barrett Reserve to provide 2 soccer -football pitches with a cricket wicket between, a multi-code sporting hub, support facilities, a perimeter pathway and an extension to the MAC.	1-3 years	Planning Project (design) Not Costed.	
22. Investigate additional social and casual use of sports facilities in off-peak times, including use of pavilions for group fitness social sport uses and Pilates and yoga.	1-3 years	Recurrent	
23. Prepare an inventory of sports facilities in schools in Maribyrnong, and their uses, and identify opportunities to provide more club and community access to these.	1-3 years	Planning Project /Recurrent	
24. Work with schools, Council indoor facilities and Clubs to run "come and try" activities as well as school sports.	1-3 years	Recurrent	

⁷ Open Space Asset Management 2013

Action	Time frame	Probable costs	Status
25. Develop key sporting hubs to encourage multi-purpose use including: <ul style="list-style-type: none"> • Robert Barrett/MAC/MC • Mclvor Reserve/Angliss Reserve • Footscray Park/ Henry Turner Reserve • Hansen Reserve • RecWest Footscray and surrounds, and • Braybrook Park/Skinner Reserve 	4-6 years		
26. At each proposed sports hub, construct a perimeter exercise trail and where possible multiple sports courts. Encourage casual hire and assist clubs to deliver multiple sports, including social sports.	4-6 years	Recurrent	
27. Construct an additional sporting precinct/ hub for rectangular football codes, with associated courts sports, in the Maribyrnong defence site.	10+ years	Planning Project (MPA)	
28. Create at least one off-road trail circuit through each suburb and provide park perimeter exercise trails around large sports reserves- away from the boundary of the fields.	4-6 years 4-6 years	Allow \$2m per suburb. Allow \$1.8m (3 reserves)	Not in budget New item
29. Investigate rezoning the Sunshine VRI Bowling Club land as PPRZ, as an extension of Prichard Reserve.	4-6 years	Planning Project Not Costed	
30. Ensure new residential developments adjacent to sportsgrounds provide adequate buffers and design treatments to minimise the impact of sports noise and lights on residents.	Ongoing	Planning project /Recurrent	
Aquatic Facilities			
31. Prepare a revised aquatic master plan that investigates the potential (and design) to expand the MAC to include: water space with a moveable floor for programs, and the headquarters for aquatic sports (water polo, swimming, and synchronised swimming).	4-6 years	Planning Project \$60,000	Not in budget New item
32. Provide additional aquatic services for people with a disability.	1-3 years	Recurrent	
33. Further develop Footscray Park and Edgewater as a sport and recreation hub including water based sports.	4-6 years	Planning Project. Not Costed	
34. Explore the provision of a further program pool in Footscray in conjunction with a residential or commercial building development.	7-10 years	Planning Project. Not Costed	Possible Development Contribution
Provision of Netball / Indoor sports			
35. Work closely with Netball Victoria to develop netball in the City:	•		
a. Promote netball and the NetSetGO Schools Ambassador Program to ensure that netball has a continuous presence at schools.	1-3 years	Recurrent	
b. Investigate opportunities to partner with schools to develop hard courts for physical education, school sport and club training.	1-3 years	Recurrent	
c. Develop 4 outdoor netball courts in association with any new indoor courts sports facility developed.	7-10 years	Planning Project + \$800,000	Not in budget New item
d. Provide at least one additional floodlit complex for Netball consisting of three courts that are multipurpose, and linked to an AFL venue. Investigate the following sites: <ul style="list-style-type: none"> • Hansen Reserve • Mclvor Reserve adjacent to bowls club • Footscray Park/ Henry Turner • Kindersmith Reserve • Maribyrnong Defence Land. 	4-6 years	Planning Project Allow \$600,000 (1 site)	Not in budget New item
e. Provide additional indoor courts to support the development of netball,	1-3 years	Planning Project	Not in budget

Action	Time frame	Probable costs	Status
and a range of other indoor sports.		Allow \$50,000	New item
f. Undertake a feasibility of the following options to provide for indoor netball: <ul style="list-style-type: none"> • Purchasing additional land to support others to construct a show court at Whitten Oval • Constructing a netball and small footprint indoor court sports centre for badminton, volleyball and netball in the Footscray Activity Centre, as part of a new building development, and • Providing additional courts at RecWest Footscray or Braybrook. 	<ul style="list-style-type: none"> • 4-6 years • 7-10 years • 4-6 years 	Planning Project Allow \$50,000	Not in budget New item
36. Investigate opportunities for an Australian Rules football-netball league partnership to develop within the WRFL.	4-6 years	Recurrent	
Opportunities for the whole population to be involved in sport			
37. Introduce initiatives to increase sports participation in suburbs where a high proportion of residents are born overseas in non-English speaking countries, have low levels of education or income and high levels of unemployment.	1-3 years	Recurrent	
38. Deliver sports development and education programs, in communities with a high proportion of residents born overseas in non-English speaking countries.	1-3 years	Recurrent	
39. Consider including sporting opportunities familiar to people in other cultures in Active Maribyrnong programs and activities, including the Get Active Expo.	1-3 years	Recurrent	
40. Include sporting events in cultural festivals and community events.	Ongoing	Recurrent	
41. Work with key primary and secondary schools, local clubs and facility providers to increase sporting education and participation.	Ongoing	Recurrent	
42. For key sports available in Maribyrnong, work with peak bodies and through Active Maribyrnong to provide opportunities for people to learn about these sports, in multiple languages, and learn the basic skills associated with each.	Ongoing	Recurrent	
43. Continue to look for opportunities to facilitate schools, clubs and sports providers delivering programs for Maribyrnong's diverse population groups.	Ongoing	Recurrent	
44. Encourage the provision of sport so that individuals of all: ages, abilities and cultural and economic backgrounds are able to: <ol style="list-style-type: none"> Follow a pathway from development program, to school participation, club and representative levels of competition for male and female participants and all abilities. Be involved in development programs, junior, senior and masters, and competitions for males and females, and Play socially/casually (for male and female participants) as well as competitively. 	Ongoing	Recurrent	
Affordability and accessibility of facilities			
45. Review Council's allocations and fees and charges policies.	1-3 years	Planning Project/ Recurrent	
46. Provide a discount or incentive for clubs who help meet Council objectives, including: Increased participation in target populations (females, juniors, older adults, people from a non-English speaking country, low income household and those with a disability).	1-3 years	Recurrent	

Action	Time frame	Probable costs	Status
47. Develop an Sports Capital Contributions Policy.	1-3 years	Planning Project /recurrent	
48. Continue to monitor the cost of use for sports including use of synthetic surfaces- with the view of providing an equitable cost of use for users and clubs across all sports.	Ongoing	Recurrent	
49. Introduce multi-club allocations rather than historical single club allocations at venues with appropriate capacity.	1-3 years	Recurrent	
50. Continue to run the Active Maribyrnong Grants Program for new junior female sports club members or those holding a health card.	Ongoing	Recurrent	
51. Introduce an online booking system for grounds and courts to enhance access and reduce the administration cost of hiring facilities.	1-3 years	Planning Project Not costed	
52. Update Council's website to provide a clear process for booking and payment for sports grounds and facilities.	1-3 years	Recurrent	
53. In future management arrangements for Council's indoor centres consider the implications of entry fees. In occupancy agreements subsidize the costs of use in order to increase participation.	Ongoing	Recurrent	
54. Continue to provide Active Maribyrnong programs such as the Get Active Expo and Spring into Summer Series.	Ongoing	Recurrent	
55. Review agreements for use of the Footscray Boat Club in order to encourage additional aquatics sports use and other casual and social uses in Footscray Park.	1-3 years	Recurrent	
56. Introduce changes to Council's fees and charges policy that will encourage new format and out of season social sports e.g. Rugby 7s and AFL 9s.	1-3 years	Recurrent	
Facility and club information and promotion	•	•	
57. Increase the level of marketing and promotion of sports facilities, clubs and services.	1-3 years	Recurrent	
58. Produce a wider range of material promoting the benefits of sport, different types of sports opportunities, and clubs and where to find sports that match age and skill levels.	1-3 years	Recurrent	
59. Include 'simple' messages in marketing and promotion and in Active Maribyrnong that can be understood in cultures other than Australian.	1-3 years	Recurrent	
60. Publish a suite of information about select sports in multiple languages and promote these through schools and Active Maribyrnong.	1-3 years	Recurrent	
61. Utilise social media more for promotion of sports clubs and opportunities, and improve social media partnerships with sporting clubs.	1-3 years	Recurrent	
62. Ensure Council's directory of clubs and facilities is easy to find and includes all sports facilities, clubs and providers regardless of whether they are on Council land.	Ongoing	Recurrent	
63. Produce, and market the "Around the Grounds" newsletter more regularly, and distribute to a wider readership.	Ongoing	Recurrent	
64. Enhance the positioning and activity of sport related content on Council website and external sporting partner sites. (provide more information about the value of sport.)	1-3 years	Recurrent	
65. Regularly create a suite of targeted marketing material and information about sports opportunities in Maribyrnong that is distributed to a range of health and community, education and sporting providers, and is available	1-3 years	Recurrent	

Action	Time frame	Probable costs	Status
to down load as well as at Community Information Points.			
66. Include features/profiles of Maribyrnong sporting clubs/programs on Council's core communication platforms.	Ongoing	Recurrent	
67. Update Council's guide to using sports facilities for clubs and casual hirers. This should set out Council objectives, and principles regarding use of sports facilities.	1-3 years	Recurrent	
Supporting clubs development	•	•	
68. Work with all sports codes in the City to set up social leagues and "pay as you play" models of playing sport.	4-6 years	Recurrent	
69. Work with Cycling Victoria and Footscray Cycle Club to develop cycling in the City, including a range of cycling disciplines and the development of facilities.	1-3 years	Recurrent	
70. Undertake more detailed investigation into constructing a four+ court sports centre to replace RecWest Footscray and consider opportunities to co-locate with a facility for gymnastics and a dance / martial arts studio.	1-3 years	Project Planning Allow \$60,000	Not in budget New item
71. Assist smaller sport clubs on the major reserves to form multi-code clubs, to aid sustainability.	1-3 years	Recurrent	
72. Extend support to clubs in the City that are without Council facilities.	Ongoing	Recurrent	
73. Continue to monitor the need of clubs and assist them with: marketing initiatives, signage, communication between clubs, targeting women, juniors, older adults, people with low incomes and those born overseas.	Ongoing	Recurrent	
74. Assist clubs to develop partnerships at existing facilities, and with business planning.	Ongoing	Recurrent	
75. Consider supporting clubs in low participation areas with programming and sports development, to grow participation.	Ongoing	Recurrent	
Programs and events	•	•	
76. Prepare a policy regarding sponsorship and support to sports organisations staging major events in Maribyrnong.	1-3 years	Recurrent	
77. Include in an events policy consideration of the following: <ul style="list-style-type: none"> • The nature of the event/ purpose • Significance of the event, the likely scale of benefits and impact on facilities • The participation of Maribyrnong residents and clubs • The nature of assistance required such as: <ul style="list-style-type: none"> a. Events planning b. Promotion c. /provision of facilities, marshalling, waste disposal d. Temporary fencing, toilets or barricades, seating, and signage e. Waive facility rental • Whether the purpose of the event supports the objectives of this strategy • What promotion and conditions Council may wish to require for the contribution • Suitability of specific sites for events. 		Recurrent	
78. Continue to support sporting and physical activity events being conducted in the City and seek to use these to assist funding of works that support	Ongoing	Recurrent	

Action	Time frame	Probable costs	Status
local clubs and sport opportunities.			
79. Prepare MOU's with event organisers to confirm long-term event commitment.	Ongoing	Recurrent	
80. Create an events fund under the umbrella of Active Maribyrnong Events (Grants).	4-6 years	Recurrent	
81. Introduce several community social sporting events such as a soccer - football event, a cricket event, a volleyball event and a table tennis event, in conjunction with existing clubs and associations.	1-3 years	Recurrent	
82. Consider expanding MAC to provide for water sports events.	4-6 years	Planning Project (See Strategy 31)	

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