



Maribyrnong  
CITY COUNCIL



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PLANNERS

# Sports Development Strategy



DRAFT

## About this document

This document is The Draft Sport Development Strategy.

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

This is Volume 1, the main report. Volume 2 is the Appendices that support this.

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# 1. Introduction

## 1.1 The value of Sport

In Australian culture, sport transcends many boundaries. It is the common ground that can bring families, people of all ages, cultures, demographic profiles, and very different people together who simply support the same team or sport. When Australia is doing well in a sport there is a tendency for everyone to take the credit.

Most people have some connection with a sport, as a parent, through school, as a spectator, a fan, a participant, a punter, a serious competitor, a commentator, official volunteer, club member, an employee or employer. The value is understood, and many large and small businesses contribute to the cost of sport in some way by supporting people who participate or volunteer in sport.

Water based, land based, air based, indoor and outdoor – most people 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 associated with the physical activity, personal challenge and development, mental health, social connectedness, and a sense of belonging
- Health sector savings and general productivity benefits for the economy from a healthier workforce participating in and volunteering in sport
- Social capital benefits of clubs and social inclusion generated by sport
- The economic benefits derived from employment opportunities, especially for young people, staging events, and for employers attracting employees through availability of local sporting facilities

- Environmental benefits and restorative values of retaining green space open to the sky
- Biodiversity benefits of outdoor sports facilities that provide canopy trees and habitat for birds
- Environmental benefits from the remediation, care, protection and stewardship of waterways and reserves by sports, such as mountain biking, orienteering and activity groups such as bushwalking clubs and outdoor education groups.

Sport has educational benefits- for students in assisting with concentration, the development of numeracy and other skills, the learning of co-operation and discipline and respect for others, and inspiring further learning. Educational institutions commonly use sport as a marketing tool to attract new students and maintain competitive advantage against other educational institutions.

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 – as an enabler of all the benefits of sport- primarily stemming from grassroots, social and competitive sports participation, and that provided by local clubs and municipal wide competitions.

Council's role in regional sports facilities is primarily in an economic development role, and providing a pathway of possibilities, role models, and spectator opportunities.

Council provides infrastructure largely because of the considerable benefits from participation in sport and because largely the market cannot make a profit from providing these (especially outdoor sports).

However Council's efforts should not be measured primarily in terms of the quantity and quality of facilities provided but 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 support of sport should extend to all sports clubs who provide benefits to residents and workers, regardless of whether they are located on private, crown or Council land, noting however that priority should be given to maintaining Council owned assets.

Council's funding responsibility for sport is shared with:

- The users of facilities (through hire fees, club and association contributions to the cost of infrastructure required for their purposes)
- The state government and federal government (in recognition of the benefits of providing for sport, and the necessity of Council facilities to serve residents, workers, visitors, and educational institutions without such facilities), as well as the need for regional facilities which draw from beyond the municipality

## 1.2 The Project

The purpose of this project is to develop a vision that will guide the planning, development and promotion of sport facilities for the City of Maribyrnong over the next 10 years.

The objectives of this project include:

- Assess the influences of demographic change on sport in the municipality
- Assess opportunities to increase participation (especially in informal sport and under-represented groups)
- Identify opportunities to enhance use, sustainability and ownership of existing facilities
- Identify gaps, opportunities and priorities in the provision of facilities
- To identify strategies to facilitate and increase community participation in both formal and informal sport and active recreation opportunities.
- Assess the potential for future events in the municipality
- Assess current management arrangements of sports facilities including fees and charges
- Provide a high level strategic framework for the future provision of sport in Maribyrnong City Council.
- To develop a ten-year prioritised plan for the future provision, management and development of sport, recreation and leisure services and facilities to meet the future needs of residents and visitors.

### **Methods**

The project methodology included:

- Desktop analysis of background literature
- Consultation through face-to-face and telephone interviews with key facility managers, peak sporting bodies, sporting clubs, schools, other service providers and user groups
- Review of demographic and potential participation data
- Site inspections of key existing facilities in Maribyrnong
- Preparation of a Discussion Paper

Table 1 lists the number and methods of stakeholder engagement activities. Appendix 4 shows a list of the organisations consulted.

## **1.3 Background**

Maribyrnong is made up of the suburbs of Braybrook, Footscray, Kingsville, Maidstone, Maribyrnong, Seddon, Tottenham, West Footscray, and Yarraville.

The City of Maribyrnong has a large multicultural community with 40% of residents born outside Australia. The municipality is undergoing a period of significant change and development. Many established areas are becoming increasingly sought after, contributing to the gentrification and increasing housing prices over several areas. At the same time a number of large redevelopment opportunities have emerged from changes in land-use, in particular from industrial to residential sites.

With this changing demographic profile a Sports Development Strategy is required to meet the current and future sports participation needs of the community.

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.

Council has a number of strong partnerships with organisations located in the municipality, which see sport as central to their business; these include Western Bulldogs Football Club, Maribyrnong College and Victoria University (VU).

Maribyrnong also has a good range of local facilities such as RecWest Braybrook and Footscray, and outdoor reserves and facilities for casual use including free to access public tennis courts, bike paths and walking trails.

Several social leagues provide sports, as well as volunteer clubs and associations, schools and the university as well as several commercial providers including Ten Pin bowls and Action Indoor Sports (indoor cricket netball futsal volleyball) and Fun Indoor Entertainment (Karting), and Clubs on private land (VRI Sunshine Bowling Club).

The following general categories of sports are present in Maribyrnong:

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

The key sports not present in Maribyrnong include: squash, equestrian sports, MTB, BMX, touch rugby, orienteering, 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. The last Sports Development Plan was prepared in 2006; Appendix 1 lists the key actions of this last plan.

This Sports Development Strategy will complement works already completed or planned as part of Council's Recreation Strategy 2009, the Bicycle Plan 2013, and the Open Space Strategy 2014.

### Council's plan 2013-17

The Council Plan sets out six key priority areas: urban growth, liveability, economic prosperity, transport, environmental sustainability and organisational accountability.

This Plan will ensure that The City of Maribyrnong is an organisation that is progressive, dynamic and committed to the community and people. Key themes and the direction sport can assist with this are as follows.

**Urban growth:** Sport can assist in addressing the aims by improving access to the Maribyrnong River, increasing access to open space, and addressing needs for new public infrastructure.

**Liveability:** developing a stronger community identity and cultural vibrancy, improving educational facilities, upholding social justice and improving the overall image of the city.

**Economic prosperity:** Sport can assist in addressing this by forging stronger partnerships with key stakeholders, and activating the Footscray Central Activities Area.

**Transport:** Sport can assist in addressing this by reducing "sport miles" creating bike friendly suburbs, creating people friendly and walkable suburbs, and providing more advocacy on transport issues.

**Environmental sustainability:** Sport can assist in addressing this by encouraging the planting of more native flora, and creating more open space.

**Organisational accountability:** Sport can provide the reason for Council to be more engaged with the community, provide benefits to residents by developing a more user friendly website and providing greater use of social media, being a community leader, and providing more support for new arrivals.

## 2. Demand for sport

### 2.1 Demographic influences on sports participation

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

The demographic profile of The City of Maribyrnong suggests a low propensity to play organised sports, especially indoor sport: based on a number of characteristics:

- Nearly 40% of residents are born overseas and speak a language other than English
- There is a relatively high proportion of residents that have no educational qualifications
- There is a low number of private school students in Maribyrnong (they typically have high participation rates in sports and provision of sports facilities)
- Maribyrnong has a relatively high unemployment rate. The highest number of people unemployed live in Braybrook
- Maribyrnong is the 4<sup>th</sup> most disadvantaged metropolitan municipality based on the SEIFA index of disadvantage

The implications of the demographic profile are that there will be significant benefits to the population if sports participation can be increased among residents born overseas in non-English speaking countries, with high unemployment and low incomes. However significant interventions may be required to achieve potential increases in participation in these areas.

### Population size and growth

The estimated population of the City of Maribyrnong in 2014 was 85,316. This population is expected to increase over the next 10 years to approximately 103,000 residents.

A significant increase in population will increase demand for sporting facilities and services, particularly in areas of the municipality experiencing growth, such as Footscray, Maribyrnong and Yarraville.

Based on participation rates, this growth is likely to generate the greatest demand for:

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

However there will be demand for a wide range of activities due to the cultural diversity in the population.

The following table details the resident population of Maribyrnong by suburb (2015).

**Table 1 Resident population of Maribyrnong by suburbs (2015)**

Suburb	Pop'n (2015)	Pop'n (2026)	% Growth
Footscray	18,750	28,123	113.2
Maribyrnong	13,554	17,313	70.3
Maidstone	8,621	10,260	32.3
Braybrook	9,244	10,616	29.7
Yarraville	14,755	17,288	24.3
Seddon	5,249	5,434	15.7
West Footscray	11,353	11,698	14.4
Kingsville	3,790	3,731	6.6
<b>Total</b>	<b>85,316</b>	<b>104,463</b>	<b>45.8%</b>



## Age profile

Involvement in organised sport and physical activity generally decreases with age.

According to ABS data<sup>1</sup>, people aged between 15-24 years have the highest rate of involvement in a playing role (33.5%) and the highest rate of involvement overall (43.8%).

In comparison, people aged 55-64 and 65 years and over had the lowest rate of involvement in a playing role (14.1% and 14.3% respectively). They also have the lowest involvement overall (19.4% and 17.9% respectively).<sup>2</sup>

The City has a lower proportion of the population aged less than 20 years (21.5%) compared to Greater Melbourne.

The age profile across Maribyrnong is relatively homogenous. However Braybrook has a young population with 27.3% of residents aged less than 20 years (21.3% across Maribyrnong).

Kingsville's population is also characterised by young families with significantly higher proportions of residents aged under 10 (16.4%, compared to 12.4% across Maribyrnong), and aged 30-45 years (35.4%, compared to 28.1% across Maribyrnong). However the projected growth in this suburb is very limited.

## Gender

Gender has a strong bearing on participation in sport and physical activity, the demand for specific activities, and participation patterns.

Men may spend more time undertaking sport and engaging in outdoor activity, while female physical activity is characterised by more frequent participation. An increasing proportion of females walk, and participate in group fitness, personal training/boot camp activities, play netball, dance, play roller derby and swim for example, than males.

In 2015 the gender breakdown in Maribyrnong was 51.6% males and 48.4% females. Footscray has a slightly higher proportion of males to females. The following table details the proportion of males to females for Maribyrnong suburbs (2015).

**Table 2: Gender breakdown by suburb (2015)**

Suburb	Males (%)	Female (%)
Footscray	55.7	44.3
West Footscray	52.6	47.4
Maidstone	51.6	48.4
Seddon	51.2	48.8
Braybrook	50.0	50.0
Kingsville	49.9	50.1
Maribyrnong	49.4	50.6
Yarraville	49.2	50.8
<b>Total</b>	<b>51.6</b>	<b>48.4</b>

## Education

People who have attained a Bachelor degree or above are much more likely to participate in sport or physical recreation (77%), than those whose highest attainment was Year 10 or below (49%). Higher education can also lead to higher income and thereby indirectly increase a person's ability to meet the financial costs involved in participating in some sport or physical recreation, as well as buy sporting equipment. It may also provide people with a better understanding of the many benefits that such activities may offer, thereby increasing their willingness to participate.

The Maribyrnong community has a higher percentage of the population with higher education qualifications (28.2%) compared to Greater Melbourne (23.6%). However Maribyrnong also has a high percentage of residents with no educational qualifications (39.9%). Some 53 % of residents from Braybrook are without educational qualifications.

There are a low number of private school students in Maribyrnong. These students typically have higher participation rates in sports.

The following table details the number of residents aged 15+ without qualifications, by suburb (2011).

<sup>1</sup> ABS Catalogue No. 4156.0 - Sports and Physical Recreation: A Statistical Overview, Australia, 2012

<sup>2</sup> ABS Catalogue No. 4177.0 - Participation in Sport and Physical Recreation, Australia, 2013-14.

**Table 3: Residents without qualification (15+) by suburb (2011)**

Suburb	No. without qualifications	% with qualifications
Braybrook	3,487	53.3
Maidstone	2,866	44.0
West Footscray	3,441	40.4
Maribyrnong	3,210	37.6
Yarraville	4,222	37.1
Footscray	4,245	36.6
Kingsville	963	34.0
Seddon	1,310	33.4

### Cultural background

The participation rate in sport and physical activity of people born in Australia is significantly higher (67%) than that of residents born overseas in a non-English speaking country (52%).<sup>3</sup>

Cultural background is also a key influence on activity preferences. Netball is a good case in point. The participation rate of people over 15 years is 3.4% compared to .4% for those born overseas in non-English speaking countries. The participation rate for Australian born children is 8.8%; whilst for those born overseas in a non-English speaking country is 1.6%.<sup>4</sup>

Maribyrnong is a culturally diverse community. The ancestry of residents influences the demand for sporting and recreation activities / facilities, and has a bearing on spatial behaviour and cultural responses to public / social situations. Almost 40% of Maribyrnong residents were born overseas. Of this, 87% were from non-English speaking countries. Braybrook in particular has a high number of residents born overseas from non-English speaking countries.

<sup>3</sup> Australian Bureau of Statistics, Cat. 1301.0 Year Book Australia, 2009–10

<sup>4</sup> Ibid.

People with Vietnamese and Chinese ancestry, account for a high proportion (16.4%) of the population in Maribyrnong (compared to 6.3% in Greater Melbourne).

One issue that arises with respect to new communities is that sport and leisure may not be a high priority for families resettling in Australia in relation to other life activities. Families may not stay long in affordable housing, and the value of sport may not be recognised in the same way it is in Australian culture. For these reasons families may not have the willingness to pay for sport, nor commit family resources to travel, volunteering or time for training and competition.

A higher proportion of Italians reside in the City compared to Sudanese; however the Italian population is ageing compared to the young and emerging Sudanese population.

The following table details the number of residents born overseas by suburb.

**Table 4: Population born overseas by suburb (2011)**

Suburb	Total overseas born (No.)	Total overseas born (%)
Braybrook	4,198	51.3
Footscray	6,061	45.9
Maidstone	3,559	45.9
Maribyrnong	4,192	41.2
West Footscray	4,056	39.6
Seddon	1,510	32.1
Kingsville	1,037	29.6
Yarraville	3,731	26.8

The following table details where residents from non-English countries were born:

**Table 5: Country of birth of Maribyrnong residents (2011)**

Ancestry	Population (No.)	Population (%)
Vietnam	6,778	9.5
India	2,869	4.0
China	2,128	3.0
Italy	1,036	1.4
Greece	949	1.3
Philippines	774	1.1
Macedonia	555	0.8
Bangladesh	544	0.8

Cultural background is a key influence on activity preferences. The main sports played in the above countries of origin include the following:

- Vietnam: football, badminton, tennis, table tennis, volleyball, martial arts and sepak takraw
- India: cricket, soccer-football, hockey, badminton, tennis, wrestling, table tennis, basketball, motorsports, boxing, athletics and kabaddi
- China: table tennis, badminton, basketball, soccer-football, diving and gymnastics
- Italy: soccer, basketball, volleyball, cycling, water polo, tennis, wrestling, athletics, golf and rugby
- Greece: soccer, athletics, basketball, wrestling, water polo and weightlifting
- Philippines: Arnis (martial arts), basketball, boxing, soccer-football, ten-pin bowling, volleyball and badminton.

There are also a high proportion of residents from northeast African countries in some suburbs:

- 1.4% of residents from Braybrook are from Somalia
- 0.8% of residents from Braybrook are from Sudan
- 1.2% of residents from Kingsville, and 1.3% from West Footscray are from Ethiopia.

Sports played in Sudan include: soccer-football, equestrian sports, wrestling, swimming, basketball and athletics.

In Australia, as in many other countries, attendance at sporting events or participation in sporting activities has been a common avenue for individuals to engage with the wider community.

Involvement in organised social groups such as sport and recreation clubs is a common form of social participation for migrants. In many cases involvement in sport begins with contacts made through cultural groups. In Maribyrnong and surrounding suburbs there are many such groups that are involved in sport and recreation such as:

- Vietnamese Table Tennis Association
- Filipino Community Council of Victoria Inc.
- ETA (East Timorese Association) Buffalo
- Sports Federation of Afghani People in Australia
- Greek Elderly Citizens Club of Moonee Valley
- Greek Welfare Centre
- Migrant Resource Centre North West
- Vietnamese Welfare Resource Centre (program of Jesuit Social Services)
- Vietnamese Community in Australia
- ARVN Ranges Association of Victoria
- Chinese Social Centre of North Melbourne
- CO AS IT (Italian Assistance Association)
- Australian Somalia Football Association

## Income, employment status and social disadvantage

Participation in sport and physical activities is highly influenced by social determinants of health. People in areas with the greatest disadvantage are more likely to require interventions and opportunities to participate in physical activity and sport as a result of the combination of barriers associated with low socio-economic status.

The SEIFA index quantifies level of disadvantage, whereby a low SEIFA index<sup>5</sup> quantifies a high level of disadvantage, and a higher index denotes lower levels of disadvantage.

Maribyrnong is the 4<sup>th</sup> most disadvantaged metropolitan municipality in Victoria based on the SEIFA index (974), and Braybrook population (801) is one of the most disadvantaged.

However Maribyrnong is a socio-economically diverse community. Residents from the suburbs of Maribyrnong and Yarraville have considerably less social disadvantage than residents in Braybrook and Maidstone.

Access to financial resources increases a person's ability to participate in sport or physical recreation.

People whose equivalised weekly household income was in the highest quintile reported a sport and physical activity participation rate of 80%, whereas the participation rate for people in the lowest quintile was just over half this (45%)<sup>6</sup>.

Maribyrnong overall has relatively low levels of personal and household income. Families with lower disposable incomes are less likely to spend money on travel, pay for sporting and recreation services, and have the means to pay for sporting subscriptions and equipment.

Access to free and low cost activities / facilities are particularly important in low-income areas.

Higher income households are likely to have higher expectations of sporting and recreational activities / facilities. Some 37% of households in

Maribyrnong have a weekly household income of less than \$1,000. The following table details the proportion of households earning a weekly income of less than \$1,000, by suburb (2011).

**Table 6: Weekly household income less than \$1,000, by suburb**

Suburb	Households wkly income <\$1,000	% households income < \$1,000
Braybrook	1,410	52.1
Footscray	2,166	43.4
West Footscray	1,664	41.9
Maidstone	1,061	40.3
Kingsville	519	35.6
Yarraville	1,626	29.7
Seddon	563	29.1
Maribyrnong	967	26.7

Employment rates are lower in Maribyrnong than across Greater Melbourne, (58% compared to 94.5%). At the 2011 census Maribyrnong City had an unemployment rate of 8.2%. Braybrook was much higher with 15%. Southern areas of the municipality (Seddon, Yarraville, Kingsville) were all under 6%.

Opportunities, objectives and strategies to address the demographic influences on sport are dealt with under Chapter 5. Opportunities for the whole population to be involved in sport, and in terms of serving an increased number of residents: Chapter 4. Equitable distribution and quality of facilities.

<sup>5</sup> The SEIFA Index is a measure of the relative socio-economic disadvantage, where by a higher index reflects a lower level of disadvantage.

<sup>6</sup> ABS Cat. - 4102.0 - Australian Social Trends, June 2011

## 2.2 Projected demand for sport in Maribyrnong

### Key trends in participation

A key change occurring in sport is the increasing proportion of people participating in unorganised sports and physical activity, social competitions and “pay as you play” sport, and the subsequent decrease in club based participation.

Aging infrastructure and changes in volunteering, and employment, as well as a desire for non-routine commitment and more flexibility in when to participate and time-poor lifestyles has fuelled these changes. In addition, increasing competition, costs and demands associated with governance and business practices impact 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.

Based on State participation rates, the largest potential demand for sporting or physical activities within Maribyrnong is likely to be for non-club based activities, where individuals or small groups can play or exercise in social and more flexible ways. These activities include group exercise, cycling, swimming, tennis and golf.

### Potential demand for activities

The sports of cycling, golf and tennis, which can be played either socially or as a member of a club, have high potential demand.

Based on state participation rates the highest potential demand for club-based sport is likely to be in Australian Rules football, basketball, netball, soccer-football and cricket.

The following table illustrates the potential demand for key sports in Maribyrnong (everything being equal) based on State participation rates (ERASS 2011) and population projections.

Note: these will not fully account for some of the local cultural influences noted in the

previous section, and membership discussed on the following page.

**Table 7: Potential demand for key sports and physical activity in Maribyrnong**

Sport	2015	2025
	Projected Participation	
Aerobics / fitness	16,273	19,687
Cycling	9,849	11,916
Swimming	9,350	11,311
Tennis	4,568	5,526
Golf	3,997	4,835
Australian Rules football	3,426	4,145
Basketball	3,212	3,886
Football -soccer (outdoor)	2,569	3,108
Netball	2,498	3,022
Cricket (outdoor)	1,856	2,245
Football –soccer (indoor)	1,213	1,468
Martial arts	1,142	1,382
Lawn bowls	856	1,036
Volleyball	714	863
Badminton	642	777
Boxing	642	777
Canoeing/ kayaking	571	691
Roller sports	571	691
Hockey (outdoor)	500	604
Athletics / track and field	428	518
Rugby league	357	432
Baseball	285	345
Rowing	285	345
Rugby union	285	345
Cricket (indoor)	214	259
Triathlon	214	259
Gymnastics	143	173
Water polo	71	86

Appendix 6 provides more detailed projections for netball, swimming, basketball and indoor soccer, by suburb.

## Club membership

When comparing potential organised participation projected from state averages against the current membership data from clubs in Maribyrnong (that could be obtained) it is evident that many key sports memberships are less than expected. However others such as gymnastics are more than 10 times the projected state based participation. Hockey club and cricket memberships are also well above those projected based on state participation rates. Volleyball (Western Region Volleyball Association, Victoria University Volleyball Club and Melbourne University Renegades) and the Footscray Rugby Union Club also have greater club membership numbers than State averages.

Interestingly cricket has the highest number of registered players of any sport in Maribyrnong. This is likely to be supported by the demographic profile of residents.

Currently there are 1,955 cricket members in Maribyrnong. These members are spread across 11 clubs in the municipality.

Gymnastics has the second highest membership rate. There are 1,709 Gymnastics Victoria affiliated members at the two clubs located in Maribyrnong.

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

**Table 8. Key current membership compared to state participation rates**

Sport	Projected Organised Participation	Current Club/ Assn. Membership**
Australian Rules football	2,284	936
Baseball	285	165
Basketball	1,570	1,100
Football – Soccer (indoor)	1,071	634*
Gymnastics	143	1,709
Hockey (outdoor)	500	738
Netball	1,642	899
Rugby Union	214	273
Volleyball	285	370
Cricket	1,427	1,955

\* Only FFV registered players

\*\* Excludes sports competitions undertaken by schools. Information on the number of school participants is not available.

## Likely use by facility types

Based on state participation rates applied to Maribyrnong's projected population in 2015 and 2025, the potential number of people using different types of sports and recreation facilities is projected in the following table.

Importantly 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 or cycling, which includes 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.

**Table 9 Potential number of user of sport and recreation facility types, Maribyrnong 2015, and 2025**

Type of Sporting Facility	Potential No. Of Users 2015	Potential No. Of Users 2025
On-road / off-road trails	53,332	64,652
Gym / fitness/ dance activities	26,357	31,908
Outdoor playing field sports	17,440	21,186
Swimming pool sports / activities	11,863	14,388
Outdoor court sports	9,150	11,101
Indoor court sports	7,800	9,458
Skate / roller sports	4,867	5,999
Golf	4,061	4,914
Outdoor water based sports / activities	4,029	4,880
Equestrian sports / activities	802	971

### **Demand expressed by clubs and providers**

Consultation with clubs indicated a high local expressed demand for the following sports in the municipality:

- Basketball
- Gymnastics
- Hockey
- Roller Derby
- Soccer-football
- Volleyball

The following social / non club sports were also indicated as experiencing high demand, based on interviews with providers (City Wide Sports, Victoria University, RecWest Braybrook and MAC):

- Netball
- Cycling
- Volleyball
- Cricket
- Soccer (indoor and outdoor)
- Swimming, and
- Badminton

Other sports that warrant further investigation include sports with high participation rates among people born in non-English speaking countries – if they can be motivated to participate (e.g. table tennis, badminton and volleyball).

Clubs indicated that junior participation in soccer- football is growing significantly, however club figures do not show this with memberships significantly less than projected organised participation in soccer-football. The opportunity cost of participation in club soccer / football is likely to be an issue for many families as previously discussed.

Social tournaments in both cricket and soccer-football have proved to be very successful. Both Council and State Sporting Associations have facilitated these in the past.

There is an opportunity to link schools in with future social tournaments and has been the basis of Sports with Out Border's Programs in NSW. This will help provide pathways for people to learn the game and those interested in playing club sport.

### **Indoor sports demand**

Based on the consultation with key clubs and stakeholders social volleyball and badminton are in high demand in the municipality, although both sports say they cannot compete with the demand for full-sized basketball courts.

Social volleyball and badminton are both provided at RecWest Braybrook. However the priority for court space at the centre is given to basketball.

Action Indoor Sports Maribyrnong also provide indoor netball, volleyball, indoor soccer and indoor 6+cricket.

Futsal was also identified as being in high demand at a number of venues.

Basketball also indicated the high demand for court space.

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***

Although broad community consultation was not within the scope of the project, a residents survey allowed feedback and comments from residents or club members who wished to add content. Note this was not a random or statistically valid sample. It provided a conduit for any further comments. Demand for improvements for the following sports were provided in the survey:

- Lawn bowls (8)
- Cricket (6)
- Basketball (5)
- Australian Rules Football (4)
- Cycling (3), Walking / running (3), Tennis (3)
- Weight lifting (1), Swimming (1), Rowing (1), Netball (1), Exercise (1).

Appendix 2 provides a summary of the responses.

### **Objectives**

1. Support the provision and growth of a diversity of sports and physical activities in 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

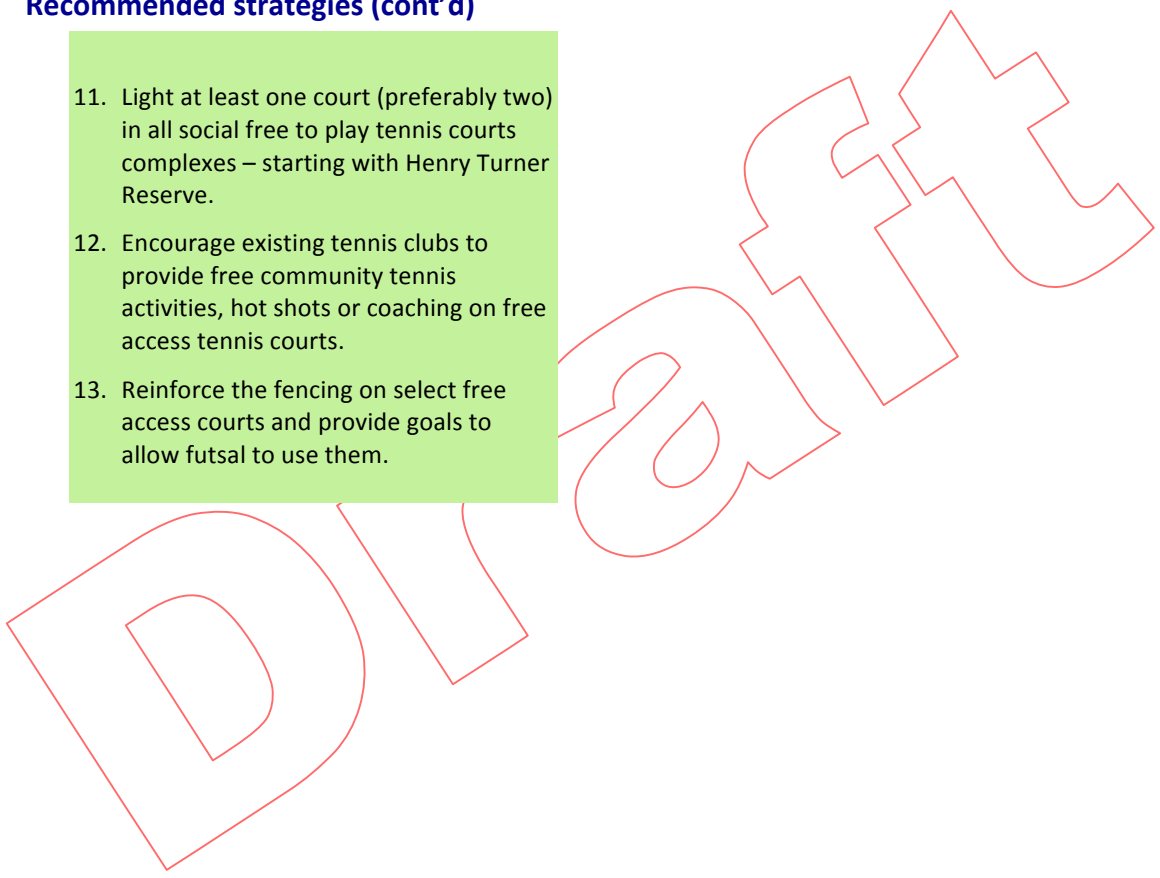
### **Recommended strategies**

1. Continue to facilitate social cricket competitions, including those through the winter, where fields are available in partnership with other Councils.
2. Continue to encourage additional females participating in 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 the main countries of origin of residents in the City.
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 clubs
8. Consider providing a community soccer "world cup" similar to the community cricket world cup held in conjunction with the City of Moonee Valley.
9. Mark select parks currently used informally for soccer-football, as well as hard courts and provide transportable goal posts for small sides social games of football.
10. Identify a selection of grounds where community soccer-football and cricket competitions can be played in the off-season.



### Recommended strategies (cont'd)

11. Light at least one court (preferably two) in all social free to play tennis courts complexes – starting with Henry Turner Reserve.
12. Encourage existing tennis clubs to provide free community tennis activities, hot shots or coaching on free access tennis courts.
13. Reinforce the fencing on select free access courts and provide goals to allow futsal to use them.



### 3. The framework for increasing participation

Research by ABS and others over the last decade indicates that participation in sport and physical activity is directly related to the determinants of health (age, education and social disadvantage).

There is clear evidence that people born overseas, non-English speaking, people over 65 years of age, women and people with low income, levels of education and without employment, have much lower levels of participation in sport and physical activity than other groups. Where more than one of these demographic characteristics overlap, participation is likely to be lower.

See previous chapter for further detail.

A number of individuals and communities in Maribyrnong are at risk of poor health outcomes from low levels of physical activity and social connectedness, and are not likely to participate unless there are:

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 their abilities and interests, and**
3. **Opportunities are affordable to access**
4. **Appropriate information 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**

Any action to address one of these issues is unlikely to succeed without addressing the others. All are inputs required to facilitate participation. Facilities in particular should not be seen as the end goal or by which Councils' performance in sport is measured. Participation should be that measure.

Each one of these issues is outlined in a chapter following.

#### Objectives

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

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

#### Recommended strategy

14. Adopt the six key elements in the framework provided in this plan to support the growth and development of sport in Maribyrnong.

## 4. Equitable distribution and quality of facilities

### 4.1 Overview

There is a relatively good distribution of facilities across the City to facilitate social and competitive sport. Most of the council area has some form of sports facilities within 1.5km. The few areas not served by any are largely industrial areas along the River, in Tottenham and in currently undeveloped northern areas of the City.

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

The City has some key sporting assets:

Regional facilities in Maribyrnong include:

- Maribyrnong Aquatic Centre, Footscray Hockey Centre, Whitten Oval, Maribyrnong College sports facilities and Footscray Boat Club and the Maribyrnong River.

Outdoor sports facilities include some large multiple oval reserves such as:

- McIvor Reserve
- Hansen Reserve
- Robert Barrett Reserve
- Henry Turner Reserve
- Yarraville Gardens (Hanmer Reserve)

However many reserves are single playing field reserves. This limits flexible use and makes sharing, multi-use and partnerships with other codes and entities difficult. It limits the size of clubs who can use them, and makes facilities more costly to maintain.

Several single oval playing field reserves are being used for rectangular sports such as soccer-football this is inefficient. These include:

- Skinner Reserve
- Dobson Reserve
- Maribyrnong Reserve and
- Scovell Reserve

Aquatic sports are available largely in the north east of the City and indoor facilities are primarily

located in the north. One private aquatic facility is available adjacent to RecWest Braybrook, and one is located in West Footscray.

The main indoor court sports facilities in Maribyrnong include: VU Community Sports Stadium<sup>7</sup>, Maribyrnong College, RecWest Braybrook and RecWest Footscray. Some schools also have small one-court gymnasiums.

The non-Council indoor facilities are at capacity. These are advantaged by their location in the suburbs with the highest potential use and because they are relatively new facilities. Council's indoor facilities are neither in prominent locations, nor are they contemporary or in high population areas.

Council provides two indoor court sport centres under the brand RecWest. These are managed externally. The condition of RecWest Footscray is poor due to site being a filled site. However it will be used in its current form whilst future options at the site are investigated. Braybrook is located in a catchment population with a low propensity to participate in sport, and there is some capacity available at the centre, off-peak.

Lack of prominence is an issue for a number of facilities and sports in the City. Examples include Maribyrnong Reserve, martial arts, gymnastics, and the MAC. Consultations identified this as an issue affecting participation rates for these facilities and sports and additional signage and future design should seek to address this issue.

### The Maribyrnong River

The Maribyrnong River is used by a number of water sports. Canoeing and rowing are located in the Footscray Boat Club. Three clubs currently share this facility. The upstairs function room is leased out to an external company. The clubs and their members do not have access to these facilities.

<sup>7</sup> This is a non-Council facility



## Maribyrnong Sports Development Plan - Facility Reference Numbers

- 1 Greelish Reserve, Yarraville
- 2 Yarraville Oval, Yarraville
- 3 Cruickshank Park, Yarraville
- 4 Mclvor Reserve, Yarraville
- 5 Beaton Reserve, Yarraville
- 6 Hanmer Reserve, Yarraville
- 7 Angliss Reserve, Yarraville
- 8 Hanks Reserve, Yarraville
- 9 Footscray Park, Footscray
- 10 Footscray North Primary School, Footscray
- 11 Footscray Park Bowling Club, Footscray
- 12 Henry Turner North Reserve, Footscray
- 13 Henry Turner South Reserve, Footscray
- 14 Victoria University Whitten Oval (Western Oval), Footscray
- 15 Maribyrnong Aquatic Centre, Maribyrnong
- 16 Maribyrnong Reserve, Maribyrnong
- 17 Robert Barrett Reserve, Maribyrnong
- 18 Johnson Reserve, West Footscray
- 19 Shorten Reserve, West Footscray
- 20 Hansen Reserve, West Footscray
- 21 Victoria University Aquatic and Fitness Centre, Footscray
- 22 Victoria University Footscray Park Sports Stadium, Footscray
- 23 Dobson Reserve, Maidstone
- 24 Scovell Reserve, Maidstone
- 25 Kindersmith Reserve, Braybrook
- 26 Braybrook Park, Braybrook
- 27 Pennell Reserve, Braybrook
- 28 Sunshine VRI Bowling Club, Braybrook
- 29 Westgate Golf Club, Spotswood
- 30 Footscray City Gymnastics Club, West Footscray
- 31 RecWest Braybrook, Braybrook
- 32 AMF Bowling Highpoint, Maribyrnong
- 33 Medway Golf Club, Maidstone
- 34 Maribyrnong College, Maribyrnong
- 35 RecWest Footscray, West Footscray
- 36 Yarraville Swim Centre, West Footscray
- 37 Footscray Boat Club, Footscray
- 38 Barrett Reserve, West Footscray
- 39 Yarraville Tennis Courts, Yarraville
- 40 Action Indoor Sports, Footscray
- 41 Maidstone Tennis Courts, Maidstone
- 42 Victoria University Community Sports Stadium, Footscray
- 43 Paul Sadler Swimland, Braybrook

Edgewater has a wet retention basin that has been designed for water-based activities. It has a canoe landing.

The River has previously been used on a number of occasions for open water swimming events and the Saltwater Festival.

Land along the river – for example at Cranwell Park is used for the national cyclocross championships. Further, more permanent development to support BMX and MTB activities may be possible here and at other sites and could be explored. Cycling is not incorporated in the current master plan for the site.

The Maribyrnong River trail accommodates a large amount of walking and running as part of events, as well as casual use.

### Key sporting hubs

Sports facilities with multiple playing fields/courts and hubbed with other community facilities will be more viable, and more easily able to be maintained to a higher quality than others.

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.

It is no longer practical or sustainable to provide single small outdoor playing fields.

There are several opportunities to develop existing hubs further and increase the sphere of influence of current facilities: Robert Barrett Reserve / the MAC and Maribyrnong College, Skinner Reserve, Martin/Shorten /Barrett Reserves and a water based hub at Footscray Park/Edgewater.

The recently completed Braybrook Community Facility Hub at Skinner Reserve has been suggested for the development of the Maribyrnong Female Cricket Hub.

The Maribyrnong Female Cricket Working Group located at the hub will aim to:

- Establish a Milo In2 Cricket Program aimed at interaction with new residents
- Establish a grassroots female cricket club
- Recognise and reduce barriers to active sport participation for females in the region

A Footscray Park Precinct Master Plan was prepared in 2014 identifying options to provide a home for rugby union at the site. There are opportunities to integrate and extend the number of grounds, and to enhance social use of this hub – by including lights on the tennis courts and including netball and providing for more social forms of sports such as Rugby 7's, AFL 9's, and Touch Rugby.

The Maribyrnong River Trail and upgrade of the Footscray Boathouse would complement a sports hub at this location.

Mclvor Reserve Sport precinct offers space for some additional social use. One option is to provide some hard courts adjacent to the bowls club and hard courts which could be programmed for mixed netball and basketball and that could be used for junior netball or training. The upcoming Bradmill Development will provide an additional market for social bowls, courts sports, community soccer-football and cricket and hockey and even twilight diamond sports.

Robert Barrett sporting precinct also offers opportunities to encourage a more viable multi-code sports club and additional social use by providing an additional soccer-football and cricket synthetic surface that can be programmed from the MAC. In addition the site provides an opportunity for extending the water sports facilities in conjunction with Maribyrnong College, state water sports associations and the MAC.

The RecWest Footscray sites is enormously valuable for indoor sport, and will be required to meet potential growth in Footscray. As the site is filled, the ground is unsuitable to retain the current building on.

The multiple streets and open spaces clustered close together as a whole precinct that includes RecWest Footscray, Footscray West Primary School and Shorten, Barrett and Martin Reserves should be assessed to identify whether the spaces could be configured to provide additional indoor sports facilities on unfilled land.

### Shared grounds and facility use and multi-code clubs

A number of positive shared arrangements exist in the municipality between clubs. Footscray Boat Club is an example of this with multiple clubs in the one facility.

Most summer and winter sports accept the sharing of facilities, however some clubs suggested investigating options during overlap periods to help with pre-season training difficulties. Others are concerned about the condition some casual users leave facilities in.

Multi-user facilities were suggested as a way of increasing participation in under-performing sports. It was suggested facilities should not be used and owned by only one group. McIvor Reserve pavilion is an example of a facility used by a number of groups.

A number of possible partnerships for multi-user facilities were suggested in consultations. These included:

- Lawn bowls and cricket
- Lawn bowls and tennis
- Baseball and Australian Rules football
- Australian Rules football and netball
- Gymnastics, dance and cheerleading
- Lacrosse and women's cricket or touch football
- Water polo, synchronised swimming and diving
- Soccer -football and cricket
- A new all weather playing field

The allocation of space within existing facilities was an issue for some clubs who were part of a multi-share facility. Some clubs suggested space in clubrooms is not always equitably allocated.

The provision of a number of different but compatible sports at the one venue was suggested during consultation. Rather than one club taking over others, multi-code sports clubs including those in alternative seasons can provide savings and options to serve a local community better. Multi-code sporting clubs may also assist users such as families in accessing a number of sports and not having to travel between various venues.

Respondents to the household survey suggested: "Make them (grounds) all weather and support games like football that facilitate the equal participation of the people with a disability and girls and people from migrant communities. This is THEIR sport - you don't need to sell it to them. Build the facilities and they will come".

The provision of multi-code clubs in the municipality was identified as an opportunity that is supported by key hubs of facilities.

A number of sports suggested synergies already existed with other sports and co-locating these sports would increase overall participation. The inclusion of an indoor component was also suggested in these hubs.

Multi-code clubs should facilitate additional participation, by providing added convenience for families with children seeking different sports. These should also aid pooling of resources to provide management and offer social facilities and additional services as well as minimising the cost of running a club.

A management presence will facilitate clubs providing for the social market, with food and beverage at programmable facilities.

Co-locating AFL and netball at the same venue, similar to those common in regional areas, was suggested in consultations. These types of clubs generally have higher participation numbers from both males and females, tend to be better run than single gender clubs and they promote community inclusion.

Some reconfiguration of grounds would be desirable to support multi-code clubs and multi-use. A number of soccer-football grounds have a cricket wicket in the middle of them, rather than between grounds.

### ***Design influences and the need for sports expertise in master planning***

The review of previous landscape master plans that include sports grounds found that many do not promote the development of larger and more sustainable clubs, or use space wisely to focus on capacity and compliant playing fields with the correct alignments, orientation and configuration, and where flexibility and sharing can be encouraged.

Some key guidelines related to issues identified, that could replace those provided in Council's Open Space Strategy, that support sustainable sports and clubs are provided as Attachment 3.

Henry Turner Reserve (South) could be reconfigured to provide the correct orientation of pitches. The pitches should be positioned to not play on top of the cricket wicket. Consultation indicated this had been an issue in the past when hosting finals.

### **Quality of facilities**

The quality of facilities and how they are managed are major factors in encouraging participation. Maribyrnong College, Maribyrnong Aquatic Centre, VU Community Sport Stadium and Footscray Hockey Club are examples of this. Footscray Hockey Club was identified as one of, if not the best hockey venue in Victoria outside of the State Netball and Hockey Centre. The volleyball facilities at Maribyrnong College were suggested as being the best in Australia. On the other hand poor quality facilities diminish the sense of value and discourage participation and detract from playing experiences.

The presence of the MAC provides an opportunity to cost-effectively manage other facilities and provide services outdoor. This should be investigated.

### ***Sports ground quality***

It appears that a number of outdoor sports grounds are in need of major refurbishment. No sports field has been reconstructed in Maribyrnong for 17 years.

Specific sports facilities identified during the consultation as requiring considerable refurbishment and renewal included: archery, lacrosse, soccer-football, cricket and baseball, rugby union, gridiron and Australian Rules grounds. Funds for asset renewals have not kept pace with the reducing design life of grounds and the impact of drought.

Some grounds especially Angliss Reserve need to be reconstructed and adequate drainage and irrigation installed. Angliss Reserve is a strategic site for Council development due to the upcoming Bradmill Development adjacent and the ability of this site to provide for events. Approximately \$1.8 million is required urgently to fully repair irrigation, drainage and renovate the ground surface.

The Australian Rules users at McIvor Reserve suggested the playing field surface also requires attention. Council's asset renewal program for sports grounds may need to be updated with shorter design lives, and additional funding.

Tennis surfaces at Johnson Reserve and Kingsville were cited by users as needing attention.

### **Capacity of sports facilities**

Due to limited open space in the municipality, increasing the capacity of existing outdoor facilities is a priority for Council. 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 for example.

During consultation VicSoccer suggested a number of soccer teams are training in public parks because they cannot get access to training venues. Reconfiguring current facilities to include extra pitches may help meet the excess demand not currently being met; Skinner Reserve and Dobson Reserve could be configured to provide an additional soccer-football pitch, with the correct orientation.

There are more turf cricket wickets in the municipality than synthetic pitches.



This may be a reason for the high participation rate in cricket as cricketers look for good quality wickets to play on. For lower level club cricket, synthetic wickets are a more viable option given their increased flexibility and affordability and ability to sustain high use without higher cost.

Where cricket is provided, practice nets are also required. These are important for club training as well as for social and teenagers use. During consultation it was suggested the condition of cricket nets at Hanmer Reserve were a major concern.

Unfortunately the design of the VU Community Sports Stadium limits use for clubs and high-level competition due to the lack of space for administration, storage, roof height, court length and run-offs.

### **Synthetic pitches**

At least one additional artificial turf soccer-football ground that can be programmed for social competitions and provide an all-weather training and pre-season ground would enable some use to be taken off natural turf pitches, or an increase of use.

Synthetic turf grounds were identified by Council and some clubs as the 'way of the future', to meeting growing demand. It was noted however by some clubs, that they would prefer to only train on these surfaces and not play actual matches on them. The cost of use of these however needs to be considered. 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 income among many potential players.

Synthetic training venues are essential in the municipality. 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. Robert Barrett Reserve has been identified as a priority for such a facility.

A synthetic playing field will improve the carrying capacity of existing facilities, meet high demand, especially in pre-season and after school and reduce wear and tear on existing facilities, especially those associated with winter sport use.

The orientation of football fields and positioning of synthetic cricket pitches needs to be considered. Some sports have been unable to host finals and events due to existing cricket pitches interfering with playing surfaces.

### **Support facilities on sports grounds**

Through consultations it was identified that a number of support facilities are in need of refurbishment. Not all clubs have dedicated clubrooms (cycling and archery). Southern Cross Archery Club are using a shed/storage container as a clubroom.

Hanmer Reserve has support facilities located adjacent, however a road must be crossed to reach these.

Maribyrnong Council also have several pavilions designed and due to be constructed.

A need for lights and female specific change rooms at a number of venues in the municipality (Henry Turner, Shorten and Angliss Reserves) was also identified during engagement with sports clubs.

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

### **Environmental sustainability**

Some sports identified that few energy conservation measures were evident or encouraged in the design and management of sporting facilities. In many cases this would be due to the age of infrastructure.

A number of clubs have suggested the inclusion of solar power as a way of reducing costs and offsetting electricity use at their facilities.

Council indicated investing in solar panels would not benefit sporting pavilions due to the minimal use of the pavilion during daylight hours. Council has implemented a number of initiatives to improve the sustainability of sports facilities in the City.

These include:

- Installed a reverse osmosis backwash water recycling system and rainwater harvesting at the MAC and reuse it in the pool
- Energy audits at the MAC resulting in cost savings
- Installed a new gas hot water system at Henry Turner South pavilion
- Implemented the 'Good Clean Game' sporting pavilion recycling program
- Installed LED sports lighting and zoned basketball courts programmed from reception to reduce costs at RecWest Braybrook
- Conducted energy and water efficiency audits at all Council owned sporting facilities.

### Use of school facilities

Whilst there are some key educational institutions in the City with high quality sports facilities, (e.g. Maribyrnong College, Victoria University etc.) they have limited outdoor space or their facilities are at capacity.

A number of schools in the municipality are using adjacent Council facilities or travelling off-site for PE classes, interschool sports and for play spaces for recess and lunch breaks. Consultations identified a number of these schools have an issue with the condition and access to these Council facilities.

Surprisingly a number of schools in Maribyrnong do not have outdoor sports courts (the base line for sporting provision in schools). Or if they have them they have only basketball sized courts (not netball courts).

Several schools such as Footscray College, Brimbank Secondary School, and Gilmore Girls have indoor "gymnasiums" that may only be basketball sized. Some of these may well be placed to provide social opportunities for residents or small clubs.

The exact number of schools with indoor facilities is not known, and this needs to be assessed, as well as the capacity available at these venues and the sports that they can accommodate.

Some schools with adequate facilities currently hire these to outside parties who run sports such as volleyball, taekwondo and indoor soccer.

School facilities play an important role for many clubs in providing affordable opportunities for training, as well as for small private operators running social leagues.

Partnerships between sporting clubs/teams and schools should be further explored. School facilities could be used for basketball and netball training, especially for junior teams who struggle to afford to train at established facilities.

A new initiative of the Australian Sports Commission, Federal Government and Department of Education called Sporting Schools is a school-based sports participation programme to help children foster a lifelong interest in sport. Funding is available to schools to engage quality coaches to deliver the sporting programmes developed by the partners of Sporting Schools. These activities can be delivered to children before, during and after school. The issue in Maribyrnong is that many schools may not have the facilities to enable the school to participate in the program.

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

### Facilities with some additional capacity

There are several facilities where there is some capacity for programming or additional use. These include: Whitten Oval, RecWest Braybrook at non-peak times, free access tennis courts (could be used for hot shots, skill development programs and coaching and other sports), Maribyrnong River, and lawn bowls and trugo facilities.

There are 11 free access tennis courts in the City. These could accommodate more use if they were lit. Some could be designed so as to encourage other court activities, including tennis coaching, social basketball, hot shot tennis, skate and scooter clinics, futsal (if fences are reinforced) and social basketball. Some could be marginally expanded to provide for netball, so they can be used for school and junior competition, clinics and training.

These courts should be more heavily promoted to residents and schools, and once lit: to clubs and coaches.

A number of pavilions are not used throughout the day. Casual groups could use these venues for sport focused programs, classes and activities, such as yoga, group fitness, dance or Pilates. These venues need to be perceived safe for users, especially women.

The VRI bowling club is on private land immediately adjoining Pritchard Reserve in Braybrook. This park was previously a sports ground with adjacent squash courts. Council could zone the bowling club area 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 throughout the day. Casual groups could use these venues for sport focused programs, classes and activities, such as yoga, group fitness, dance or Pilates. The facilities for people with a disability and females may need to be updated if pavilions are to be used for such activities.

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

Some further work with clubs and in refining occupancy agreement processes may be required to facilitate this. See Chapter 6.

Council should also consider forming partnerships with private providers to offer activities at facilities not used during daytime hours.

There are some facilities that are available for casual use that Council could assist with promoting, such as free access tennis courts and bowling and tennis clubs. The Maribyrnong College is a venue available for hire that many residents may not be aware of (e.g. for badminton after school hours).

### Gaps and additional facilities required

If the Defence land in Maribyrnong North were developed for residential purposes an additional multi-field sports complex and associated sports courts (including those for netball) would be desirable. This has been proposed since 2008.

A new facility such as this would allow the development of a new hub, (multiple fields together) that will enable the growth of more sustainable clubs, and the potential creation of a multi-code sports club to suit demand.

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 spaces except for social courts in the Footscray Activity Centre.

Due to the benefits of large multiple fields, a priority should be given to expanding existing single oval reserves to provide a rectangular field sporting complex and providing additional indoor facilities.

In future, it is desirable that no single playing field sports facility should be provided for competition. Where new facilities are to be provided they should be added to existing facilities unless the locality is a growth area and not served by existing facilities. For example if Tottenham were to ultimately include more residential development.

Sports consulted indicated a demand for new facilities in a number of sports in the City of Maribyrnong. A number of state sporting associations indicated they are currently looking for a location for their headquarters and state/national facilities. Gridiron, archery, canoeing, lacrosse and water polo indicated if something were to become available in the municipality they would re-locate themselves to the city.

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" 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 convenient for people to exercise, and that also connect to schools, parks, community facilities, shopping and employment areas. These circuits should be present in every neighbourhood and can be created by constructing perimeter paths around all large spaces, and making connections between existing paths and open spaces.

### Indoor facilities

Consultations revealed that increasing the number of indoor facilities is a priority in the municipality. Basketball and netball require facilities that are compliant for association level games and provide space for the administration of these sports. A number of other sports such as volleyball, badminton and table tennis have considerable potential to grow.

Gymnastics facilities in Maribyrnong are currently at capacity. Consultation suggested a larger space was needed. The inclusion of spectator seating was also indicated, as current facilities do not meet requirements for high-level competitions.

VU Community Sports Stadium management indicated their current facilities can't meet demand for the current sports played. It was suggested expressed demand could fill an additional eight courts in the City and a program pool could be filled with the demand evident.

The inclusion of further social competition courts was also suggested. The design of this VU stadium limits the level of competition at which sports can be played and the number of association level competitions that can be accommodated.

The condition of RecWest Footscray indoor centre is poor due to the site being filled. However it is well used by seniors, carpet bowls, badminton and futsal. The possibilities of re-siting this facility adjacent would have benefit.

Further investigations need to be made as to how to increase the use of The RecWest indoor sports courts – especially during the day and ways to encourage more local residents to use it.

## Outdoor facilities for social sports

The provision of informal outdoor courts, for example in locations where larger outdoor sports playing fields are not possible, could help take the pressure off existing sports facilities and provide new areas for community recreation in high density areas such as Footscray. RMIT A'Beckett Urban Square, in Melbourne CAD and The Hub @ Docklands are good examples of recently built court sport facilities that are very well used.

In Footscray Activity Centre the provision of indoor and outdoor courts for basketball, badminton, table tennis, futsal, volleyball and sepak takraw. These could be provided as a developer contribution at the base of a multi-storey apartment or commercial building.

### **Buffers between sport and housing**

As residential density increases in the City adequate buffer zones need to be in place around sports facilities to ensure sport is not impacted on by housing being developed too close. In other places this has meant sports have had to have 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 that reduce the capacity of facilities even further.

This issue may need further investigation around Mclvor Reserve.

## 4.2 Aquatic Facilities

### Demand

In Victoria swimming has the third highest sport and physical activity participation rate<sup>8</sup>. In Maribyrnong this amounts to some potential 11,000 people swimming, diving or participating in aquarobics at least once a year.

The demand for swimming and a range of aquatics related activities is evident in the municipality with all aquatic facilities at capacity.

The population growth over the next 10 years suggests potential increase of approximately 2,317 swimmers. Based on population projections most growth will occur in the north east of the municipality in Footscray, Maribyrnong / Maidstone and Yarraville.

Learn to swim programs in existing facilities are at capacity.

The following table indicates the potential growth of swimming participants aged 5-85+ years in the City of Maribyrnong, by suburb.

**Table 10: The potential growth of swimming, diving and aquarobics in Maribyrnong**

Suburb	Current Participants (2015)	Projected Participants (2025)	Growth
Maribyrnong City Total	10,945	13,262	2,317
Braybrook	1,189	1,364	176
Footscray	2,391	3,488	1,096
Kingsville	484	480	-4
Maidstone	1,107	1,309	202
Maribyrnong	1,744	2,202	458
Seddon	672	699	27
West Footscray	1,455	1,504	49
Yarraville	1,901	2,215	313

<sup>8</sup> Participation in Sport and Physical Recreation, Australia 2013-14. Australian Bureau of Statistics 2015

There are 90 Swimming Victoria affiliated members currently living in the City of Maribyrnong and four swimming clubs. The following table indicates current membership numbers by gender of swimming clubs located in the City.

**Table 11: Swimming club membership numbers; City of Maribyrnong**

Club	Male	Female	Total
Footscray Swimming and Water Polo Club	15	24	39
Maribyrnong Mantas Swimming Club	15	18	33
North-West Aquatic	14	11	25
Yarraville Swimming Club	13	10	23

Maribyrnong City has both a water polo and a synchronised swimming club, having both clubs in the one municipality is highly unusual. One of only two Victorian synchronised swimming clubs is located at the VU Aquatic and Fitness Centre. The Golden Fish Synchronised Swimming Club currently has 20 members.

The Maribyrnong Aquatic Centre water based program is at capacity and the centre would like to have access to additional programmable water. It has recently implemented CALD swim nights. These nights have been in high demand and utilise the facility in a period of downtime.

### Supply of aquatics facilities

The City has two key indoor aquatic centres, Maribyrnong Aquatic Centre and VU Aquatic and Fitness Centre. Both indoor aquatic centres are located in the north-eastern area of the City. A gap in supply may be evident in the south and west of the city. Although Paul Saddler Swim Centre is located in Braybrook and Yarraville Swim Centre is located in West Footscray. These centres are privately run.

The current indoor aquatic centre facilities are listed below:

- Maribyrnong Aquatic Centre (MAC)
  - 50m lap pool
  - Leisure pool with beach entry
  - Warm water exercise pool
  - Spa
  - Sauna and steam room

- VU Aquatic & Fitness Centre
  - 25x25m swimming pool

The lack of deep water for aquatics sports and lack of capacity of programmable water are currently affecting participation rates in aquatic sports.

Providing development pathways is essential to improving participation in aquatic sports. Adjacent municipalities with superior facilities are attracting members away from Maribyrnong due to the better pathway opportunities offered.

A connection between rural schools and sport-specific schools and facilities was identified as a way of improving participation numbers and pathways to elite competition level and growing the sports in Maribyrnong. The Maribyrnong College is located adjacent to MAC. It has a strong swimming program and could be a major user of the MAC however there is not the capacity. The proximity of the school to the MAC provides considerable opportunities to develop aquatics sports and provide additional water capacity for other MAC programs. Water polo for example could offer a program for school aged children from regional Victoria with access to school and athlete development if the MAC had additional water space with adequate depth to support these sports.

An additional programmable water space in the City may need be explored to meet the potential growth in aquatic sports participation. There is also potential to provide additional services for people with a disability.

Council currently manages the MAC internally, to a high standard. This internal team has the potential to be extended to include additional facilities, including outdoor areas in the precinct and elsewhere in the City.

The Maribyrnong River is used for outdoor aquatic activities such as open water swimming and canoeing, kayaking and rowing. The Maribyrnong River runs along the eastern border of the municipality.

The synergy of clubs in the Footscray Boat Club is positive and should remain, however facilities are small, dated and could be extended to include more sports. The Footscray Boat Club identified a lack of public toilets surrounding their site as an issue. As the club is a licensed venue the public cannot be let in to use their facilities.

### Key Issues

Aquatic facilities in the City are currently at capacity. Several clubs, squads, multiple aquatics and fitness programs, as well as the general community share these facilities.

Both Maribyrnong Aquatic Centre and VU Aquatic & Fitness Centre are likely to be approaching their half-life.

Car parking is an issue at the Maribyrnong Aquatic Centre, and it is not highly prominent from Rosamond Road. Users currently compete for space with the Highpoint Shopping Centre and adjacent sporting clubs. A lack of spectator seating and pool depths have affected the ability of the City to host major aquatic events.

A water slide has been proposed at the MAC as a next stage. Alternatively an expansion of water space to provide for aquatics sports and additional programmable water capacity would have considerable merit. Swimming squads are offered at both of the centres. During consultations, it was identified swimming squads and club programs in the municipality did not provide sufficient development pathways for participants. It was suggested a number of swimmers have relocate to Melbourne Sports and Aquatic Centre to access competition pathways and facilities available.

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

During consultations, it was indicated entry prices at Maribyrnong Aquatic Centre were higher than average. However the Maribyrnong Aquatic Centre provides several programs and initiatives for CALD and disadvantaged users. The centre allocates off-peak transferrable and discounted passes to partner organisations for social and financially disadvantaged participants. The centre has connected with African communities through offering both male only and female only swim nights during facility down-time. These programs have been in high demand since inception.

### 4.3 Provision for Netball

Netball is only played indoors at Maribyrnong, at VU Community Sports Stadium, Maribyrnong College, Action Indoor Sports, and at RecWest Braybrook. Considering netball is largely played socially in Maribyrnong, association netball membership numbers are strong and these residents largely play elsewhere. Previous clubs and competitions in the City haven't thrived and this is likely to be due to the lack of depth of competition, possibly the lack of quality facilities and the demographic profile of residents. An analysis of projected and existing figures suggests the numbers of players is in line with state averages.

Additional courts in schools and public settings are required to develop the game, however these need to be provided in conjunction with development programs and pathway opportunities. The initial focus should be on providing a program and facilities in schools and continuing with development programs and social netball.

RecWest Braybrook has a low potential take-up of netball. This is likely to be due to its demographic profile. Other locations of indoor courts would be more likely to be a priority for netball competitions.

#### Trends

More than 95% of registered netball players are female and 45% of players are under 15 years old. On average, netball participants:

- Are female, aged between 18 and 24 years
- Are Australian born
- Have never been married
- Will be employed full time, and
- Play once a week

Between 2006 and 2012 the participation rate of children in organised netball, in Australia increased from .1% to .2%, following an increase in 2009 to .3%. For players over 15yrs, the participation rate in Australia declined slightly from 2.7% to 2.5%.

Almost 20% of netball players are now non-association players. Some 15% of players play netball in an unorganised setting.

Netball is an important sport for ensuring physical activity in females as some 50% of players only play netball. Amongst players that get involved with other sports the most popular are aerobics and fitness, tennis, touch football and volleyball.

Association/competition netball is traditionally a Saturday sport. Throughout Australia this has increased to other days/nights due to increased popularity and the lack of available courts.

The majority of junior players play outside and the majority of seniors play in indoor centres. Several Netball Associations utilise a combination of both indoor and outdoor courts to run competitions.

Netball Vic has a community access team that deliver programs for CALD communities through schools.

#### Participation and demand

There were 899 netball participants at club/association level living in the City of Maribyrnong. This includes 399 senior, 327 junior and 136 NetSetGO participants. The potential number of total players (organised and unorganised) in Maribyrnong is in the order of 3,000, although to achieve this figure more than about 1,000 players would need to come from non-English speaking countries that will be difficult to achieve without a major intervention.

Based on approximately 900 association players there are likely to be some 1,124 netball players. This is not dissimilar to the projected figures based on current state participation rates of 1,642, considering the numbers playing in school competitions is not known.

The projected growth in netball based on 2025 population projections shows a potential increase of 644 players across the City of Maribyrnong. Footscray has the highest potential growth, by 277 participants and Maribyrnong has the second highest projected growth, by 151 participants.



### **Netball in Maribyrnong**

There are several facilities where netball is played in the City. These include:

- VUT Campus facilities and the Community Sports Stadium
- Maribyrnong College
- Action Indoor Sports (mixed netball)
- RecWest Braybrook
- Other schools may be used for school competitions

Few schools have netball courts and where they do, some are synthetic grass, which is not a compliant netball surface.

Netball is one of the 13 technical sports provided at Maribyrnong College and included in their sports program.

The VUT Community Sports Stadium has a strong social and senior netball competition, but junior netball has been slower to develop, perhaps due to cultural preferences.

With very strong association competitions at the State netball/hockey centre and Sunshine/Altona, Maribyrnong can't compete with the depth of competition available elsewhere and these external competitions draw good players living in Maribyrnong away.

The VUT community stadium courts are 6cm too short for elite netball and there is not spectator seating so they are unable to play representative games or attract events. Private providers for social netball, futsal and basketball leagues use the stadium. These providers also have Aberfeldie netball and other sites that run 47 weeks a year.

Providing a show court in conjunction with the existing courts would provide for higher levels of competition and provide exposure to role model 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, as it is not as strong as basketball and indoor soccer.

Additional basketball courts are proposed in adjacent municipalities at Kensington (1), and Fisherman's Bend/Docklands (tbc). Courts are currently under construction at Keilor Park (3).

These may be suitable for hosting additional netball.

Schools such as Caroline Chisholm College in Braybrook indicate that with local demographics, there is no demand for netball.

Several years ago Footscray College made a proposal to Council to develop the outside area near the car park for netball / basketball. This should be revisited.

Due to the cultural mix of the population it is unlikely that netball will grow until there is good education about the game, school/training programs to teach the sport and gain legitimacy, social venue based opportunities to play and availability of facilities for training and at peak times.

Consultation identified a need for training facilities in the municipality.

The relatively small number of players living in the City means that the depth of competition is limited and better players are likely to prefer to travel outside the municipality to play in competitions such as Altona and Parkville.

### **Gaps and opportunities**

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

The City of Maribyrnong is not currently home to any netball associations. The Sunshine Netball Association ceased operation in 2014 due to extremely low participation numbers.

There is a perception by the sport that netball has potential to grow but needs more support and netball courts, especially for training as girls are missing out on the chance to participate due to lack of facilities.

There are opportunities for Maribyrnong to offer more social netball. The recent shift in location of a Melbourne Social Netball competition night from VUCSS to Riverside Golf and Tennis Centre in the City of Moonee Valley has negatively impacted participation rates due to the courts being outdoors.

A high demand for social netball is evident. Victoria University Community Sports Stadium currently offers one night of social netball a week. Action Indoor Sports also provide social mixed netball.

There are insufficient compliant courts at all levels, including school, club training and football / netball clubs and for higher-level competition. There is value in providing for additional netball; however it is not likely to reach participation levels of other municipalities. This is especially true in Braybrook, where due to the cultural background and other demographic characteristics basketball, indoor soccer, martial arts and volleyball are likely to have stronger take-up than netball.

The following criteria should be considered when selecting a suitable location for additional netball courts for training and Australian Rules football / netball competitions:

- Close proximity to a school
- AFL club located adjacent
- Management presence on site to manage or encourage social use
- Indoor facility located adjacent
- Other sports present
- Suburb with high potential population growth
- Suburb with demographics that suit netball
- Free access courts that may be converted to include netball
- Ability to light courts
- Not already green space

The following sites were considered for the location of netball courts.

- Henry Turner North Reserve
- Henry Turner South Reserve
- Kindersmith Reserve
- Braybrook Park
- Robert Barrett Reserve
- Maribyrnong Defence Site
- Yarraville Tennis Club
- Spurling Reserve
- Mclvor Reserve
- Footscray Park Bowling Club
- Cruikshank Park
- Johnson Reserve

Attachment 2. Shows which criteria each of the above sites meet. Footscray Park/ Henry Turner and Yarraville Tennis Club, and the Maribyrnong Defence Land are preferred. Braybrook Secondary College and Kindersmith Reserve could also be investigated for providing netball.

## Recommended strategies

### Overview

15. From the evaluation the following works identified in Council's asset management plan 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 is proposed for Footscray Park to provide a home for Rugby Union. This upgrade will add extra playing fields and a new pavilion, and should include lighting on the tennis courts.
  - Redevelopment of RecWest, West Footscray.
  - Redevelopment of Scovell Reserve, Hanmer, Kingsville Tennis Club Pavilion and rationalisation of the Robert Barrett Reserve, and other tennis and bowls pavilions.
  - Design and construction of a synthetic soccer/multi-purpose field.
16. Facilitate partnerships between sporting clubs/teams and schools.
17. Encourage schools to let facilities for basketball and netball training, especially for junior teams.
18. Review Council's Asset Management Plan for sports facilities, and introduce more regular asset renewals, especially the reconstruction of grounds and pavilions.
19. Complete and implement a sustainable sportsfield strategy and develop and implement a 10 year upgrade and renewal program for sports field floodlighting.

## Recommended strategies (cont'd)

20. Provide lit outdoor hard courts for social basketball in activity centres, at the sports hubs and/or in schools (where possible including netball).
21. On shared grounds ensure synthetic cricket wickets are located between soccer-football pitches to enhance playability and sharing in both seasons.
22. Reconfigure Henry Turner (South) Reserve and adjacent fields in Footscray Park to support existing sports and maximise capacity.
23. Reconfigure Dobson Reserve to provide two rectangular grounds with a cricket wicket in between.
24. 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.
25. Investigate additional social and casual use of sports facilities in off-peak times, for group fitness and social sport uses as well as activities such as Pilates and yoga.
26. Investigate the use of Council's free access tennis courts for activities other than tennis, (such as basketball, netball, and futsal) and light for night use.
27. Investigate the sports facilities available in schools in Maribyrnong and their uses, and opportunities to provide more club and community access to these.
28. Investigate opportunities to provide the core sports at all schools. Seek to create a relationship between schools and Council indoor facilities, to run "come and try" activities as well as school sports.

29. Develop 8 existing key sporting hubs to a higher standard:

- Robert Barrett/MAC/MC
- McIvor Reserve
- Footscray Park/ Henry Turner Reserve
- Angliss/ Hansen Reserve
- RecWest Footscray, and
- Braybrook Park

30. These could include multiple sports courts and outdoor sports grounds to serve multiple sports, including social sports. Facilitate the development of multi-code clubs, perimeter exercise trails and casual hire at these locations.

31. Construct an additional sporting precinct/ hub for rectangular football codes and associated courts sports, in the Maribyrnong defence site.
32. 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.
33. Zone the Sunshine VRI Bowling Club land as PPRZ, as an extension of Prichard Reserve.
34. Ensure new residential development adjacent to sportsgrounds provide adequate buffers and design treatments to minimise the impact of noise and lights on residents.

### **Aquatic Facilities**

35. (Instead of developing "a multi-purpose aquatic facility incorporating a 25m pool at Whitten Oval"):
36. Prepare a revised aquatic master plan that investigates the potential and design to expand the MAC (in conjunction with Maribyrnong College) to include: water space with a moveable floor for programs and the headquarters for aquatics sports (water polo, swimming, synchronised swimming).

### Recommended strategies (cont'd)

37. In the medium term consider the provision of another program pool in the south of the City or Footscray Activity Centre, in conjunction with residential or commercial development.
38. Provide additional aquatic services for people with a disability.
39. Further develop Footscray Park and Edgewater as a sport and recreation hub including water based sports.
40. Revise the master plan for aquatics centres in Maribyrnong and explore a partnership between water polo, diving, synchronised swimming and competitive swimming, the Maribyrnong College, and Maribyrnong Aquatic Centre, to develop these sports and provide an elite pathway facility at the MAC.
41. In the long term explore the provision of a further program pool in Footscray in conjunction with a residential or commercial building development.

#### **Provision of Netball /Indoor sports**

42. Work closely with Netball Victoria and local schools and Sports Education Vic 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 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 lit outdoor netball complex of three courts that can be used in conjunction with AFL, and can be used by other sports multipurpose. Investigate the following sites:
  - Mclvor Reserve adjacent to the bowls club
  - Hansen Reserve
  - Footscray Park/ Henry Turner
  - Kindersmith Reserve.
- e. Plan one additional lit outdoor netball complex of four courts or more that can be used in conjunction with AFL Maribyrnong Defence Land.
- f. Investigate opportunities to provide additional indoor courts to support the development of netball and a range of other sports.
- g. Consider the feasibility of the following options to provide for indoor netball:
  - Supporting others to construct a show court at Whitten Oval (may require 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 RecWest Footscray or Braybrook.
43. 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. This means residents need to be able to learn about the value of sport, know about and identify different sports that may suit their interests and abilities, time availability and budget and then have the opportunity to develop the skills in activities that are available in Maribyrnong. 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 that in many cases may be completely unfamiliar to the non-English speaking and Australian born people.

In addition, for young people born overseas it may be beneficial to learn sports traditionally strong in their own countries of origin.

Residents should be able to:

- Be involved in sport at development program, junior, senior and masters levels, for males and females, and people with disability, regardless of cultural background
- Play sport socially, and competitively, and
- Follow a pathway from development program, to school sports participation, club and representative levels of competition for male and female participants and all abilities.

### Opportunities

Newly arrived non-English speaking residents and people unemployed or with low incomes, lower educational qualifications and those who are older adults or with a disability are less likely to play sport and more likely to benefit 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 then is to facilitate and motivate people to participate given that opportunity costs will be high and willingness to play may be low.

Some Council staff may have direct relationships with people most disadvantaged by not being involved in sport, through children's or community services for example. Where these relationships exist, local sports opportunities should be promoted.

Outside existing relationships connections could be created and facilitated through schools, health providers and existing facility providers.

Communications directed to the community should be provided in multiple locations and in multiple languages.

More focus in communities with a low propensity to participate, should be provided for social and one off sporting activities.

Opportunities to learn sports and learn about the benefits of sport should be provided.

### Community sporting programs

A number of sports in the City provide free introductory programs for participants. The distribution of these programs is mainly in the south of the municipality. These sports include:

- Archery
- Canoeing
- Cricket
- Gymnastics
- Hockey
- Lacrosse
- Tennis

During the consultation for this project, it was identified that a number of sports actively provide programs for targeted individuals or communities.

Sports providing these programs are included below:

- Gymnastics – Persons with a disability
- Lacrosse – Immigrants and homeless people (through RecLink)
- Boxing – Domestic violence victims
- Hockey – People with an intellectual disability
- Swimming – African community
- Tennis – People with mental health issues

The MAC is connecting with African community and running specific swimming programs for women, and men at the centre, out of hours. Maribyrnong Aquatic Centre implemented a New Beginnings membership in 2014. Targeting social and financially disadvantaged persons, the reduced cost membership allows full access to the centre during off-peak times.

#### **Potential partners to target newly arrived residents**

There are a number of not for profit partners who support sport as a vehicle for social inclusion. Sports Without Borders provides support for young people from new and emerging communities to overcome the barriers of participation in community sport. It currently runs a Social Inclusion Through Sport (SITS) program and provides scholarships for participants. They have assisted the development of a number of programs such as In2cricket in conjunction with other foundations such as Telco Together. Examples such as these highlight the need for sports programs focused on inclusion and their importance as a tool to engage with new and emerging communities.

Community sports programs should generally not be one culture specific, as they should promote social inclusion. Working through schools is one way to ensure they are not.

Any 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.

Cricket Victoria indicated they would like to run women's cricket programs in the City.

The Maribyrnong Female Cricket Hub, located at Skinner Reserve, would meet this Cricket Victoria objective.

Asylum Seekers Resource Centre ASRC in Footscray are helping new and emerging communities engage in sport. For the last three years ASRC members have fielded a soccer team in the Vic Soccer (Amateur Soccer) League.

The Cities of Maribyrnong and Moonee Valley established a Community Cricket World Cup in 2014. This was a social cricket competition for people of all ages, gender and ability from across both municipalities.

#### **Sport that may appeal to specific cultures**

Due to the size of some cultural groups in Maribyrnong, such as Indian, Chinese, Vietnamese and emerging communities such as the Sudanese, there are some activities, that could be trialled and which these groups may have a cultural affinity for. These may create a sense of support for those communities as well as encourage interest by families or older people and increase overall participation among young people. Sports that should be popular as they are key sports in the top ten non-English speaking countries present in Maribyrnong in the last census include the following:

- Vietnam: soccer-football, badminton, tennis, table tennis, volleyball, martial arts and Sepak takraw
- India: cricket, soccer-football, hockey, badminton, tennis, wrestling, table tennis, basketball, motorsports, boxing, athletics and Kabaddi
- China: table tennis, badminton, basketball, soccer-football, diving and gymnastics
- Italy: soccer- football, basketball, volleyball, cycling, water polo, tennis, wrestling, athletics, golf and rugby

- Greece: soccer-football, athletics basketball, wrestling, water polo, athletics, weightlifting, Philippines: Arnos, (martial arts) basketball, boxing, association football, ten-pin bowling, volleyball and badminton.
- South Sudan: soccer-football, equestrian, wrestling, swimming, basketball and athletics

There may be considerable value in running social programs and developing opportunities to encourage families from non-English speaking countries to play sport, in conjunction with existing cultural groups. Pathways to sport are most common through family and groups serving the same cultural groups.

Social programs in lesser known activities which are not provided for, or readily available, but 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)
- Arnos (Philippines)

## Older adults

A numbers sports clubs have masters programs.

More social opportunities, leagues and programs may be possible in sports with larger numbers such as table tennis, badminton, canoeing, golf, swimming, running, cycling, hockey, tennis, bowls, and trugo 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, for example.

Sports pavilions may be able to facilitate some of these activities being conducted during non-peak times as well as other physical activities such as walking groups, group exercise, strength training, yoga, Tai Chi, dance and Pilates.

The MAC currently runs programs targeting the older adult market.

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 though 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 and increase participation and ensure club field female and junior teams that assist club sustainability. The City of Moreland has successfully implemented this strategy.

The Active Maribyrnong Get Active Expo provided opportunities to residents to try a number of sports that are offered in the City. Pockets in the south-east and west of the municipality were not adequately provided for in the Active Maribyrnong Expo.

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

Sports provided in the 2015 Active Maribyrnong Get Active Expo are listed below:

- |                |                     |
|----------------|---------------------|
| • Boxing       | • BMX               |
| • Cricket      | • Soccer-football   |
| • Lawn Bowls   | • Cycling           |
| • Trugo        | • Hockey            |
| • Roller Derby | • Aquatics          |
| • Netball      | • Tennis Basketball |
| • Futsal       | • Archery           |
| • Rugby Union  |                     |

## Organised versus non organised sports participation

Based on ABS data, of those people who only participated in non-organised sport or physical activities in 2011-12:

- 42% used parks and reserves
- 26% used indoor sports or fitness centres
- 25% used off-road cycleways and bike 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 as recommended previously provide off-road trail circuits around each suburb and as perimeter paths around larger parks.

Care should be taken not to provide such paths around the immediate border of a sports ground to minimise potential conflicts with sports and from cricket balls in particular.

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

The provision of social hard courts and practice facilities (such as basketball, volleyball, netball and cricket nets) in activity centres and schools can support considerable social activity and provide training for club sports.

Respondents to the householder survey suggested pop up parks and closure of Yarraville Village Road for sporting activities would be beneficial.

They also identified the need to support cycling initiatives, such as Wheel Women, and Pushy Women that would increase women's participation in sport and physical activity. Small enterprises that support cycling on the Maribyrnong River Trail such as the Cycle Saloon are likely to encourage use of existing assets. The key sporting precincts or hubs such as Robert Barrett, Footscray Park / Henry Turner and McIvor Reserves provide good opportunities to provide venue based social sports as there

are facilities in each which are staffed or mostly occupied.

## Gender equity in sport

Leisure research in the last 30 years has indicated a consistent movement away from a focus on constraints on women's participation or access to sport, towards acknowledging the complexities and potential for sport to empower women.

Women are not a homogenous group with similar leisure experiences or expectations. In many cultures for example, there is a lack of a sense of entitlement to leisure and sport.

Gender norms are often intimately entwined with other power relations related to class, race, sexuality, nationality, religion, and other social divisions, that can be difficult to change.

Similarly, there is not a universal perception that sport is a suitable or desirable pursuit for girls and women.

There are some common issues that arise in discussion about enabling women to participate in sport, in which local government can influence.

The issues around gender equity and sport are directly associated with other social determinants of health. If women have a disability, low income, and low education, are born in a non-English speaking country or live in a remote location, their propensity to participate in sport is likely to be less than the rest of the population. Hence 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.



Council currently offer Active Maribyrnong Grants for junior females who meet qualifying criteria. These grants are also provided to people experiencing social disadvantage.

A Women's circus is located in Footscray.

Respondents to the householder survey raised a number of issues related to gender equity in sport. These include the following:

- "Organised sport and sporting environments are male dominated, don't feel welcoming of people not like them, are too costly (equipment, travel, etc.) and time intensive, aren't spaces where women (like me) are frequenting already".
- "Ensure a diverse representation of women and girls voices are heard and respected and direct the planning including: sex disaggregated data about the municipality, trends etc. A gendered analysis of the data and research being used in the planning, reference other policies which affect the lives of women and girls in the municipality, and develop indicators to make sure outcomes for women and girls are achieved and documented and challenges, set backs and learnings are incorporated into new initiatives".

The 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.

Availability of some activities likely to attract women, as well as clothing policies, facility design (in particular change room 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 women only teams, programs and spaces, as well as 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.

Existing social constructs of masculinity and femininity — or socially accepted ways of expressing what it means to be a man or woman in a particular socio-cultural context play a key role in determining access, levels of participation, and benefits from sport<sup>9</sup>.

Sports clubs play a natural leadership role in the community and provide a unique opportunity to shape attitudes related to gender equity in sport (and related issues such as violence against women for example).

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

Sport related enhancements can be as simple as how you promote safety and respect through design and communication messages, the privacy settings for female clients, the lighting in the car-park – through to major projects like ensuring the change rooms are available for mixed-gender players and umpires or having family changing facilities that men and women have access to.

As a key support, connector and facility provider, Council's sports development staff has an important role to play in facilitating the inclusion, participation and respect of women and girls in sports and physical activity.

<sup>9</sup> Sport for Development & Peace International Working Group 2008, 'Harnessing the Power of Sport for Development and Peace – Recommendations to Governments'

If the culture of sport enables and values the full involvement of women in every aspect, then this will make a significant contribution towards preventing violence against women.

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

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

Development and programming opportunities of existing sports will be helped by promotion e.g. currently many of the archery clubs members are not local. Promotion may help the sport develop locally and attract additional participation.

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

### **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.

### **Recommended Strategies**

44. Consider significant interventions 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.
45. Consider delivering sports development and education programs, in communities with a high proportion of residents born overseas in non-English speaking countries.
46. Consider including sporting opportunities familiar to people in other cultures in Active Maribyrnong Get Active Expo and Spring into Summer Series.
47. Include sporting events in cultural festivals and community events.
48. Work with key primary and secondary schools and local clubs and facility

providers to increase sporting education and participation.

49. Continue trialling inclusive programs such as community cricket and soccer- football .
50. For all sports available in Maribyrnong ensure there are opportunities for people to learn about all these sports, and learn the basic skills associated with each.
51. Develop a program at RecWest Braybrook and Footscray (and possibly in Paul Sadler Swimland) in conjunction with schools, to learn the basics of all sports available in Maribyrnong.
52. Reconfigure oval grounds where possible to include cricket wickets between football grounds, to enable both fields to be used in any season.
53. Continue to look for opportunities to facilitate schools, clubs and sports providers delivering programs for Maribyrnong's diverse population groups.
54. 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 all abilities.
  - b. Be involved in development programs, junior, senior and masters, and competitions for males and females, and
  - c. Play socially/casually (for male and female participants) as well as competitively.

## 6 Affordability and accessibility of facilities

### Costs to users

Some sports in high demand such as soccer - football typically have very high costs of participation per season. The opportunity costs of playing club sport in a home and away competition are high for families, as this cost not only involves the cost of membership, but also transport, family time, childcare, uniforms, equipment and parental involvement. One of the issues is 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.

Consultation indicated basketball players were concerned that venues charge an entry fee as well as a team fee. Door fees are an industry standard for domestic basketball. Facilities seen to not charge a door fee often have alternate arrangements in place such as incorporating fees into team sheet fees. This is probably preferable as it is not seen as double dipping.

RecWest Braybrook and VU Community Sport Stadium both charge entrance fees on some days (Rec West – all games and VU on Fridays and Saturdays). Consultation with clubs indicated these fees are driving people to use other stadiums that do not charge a door fee and suggested putting a freeze on junior court hire.

Council should continue to review and approve court hire fees to ensure fees promote participation and are inclusive to all.

RecWest Braybrook indicated they are currently assessing the impact of reducing door entry fees for fewer than 10 participants. Currently the Netball Program provided at RecWest Braybrook is heavily subsidised by Council. Residents of Braybrook have the lowest income of any suburb in Maribyrnong.

The Westgate Basketball Association indicated securing free or reduced cost training venues was a priority to increase participation, especially amongst juniors.

Entry prices at Maribyrnong Aquatic Centre are higher than other centres. Consultations indicated this did not appear to affect usage rates at the centre, as it is the only one of its kind in the area.

A number of initiatives have been introduced by Maribyrnong City and adjacent Councils to address the high costs of participation in sport. Council have offered subsidized club sport fees on application, for junior players with a health care card and for junior females (through Active Maribyrnong grants).

The MAC provides subsidized off-peak passes, for socially and financially disadvantaged communities.

As a principle it is better to subsidise player membership through other means rather than make opportunities free as the sense of value may be lessened for no cost facilities.

The costs to players can be reduced by facilitating the reduction in cost to clubs; for example sponsored uniforms, facility hire and travel for example. Opportunities for venue based and social competitions for multiple age groups, as well as shoe and uniform exchanges could be investigated to minimise opportunity costs of sport to families.

Whilst the demand for outdoor soccer -football is high (in addition to having a demographic profile with a close affinity to the game) there are only 630 players living in Maribyrnong registered with FFV. This may well be as a result of the cost of playing for a club and the barriers to travelling in home and away competitions. Soccer- football is one of the most expensive field sports to play at a club level.

Considering the shortage of grounds for winter sports and the proposal to address this through the provision of a synthetic field, the cost of use of this field may provide an additional barrier to participation for clubs if fees are likely to rise, as would typically be the case. A public synthetic field would require considerable funding from Council.

## 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 costs off occupancy rather than just a small proportion of costs (lawn bowls).

The gymnastics club have to hire private facilities and spend more than \$100,000 per year in rent. The implication of this is that these costs are transferred to club members.

Footscray City Gymnastics Club indicated they were looking at moving to a bigger venue. The club is currently losing money by having waiting lists. If an overflow facility could be found, they would be happy to remain at their current facility.

For some sports such as lawn bowls, the cost of capital and all recurrent costs are the responsibility of sport. This has a significant influence on the sustainability of clubs and with declining demand some 5 lawn bowls clubs in the City of Maribyrnong have closed in approximately 15 years.

The general consensus from the consultation with clubs was that fees and charges were acceptable. Although a number of clubs suggested facilities needed to be of better quality and if positive changes were made to existing facilities, they would be happy to pay more. However a number of clubs suggested fee structures needed to change (for example baseball, canoeing and rowing, hockey and basketball).

Clubs located at the Footscray Boat Club suggested fees needed to be lowered now that Council have taken over the facility from Parks Victoria.

Several clubs indicated discounts needed to be offered to make their existence viable (water polo and synchronised swimming).

Cost and allocation policies, processes and priorities as well as availability of facilities for social and casual use determine access to land and facilities by clubs and groups. This is a major way that Council can assist clubs to provide sports to residents.

Council suggested that there is a need to restructure club fees to take the emphasis away from them "paying for the ground" to focus more on the cost of use of facilities and guaranteeing the grounds are being used for games.

Typically Councils subsidise approximately 30% of the costs of leased facilities and 80% of the costs of outdoor playing field use. In many cases clubs and associations are not aware of the real cost – except for some elements such as utility costs which they may have to pay directly.

In negotiating fees and charges, Council should ensure clubs understand the cost of providing and managing the facilities they use and they are involved in ways that reduce these.

Council can use price as a tool for diverting demand away from peak periods and specific locations.

## Occupancy agreements for sport

The conditions in occupancy agreements should provide a mechanism for clubs and Council to work toward a common set of objectives that will ultimately lead to an increase in use (but not over-use) and participation in sport as well as cost effective management of sports facilities and sustainable clubs. These agreements should be more akin to service agreements than commercial lease or license agreements; they should also be used to provide incentives for best practice and good governance.

Maribyrnong Council has a sports fees and charges policy document that was prepared in 2008. Key points from the policy discussed below:

### **Lease agreements**

The current policy indicates that a lease agreement is only issued in exceptional circumstances. This is still best practice. Leasing generally restricts the opportunities to share and hence the flexibility of use. Leases however may be appropriate where significant investment has been provided by the sport into the facilities, where the facility has little remaining capacity for casual use, and shared; casual or social use is required in the agreement.

Council currently have leases over a hockey facility (15 year lease) and lawn bowls and tennis facilities. The Footscray Boat Social Club function centre is leased to a private entity that restricts the aquatic sports clubs gaining access to it for social functions and events.

In other benchmarked Councils lessees pay approximately 30% of the total cost of maintenance, or may be responsible for the total maintenance costs. In recent times many of the grounds leased are required to make their fields available to other users that are licenced by Council when the tenant club does not require it.

### **Many of Council's sports facilities are licenced to user groups**

There are some aspects of the current policy that could be reviewed to produce beneficial outcomes, including increasing the number and type of people using facilities and assist in prioritising users that are contributing to Council objectives.

### **Private sporting activities**

The current policy refers to "private sporting activities" as those conducted by individuals or companies, which exclude members from the wider community. This is no longer considered the case as they are described as private because they own the facilities or they are not volunteer based. However in most cases "private facilities" only require a membership or fee to be paid by the community member to use these or play in the same way as people who play volunteer club sports.

There are a number of sports, which are not generally provided by volunteer based organisations. Examples include: touch football (run by affiliates not clubs), social leagues delivering sports such as futsal, mixed netball indoor cricket and volleyball, and sports running in private facilities in Maribyrnong such as golf, ten pin bowling, karting etc.

For many population groups, such as women, private providers are often relied on for the delivery of sport, as they may offer the flexibility, lack of routine commitment and scheduling that meet their needs better than clubs. Also a number of clubs and educational institutions now have small enterprises, such as academies, separate development programs or competition entities e.g. Cricket T20 competitions, which operate a more commercial business model.

### **Capital improvements**

Footscray Hockey Club suggested they had invested their own money into providing a gym, renovated the boardroom and hockey shop at the facility. The Western Region Umpires Association also indicated they had invested in a lot of their own money into upgrading and improving clubrooms.

The current policy provides the ability for capital contributions to be taken into consideration when allocating for sports clubs. The policy indicates that if clubs contribute towards capital improvements or upgrades to the facility, they may be awarded a 3-year licence with the option to extend the licence by 3 + 3 years.

The policy should recognise the value and extent of social and non-volunteer based sports that are in demand. Whilst there appears to be a willingness to contribute capital for increased quality, availability of facilities or enhanced maintenance by some codes elsewhere, there are many clubs where this is not a reality in Maribyrnong due to economic conditions.

Some Councils have facilitated this without providing equity in the facilities, exclusive use or tenure, and primarily based it on reduced cost of access. Capital contributions can be provided by a rent-free period and finite terms for any additional benefits or tenure, so as not to affect sharing, sense of ownership and long term planning for sport.

#### ***Pre-season training***

Pre-season training does not constitute part of the standard sports ground allocation. However for football and other codes it is an essential requirement for injury prevention and to ensure players are competition ready when the season starts. Although pre-season guidelines exist some clubs have stated that access to facilities is an issue.

Council should consider running social tournaments at select venues during pre-season to enable players to develop match fitness. This will allow clubs/teams to practice in a competitive environment and limit the amount of wear to facilities able to carry the increased load.

While recognising clubs' need to undertake pre-season training, the level of use must be in line with carrying capacity limits, shut down periods, finals being played, maintenance costs, and the priority should remain with the in-season club (if ground required by them).

#### ***Including replacement costs in fees***

The current policy includes in its fees a 2% 'Cost to Replace' charge for pavilions. This reflects the type of facility being used by a particular club. As the club is unlikely to have a choice in facilities of a different standard, and it relates to the provision of an asset that is theoretically provided for the use of any resident, then the equity of the principle of this charge is questioned. The cost of use as in maintenance and cleaning but not capital replacement would be more appropriate, unless this principle was applied to all leased facilities and outdoor facilities also.

#### ***Differentiated fees based on demand***

The units available in the current policy are primarily for peak hours, however an alternative is to consider non-peak times, offering these at a lower rate to encourage use and provide options for users with limited funds.

Council can use price as a tool for diverting demand away from specific Council sports grounds, encouraging non-peak usage, promoting certain activities over others, and diverting use from sports grounds to other spaces.

#### ***Fees for schools***

Schools are only charged a flat sessional rate for use of sports grounds and pavilions for school competitions (i.e. inter school football matches) if their own sports ground is not occupied or they have built over their open space. This is potentially still a valid approach.

An additional or alternative approach is to offer a partnership where in return the School can use Council open space.

#### ***Floodlighting***

Floodlighting is charged on the basis of the cost of globe replacement and safety checks. Floodlights are an essential component of sports grounds to ensure flexibility and increase potential use. The same principles should apply to the charging for lights as other essential elements such as fields and pavilions.

Council should own and maintain light poles. A proportion of the cost of maintaining and using the facilities should be borne by the user and provision and opportunity to use them, subsidised by the ratepayer.

Some clubs were concerned that they were required to pay for the replacement of a light at their ground (Henry Turner North).

When lights are provided, occupancy agreements must educate users that training should be disbursed and not simply be conducted under the closest lights, as this created uneven wear and tear on grounds.

Council should ensure clubs do not use the area directly in front of clubrooms as part of their lighting policy. It should also ensure clubs rotate the area of the ground they use for training to improve carrying capacity.

### **Turf wickets**

Turf wickets are provided and covered by Council and thereafter clubs are responsible for all costs associated with the curation and maintenance of their turf wicket table. This is an equitable approach given the small proportion of the population who need these.

### **The basis of fees and charges**

In many local government cases, the basis of the charge is no longer evident as the current fees reflect CPI added annually to a base charge established many years ago. Many Councils seek to collect around 20% or more of ground maintenance costs and 100% of the full recurrent or power cost of using sports ground training lights.

In recent years a number of Councils with a high demand for playing fields have moved to fees based on an hourly rate, and/or a charge per user to reflect the amount of use.

An hourly rate charge is beneficial because it means clubs won't book more than they will use if they are being charged by the hour, providing room for other clubs or user groups. Hourly charges also help Council understand real patterns of demand and use.

If carrying capacity (hours of ground use) is factored into the allocations and pricing policy it makes sense to charge users per hour. This also helps demystify fees as clubs are more likely to understand an hourly figure / rate, and the relationship to use. It is beneficial for Council to let clubs know the cost of works.

### **Summer and winter charges**

There are commonly questions about whether winter sports should be charged more than those in other seasons as the demand and damage is greater. One solution to differing costs and use over the two seasons is to average out the cost to clubs per annum. As growth in some sports continues, some sports such as soccer –football have extended play into both seasons. As a way of limiting some sports impacting on others, Councils commonly give preference to sports playing in their traditional season (the in-season code).

Sharing (use of the same ground at different times by different clubs) of grounds also has a bearing on fees. Some Council's now have seasonal fees for either full share or half share, plus a separate training fee.

As many Councils now have synthetic playing fields there is a move to estimate the "cost of use". This often includes an allowance for replacement carpet costs and annual maintenance of synthetic surfaces (but not the initial capital cost).

These are often not factored into the pricing of natural turf fields. There is considerable benefit in considering the costs of natural turf and synthetic surfaces in the same way.

In preparing a future sports policy Council could review the cost of use for sports including those needing synthetic surfaces with the view of providing more equity, use and lowering the cost of surfaces across the board. Price could be an incentive for clubs and user groups to meet Council objectives of enhancing participation and increasing the diversity of sporting opportunities to the widest range of the population.

### **Prioritisation allocations**

Increasingly other Councils have a clear process of prioritisation that determines who has the priority when several users apply for use of grounds.

The City of Moreland allocation process includes conditions such as the club must not be named after a location in another municipality and that all clubs wishing to use Council sports grounds must offer female teams, in support of their Active Women and Girls Strategy. This has been enforced.

Council could require all its clubs and user groups to provide for junior and female participants and show evidence of inclusiveness, initiatives to include people with a disability, older adults, and actively encourage people born over seas from non-English speaking countries. Priority allocation could be given to sport clubs providing participation opportunities for under represented target groups (females, people with disabilities, older adults etc.) regardless of the price charged as well as those who provide sports not currently present.

Council could add criteria where willingness to share facilities and partner with other users at the ground is favoured. They could also stipulate that should demand for an activity decline Council can relocate the club to alternate ground in favour of larger faster growing activities.

Council could provide incentives to increase the size of clubs and support clubs serving the minor codes, in addition to or through multi-code clubs that serve a whole family at the one venue. This will not only contribute to enhancing the sustainability of clubs but also provide more opportunities for children of families with low income to access sport. A number of possible partnerships for multi-user facilities were suggested in consultations.

These included:

- Lawn bowls and cricket
- Baseball and Australian rules football
- Gymnastics, dance and cheerleading
- Lacrosse and women's cricket or touch football
- Water polo, synchronised swimming, swimming and diving

In some of these instances the occupancy agreements can facilitate these partnerships, potentially in lieu of some level of fee.

In term of protecting over-used playing fields some consideration could be given to transferring some training to low usage times in indoor court, aquatics or fitness facilities. The current policies appear to be silent on issues such as behaviour, governance and alcohol consumption and sale. Future policies may need to provide guidance on these issues as well as the ability to run and host events at facilities.

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

### **Sharing and additional use of pavilions**

Council could set a standard hourly rate for pavilion hire for sport and fitness users for peak and off-peak times. Then it should determine what a seasonal discount is for that rate, and what if any the commercial surcharge (or a volunteer club discount) should be.

A number of smaller sports are concerned about damage and wear of facilities they have paid for. During consultation it was suggested that casual use can be an issue to groups with seasonal allocations, because of the way they treat facilities. These clubs also suggested there are already too many casual groups at their facilities. Casual hire agreements should include similar objectives for tenancy as licence agreements and users should be made aware of the cost to council of facilities and ongoing maintenance.



Some clubs were concerned about the realities of sharing and suggested fining clubs for breaching conditions. A number of clubs suggested they were fed up at coming in the day after another code has used the facility and finding it had being left in a mess.

Some clubs reported that some sharing arrangements seem inequitable given the proportion of space allocated (for example rugby, soccer-football, gridiron at Henry Turner North).

Tennis Victoria is currently developing a pilot smart card system to provide better access to club courts for social play and casual use.

### **Booking systems**

There is a wide range of booking systems used by Councils. The ability to book and use sports facilities using online simple, convenient and real time systems is required. This will encourage greater use and help increase casual use, especially for facilities such as indoor courts and tennis courts, and keep the costs to clubs down.

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

### **Objectives**

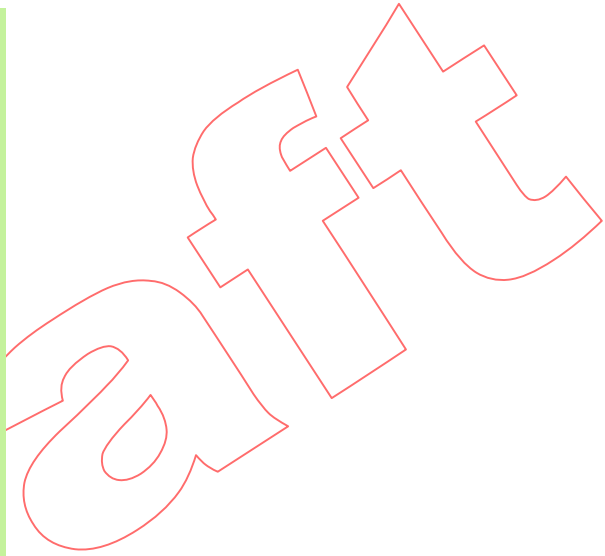
1. Provide a fair and equitable basis for recouping a reasonable percentage of the cost of providing sport from user groups
2. To maintain user charges that are fair and reflect the value of service whilst minimising the number of people who can't access sport due to the costs.

### **Recommended Strategies**

55. Review Council's allocations and sports pricing policy based on the comments in this document.
56. 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).
57. Support clubs in introducing venue based and social competitions as well as shoe and uniform exchanges to minimise the cost to families of sport.
58. Encourage sports to provide capital contribution toward facilities on the basis that they will receive finite rental rebates commensurate to the contribution –but not equity in the building.
59. 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
60. Consider moving toward more sharing rather than historical single club allocations that also closely match use with carrying capacity, and demand.
61. In negotiating fees and charges, Council should ensure clubs understand the cost of providing and managing the facilities they use and they are involved ways that reduce these.
62. Continue to provide a subsidy or scholarship scheme to juniors wishing to play club sports
63. Introduce an online booking system for grounds and courts to enhance access and reduce the administration cost of hiring facilities.

### Recommended strategies (cont'd)

64. Update Councils website to provide a clear process for booking and paying for sports grounds and facilities.
65. In future management arrangements for indoor centres consider the implications of entry fees, and, in the conditions of occupancy agreements seek to subsidize costs in order to increase use.
66. Continue to provide Active Maribyrnong programs such as the Get Active Expo and Spring into Summer Series.
67. Investigate the lease agreement for the Footscray Boat Club social areas in order to encourage additional aquatics sports use and other casual and social uses in Footscray Park.
68. Investigate changes to 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

Appropriate information available through varying distribution channels, targeting people of different interests, ages and abilities is essential to encourage use, provide choice and alternatives.

All sports present in Maribyrnong should be promoted in programs such as Active Maribyrnong information, regardless as to whether they use Council facilities (for example: clubs such as Footscray Cycling Club, table tennis, water polo, synchronised swimming, ten pin bowls, wheelchair rugby and basketball, Korfbal). Opportunities provided by groups, other than clubs, and sports that don't have clubs, e.g. korfbal, should be promoted.

There would be considerable benefits of promoting available opportunities suitable for specific groups i.e. women with young children, pregnant women, older adults, people with a disability, and cultural groups including social opportunities, not just overall by activity.

A number of groups consulted indicated that available facility options were not well known to residents. For example it is not well known that Maribyrnong College is available for casual hire - Active Maribyrnong could promote this.

Consultations identified Maribyrnong residents are not aware they can use some facilities in the City free of charge. Free access tennis courts are also considered highly desirable to encourage social, family tennis, coaching hot shots and clinics for example. Maribyrnong currently provide 11 free access tennis courts at 5 locations. These may not be well promoted.

The Maribyrnong College is a venue available for hire that many residents may not be aware of (e.g. for badminton after school hours).

These opportunities should be promoted at community information points such as libraries and community centres and should not be limited to only Council facilities.

Council should educate people about the value of sport and physical fitness activities using simple terms e.g. fun, feeling better, sleeping better, energy. They could also highlight the associated opportunities like meeting new people, taking part with friends and family, meeting people of the same cultural background. Words like participation, social benefits, leisure and wellbeing etc. should be avoided, as these concepts do not always translatable into other languages.

In many communities people born overseas will not necessarily know traditional Australian sporting activities i.e. netball. Council could provide information about what netball is, how it is played and where it is played etc.

Similarly some CALD communities know tennis but see it as an elite sport and don't know how to get into tennis.

Council has prepared an Active Maribyrnong guide. This was established to provide information on sport and recreation programs, facilities and opportunities available.

Consultation indicated a number of clubs were either not aware of the initiative, how it worked or how it would benefit their club. Clubs listed in the guide suggested additional direction and assistance was needed for the community to fully benefit from the initiative.

The Active Maribyrnong Grants program provides opportunities for financially disadvantaged young people to participate in sport. The program also targets junior female participation through certain eligibility criteria.

Additional targeted marketing and communication with clubs would be beneficial.

### 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

### Recommended strategies

69. Increase the level of marketing and promotion of sports facilities, clubs and services.
70. 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.
71. Include ‘simple’ messages in marketing and promotion including in programs such as Active Maribyrnong that can be understood in cultures other than Australian.
72. Publish and distribute a suite of information about select sports in multiple languages and promote these through schools and Active Maribyrnong.
73. Utilise social media more for promotion of sports clubs and opportunities, and improve social media partnerships with sporting clubs.
74. 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.

### Recommended strategies (cont’d)

75. Produce, and market the “Around the Grounds” newsletter more regularly, and distribute to a wider readership.
76. Enhance the positioning and activity of sport related content on Council website and external sporting partner sites. Investigate improvements to Council’s website, and provide more information about the value of sport.
77. 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 to down load as well as at Community Information Points.
78. Include features/profiles of Maribyrnong sporting clubs/programs on Council’s core communication platforms.
79. 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.
80. As a requirement of occupancy of Council facilities require clubs to provide Council with current contact details and usage figures.

## 8. Supporting clubs develop

Clubs and sporting organisations provide the necessary structure to administer competitions to be played across a wider area than Council. 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.

A recent study<sup>10</sup> of the social return on investment for community football clubs indicated that for every \$1 spent on running a club, there is at least \$4.40 return in social value. This means an increased social connectedness, wellbeing, and mental health status; employment outcomes; personal development; physical health; civic pride and support for other community groups.

### Opportunities to grow clubs

#### ***Social leagues and pay as you play***

Chapter 2. Identified increasing demand for turn up and play opportunities e.g. street soccer, and barefoot bowls, social tennis, as well as organised sports series run less frequently such as cyclocross, and social league indoor sports.

There are a number of groups providing these that include clubs (cyclocross barefoot bowls), commercial groups (Action Indoor Sports, Aussie Sports and Social Sport), Councils (cricket and football) and Community welfare organisations. Some sports have set up foundations to assist with realising more social objectives through sport.

There is demand for social leagues in the alternative season, cricket in winter and soccer - football in summer, and twilight softball being the most common examples.

The demand is there for social leagues- especially from particular cultural groups (e.g. Indian and Asian groups playing cricket, as identified in Chapter 5).

There is a strong demand for mountain biking and other cycling disciplines. Maribyrnong has one cycling club: Footscray Cycling Club. It currently has not facilities in the City.

Cycling Victoria believe to be sustainable a cycling club should be encouraged to provide a range of disciplines - not just track and road cycling, but mountain biking and BMX for example. There is one site currently used for the national cyclocross championships in the City, at Cranwell Park, Braybrook. Some other sites such as Quarry Park may also be suitable for the development of a small recreational single track, or 4X track.

In order to keep clubs relevant they need to be able to meet the demand to play sports socially – without training, coaching etc. - not just pathways to higher-level clubs. There is no reason why these opportunities cannot be provided by clubs. Alternatively the several commercially run social league providers may wish to expand to provide outdoor social sports such as touch football, 7X7 soccer and cricket, softball and OzTag (Social Sports currently provide AFL 9s).

The principal way that clubs can become more viable is to expand their scale and employ staff to undertake some of the profitable products as well as assist with the growth of the club and these are largely in the area of social leagues.

A number of outdoor sports could and would like to expand indoors- to target development programs for young people – or provide different and more social versions. Sports such as archery, lacrosse, hockey and tennis (soft tennis as well as smaller para sports such as table tennis, boccia, etc. would use an indoor sport court facility).

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 clubs offerings.

<sup>10</sup> AFL Victoria, Value of a Community Football Club, 2015.

Alternatively Council could support all clubs initially to provide a wider range of activities beyond the routine club competitions- (i.e. to include social opportunities) and to serve a wider market - older people, and specific populations for example young mothers and retreat once established.

Whilst it is important to provide social opportunities without routine commitment and club memberships, 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**

There are some very small sports in Maribyrnong such as trugo, and without clubs they would not exist. Other small clubs such as cycling that have had facilities removed have been able to survive without any clubrooms or facilities and have considerable scope to expand if they were provided those.

These groups and organisations should be promoted, nurtured and supported (in ways that enhance the growth, development and sustainability of sport and physical recreation).

Council has a good directory of sports clubs regardless of whether they use Council facilities, however other forms of support would be beneficial.

Support is important for all clubs, regardless of whether they hire Council facilities, to retain a wide range of sporting activities in the City.

Several types of clubs (gymnastics and martial arts) have to hire commercial premises, or have none, where most others are provided with facilities. If Council was able to construct a four-court sports centre to replace RecWest Footscray these sports could possibly be co-located.

All clubs (that cannot be provided on a full commercial basis as ten pin bowling is) should be supported in similar ways, including:

- Subsidising access to facilities
- Educational, information and marketing
- Supporting play and club development
- Promoting facilities and clubs
- Support with programming, sports development to grow participation to communities with low participation rates
- Encouragement to establish pay as you play opportunities and those targeting specific populations
- Support with events

When clubs were asked about how Council can support clubs and club development, Clubs said the following:

- Better marketing initiatives
- Improve communication between clubs
- Promote and resource women's sports
- Improve the quality of facilities
- Focus on development of coaches and referees
- Promote partnerships between existing facilities
- Education about facility maintenance
- Improve signage at facilities
- Provide strategic direction to existing Council facilities
- Improve street presence at a number of facilities

### **Support to aid planning**

Some peak bodies provide supports in the way of business and strategic planning to clubs.

Many Councils provide information forums and basic templates for business plans to assist clubs and improve governance.

Council could also further assist clubs with planning and work with peak bodies to assist with marketing and business planning. For example through the provision of templates and proforma's to enhance governance.

Encouraging communication between clubs and helping them provide pathways from social and development programs to domestic and representative competitions that assist with sustainability and a balanced offer to the community.

### Multi code clubs

The development of key sporting hubs offers opportunities to encourage more viable multi-code sports clubs.

There are some good examples of multi-code clubs, such as those that operate a social club with gaming facilities for example – such as Club Nobel, larger clubs such as the Melbourne Cricket Club that offer a range of sports such as bowls and tennis, and smaller local multi-code clubs such as the Kensington Flemington Junior Sports Club. This is comprised of a group of junior sports clubs:

- Flemington Junior Football Club
- Kensington Junior Basketball Club
- Kensington Junior Cricket Club
- Kensington Junior Girls Soccer Club

Each of these clubs is aligned with a separate sporting code. The Association Committee acts as a hub, co-ordinating the formulation and attainment of common goals and providing a forum for achieving consensus between the clubs with regards to such matters as policy, philosophy, finance and operational synergy.

The advantage of a multi code club is the reduced business administration, the increased scale and revenue opportunities and the opportunities to provide for whole local facilities that mean siblings can be part of the same club.

### Objectives

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

### Recommended strategies

81. Work with all sports codes in the City to set up social leagues and “pay as you play” models of playing sport.
82. Support the Footscray Cycle Club to develop the club to include other cycling disciplines and develop facilities in the City.
83. Identify initial grounds where social cricket and soccer-football can be played all year.
84. 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.
85. Assist smaller sport clubs on the major reserves to form multi-code clubs, to aid sustainability.
86. Extend support to clubs in the City that are without Council facilities.
87. Continue to monitor the need of clubs and assist them with: marketing initiatives, signage, communication between clubs, targeting women, juniors and older adults, and people with low incomes and or born overseas.
88. Assist clubs to develop partnerships at existing facilities, and with business planning.
89. Assist clubs and schools to work more closely together.
90. Consider supporting clubs in low participation rate areas with programming and sports development to grow participation.

## 9. Programs and events

Programs and events are central to sports participation. They 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.

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

In relation to programming 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 –they could extend the role of the MAC staff to include outdoor programs and those utilising sports pavilions and fields. Small programs benefit public spaces by activating them and encouraging others to use them during off peak periods.

### Benefits of events

A number of economic, social and cultural benefits exist for Councils who host sporting events. These include:

- An enhanced profile of the City
- Increased tourism activity
- Legacy and long-term investment from facilities provided to support events
- Community building
- Economic benefits to city businesses and
- Income for sporting associations /clubs

Victoria University can also see benefits from the hosting of events in the City, as students completing event management courses could be brought into to help run these events as part of their course.

Individual sporting events such as the one-off charity rides or triathlons provide incentives for people to train over a finite period – without further commitment, and to challenge themselves, as well as contribute to a bigger purpose. Suitable events provide great social opportunities and for work mates or employers

to team build or raise funds for a beneficial cause.

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.

Active Maribyrnong programs benefit the large number of people involved. 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.

### Current and potential events

A number of sports are currently (or have in the past) run events in the City of Maribyrnong.

National or state level events held in the City of Maribyrnong include the following:

- AFL – NAB Challenge match (VU Whitten Oval) and
- AFL Draft camp testing (Maribyrnong College)
- Cyclocross - National Cyclocross Series
- Badminton – Victor Maribyrnong International Series (Maribyrnong College) -booked for 3 years
- Wheelchair sports – National team training sessions (at VU Community Sports Stadium)
- Aust. Diamonds (Netball) use (Maribyrnong College)
- AFL Metro and country training camps events (Maribyrnong College)
- Korfbal – National Championships (at VU Community Sports Stadium)
- Lacrosse – National Junior Championship (Mclvor Reserve) and Down Under Championship (Angliss Reserve)
- Golf – Junior and School Championships & Pro-Am events (Medway Golf Course)
- Rowing – Footscray Saltwater Regatta (on the Maribyrnong River)
- Hockey – Junior and Country Championships (Mclvor Reserve)



- Synchronised Swimming – State Championships (VU Aquatic & Fitness Centre)
- Water Polo – National Junior Championship (Maribyrnong Aquatic Centre)
- Cricket – Melbourne Renegades Practice Match and Family Day

Regional and local events currently being held in the municipality include:

- Cricket – Maribyrnong/Moonee Valley Community Cricket World Cup
- Melbourne Renegade Family Day (booked for 3 years at Henry Turner Memorial Reserve North Oval)
- Basketball – Representative Basketball (RecWest Braybrook)
- Volleyball – Western Region Championships (Maribyrnong College)

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

- Roller Derby – West Side Derby Dollz Midsumma event
- Baseball – Footscray masters event
- Hockey – bid for state events
- Cricket – Community and cultural events similar to that offered in Wyndham, i.e. Wyndham Social Cricket League
- Swimming – State championships
- Canoe – Dragon boat events
- Rugby Union – regional events at Footscray Park
- Archery – State championships
- AFL - VFL finals, Women's football & WRFL finals at Whitten Oval
- Cycling – partnering with adjacent municipalities in running competitions
- Tennis – Junior tournaments (require 12 courts for sub regional centre)
- Volleyball – Metropolitan Championships
- Gymnastics – Regional and state level events (if they had spectator seats)

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

VU /Whitten Oval was identified as having facilities that could now attract large events. The close proximity to public transport is a major advantage. A recent redevelopment of change facilities was provided at the stadium enabling increased female involvement and more VFL games played at the venue. The redeveloped facilities will also help support WRFL Finals and the proposed Maribyrnong Cup.

### Constraints and opportunities

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

In some cases facilities required for regional events may be over and above what is required for local sport.

Lack of spectator seating, court size, water depth, lack of lights and roof height are all impacting on the municipality's ability to host events. Facilities reportedly not meeting standards are listed below:

- VU Community Sports Stadium
  - Netball court length too short
  - Roof height too low for volleyball
  - No shot clock
- Footscray City Gymnastics Club
  - Roof height too low
  - Insufficient spectator seating
- Maribyrnong Aquatic Centre
  - Insufficient spectator seating
  - Pool not deep enough for water polo
- VU Aquatic & Fitness Centre
  - Pool not deep enough for some aquatic sports
- Henry Turner Memorial Reserve South
  - Insufficient lighting for rugby union
- Tennis facilities
  - A minimum of 12 courts is needed for tournaments

Victoria University Community Sports Stadium has been very successful in attracting and staging events. Spectator seating has been brought into the Stadium to aid events, at a cost of approximately \$15,000. The cost of hiring spectator seating is a disincentive for some clubs such as Gymnastics, to stage events. This may be an area where Council could contribute.

Consultation with the Maribyrnong Basketball Association and Redskins Basketball Club suggested the cost of hiring facilities is stopping indoor court sports from hosting events.

During consultation, AFL Victoria suggested Council's temporary fencing policy was an issue for a number of clubs wanting to host events. Clubs indicated gate admissions were their main source of revenue and if temporary fences could not be put up, they would not make money. Temporary fencing can be erected up to twice per year at facilities.

Availability of courts and grounds was also raised as an issue for events. For soccer -football few grounds have multiple fields suitable to hold events. The Maribyrnong Greens Soccer Club indicated they moved a tournament to an adjacent municipality due to grounds not being available.

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.

The legacy provided by events may be a major benefit to local clubs. In some instances funds are available from peak bodies to stage events. Facility improvements and equipment provided to stage the event are commonly retained by the local venue.

### **Council's support of events**

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.

### **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

### **Recommended strategies**

91. Prepare a policy regarding sponsorship and support to sports and organisations bidding staging and improving facilities for events.

92. An events policy should consider the following:

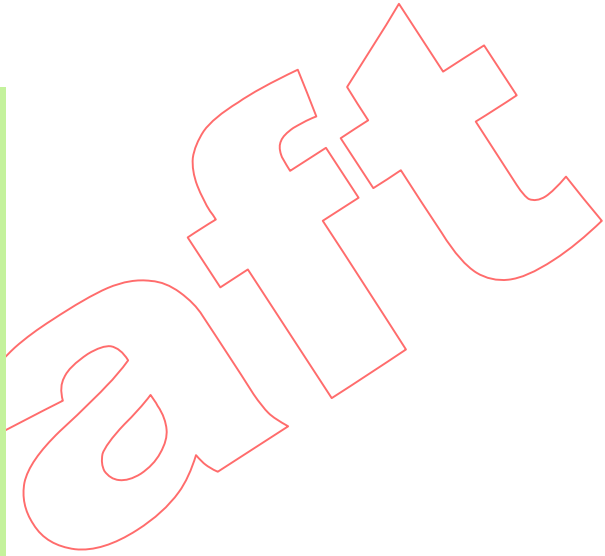
- The nature of the event/ purpose
- Significance of the event, the likely scale of benefits and impact on facilities
- The participation of Maribyrnong residents and clubs
- The nature of assistance required such as:

- 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

### Recommended strategies (cont'd)

93. 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 sport opportunities.
94. Consider preparing MOU's with event organisers to confirm long term event commitment.
95. Consider creating an events fund under the umbrella of Active Maribyrnong Events (Grants).
96. Consider introducing 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.
97. Consider purchasing some additional land and construct a show court as an addition to the VU Community Sports Stadium.
98. Consider expanding MAC to provide for water sports events.



## 10. Summary: Recommended Strategies

Action	Timeframe	Department Responsible
<b>Demand for sport</b>		
1. Continue to facilitate social cricket competitions, including those through the winter, where fields are available in partnership with other Councils.	Ongoing	
2. Continue to encourage additional females participating in informal sport.	Ongoing	
3. Consider opportunities to grow social and competitive volleyball in the City.	1-3 years	
4. Investigate opportunities to provide social sports that are popular in the main countries of origin of residents in the City.	1-3 years	
5. Investigate opportunities to use existing Council free access tennis courts for social sports or team sport training.	1-3 years	
6. Investigate opportunities to use school facilities outside of school hours for social sports or team training.	1-3 years	
7. Whilst encouraging social sports continue to promote the value of involvement in clubs	Ongoing	
8. Consider working with other stakeholders to introduce venue based social competitions at suitable venues.	1-3 years	
9. Consider providing a community soccer "world cup" similar to the community cricket world cup held in conjunction with the City of Moonee Valley.	1-3 years	
10. Investigate line markings for informal social use of parks, free access tennis courts and cricket nets for other sports.	1-3 years	
11. Identify a selection of grounds where community soccer-football and cricket competitions can be played in the off-season.	1-3 years	
12. Light selective free to access tennis courts (where away from housing) starting with Henry Turner Reserve.	1-3 years	
13. Encourage existing tennis clubs to provide free community tennis activities, hot shots or cardio tennis on free access tennis courts.	Ongoing	
14. Investigate opportunities to develop current free access courts for multi purpose use	1-3 years	

Action	Timeframe	Department Responsible
<b>The framework for increasing participation</b>		
15. Adopt the six key elements in the framework provided in this plan to support the growth and development of sport in Maribyrnong.	Ongoing	
<b>Equitable distribution and quality of facilities</b>		
<b>Overview</b>		
16. From the evaluation the works identified in Council's asset management plan are endorsed:		
<ul style="list-style-type: none"> <li>Pavilion upgrades, and reconfigure playing fields (such as Skinner Reserve) to provide additional playing fields.</li> </ul>	4-6 years	
<ul style="list-style-type: none"> <li>Upgrades for some tennis courts/ hard courts (e.g. Kingsville Tennis Club).</li> </ul>	4-6 years	
<ul style="list-style-type: none"> <li>Extend and refit MAC (half-life refit).</li> </ul>	1-3 years	
<ul style="list-style-type: none"> <li>A sporting reserve at Maribyrnong Defence site.</li> </ul>	10+ years	
<ul style="list-style-type: none"> <li>A major upgrade is proposed for Footscray Park to provide a home for Rugby Union. This upgrade will add extra playing fields and a new pavilion, and should include lighting on the tennis courts.</li> </ul>	4-6 years	
<ul style="list-style-type: none"> <li>Redevelopment of RecWest, West Footscray.</li> </ul>	1-3 years	
<ul style="list-style-type: none"> <li>Redevelopment of Scovell Reserve, Hanmer, Kingsville Tennis Club Pavilion and rationalisation of the Robert Barrett Reserve, and other tennis and bowls pavilions.</li> </ul>	4-6 years	
<ul style="list-style-type: none"> <li>Design and construction a synthetic soccer/multi-purpose field.</li> </ul>	1-3 years	
17. Review Council's Asset Management Plan for sports facilities, and introduce more regular asset renewals, especially the reconstruction of grounds and pavilions.	1-3 years	
18. Complete and implement sustainable sports field strategy and develop and implement a 10 year upgrade and renewal program for sports field floodlighting	1-3 years	
19. Provide lit outdoor hard courts for social basketball in activity centres, at the sports hubs and/or in schools (where possible including netball).	1-3 years	
20. Provide synthetic cricket wickets between soccer-football pitches to enhance playability and sharing in both seasons.	4-6 years	
21. Reconfigure Henry Turner (South) Reserve and adjacent fields in Footscray Park to support existing sports and maximise capacity by providing multiple playing fields together. Ensure these are correctly oriented .	4-6 years	

Action	Timeframe	Department Responsible
22. Reconfigure Dobson Reserve to provide two rectangular grounds with a cricket wicket in between.	4-6 years	
23. 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.	1-3 years	
24. Investigate additional social and casual use of sports facilities in off-peak times, for group fitness and social sport uses as well as activities such as Pilates and yoga.	1-3 years	
25. Investigate the use of Council's free access tennis courts for activities other than tennis, (such as basketball, netball, and futsal) and light for night use.	1-3 years	
26. Investigate sports facilities available in schools in Maribyrnong and their uses, and opportunities to provide more club and community access to these.	1-3 years	
27. Investigate opportunities to provide the core sports at all schools. Seek to create a relationship between schools and Council indoor facilities, to run "come and try" activities as well as school sports.	1-3 years	
28. Develop key sporting hubs to a high standard including: <ul style="list-style-type: none"> <li>• Robert Barrett/MAC/MC</li> <li>• Mclvor Reserve</li> <li>• Footscray Park/ Henry Turner Reserve</li> <li>• Angliss/ Hansen Reserve</li> <li>• RecWest Footscray, and</li> <li>• Braybrook Park</li> </ul>	4-6 years	
29. Sporting hubs could include multiple sports courts and outdoor sports grounds to serve multiple sports, including social sports. Facilitate the development of multi-code clubs, perimeter exercise trails and casual hire at these locations.	4-6 years	
30. Construct an additional sporting precinct/ hub for rectangular football codes and associated courts sports, in the Maribyrnong defence site.	10+ years	
31. 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.	4-6 years	
32. Zone the Sunshine VRI Bowling Club land as PPRZ, as an extension of Prichard Reserve.	4-6 years	
33. Ensure new residential development adjacent to sportsgrounds provide adequate buffers and design treatments to minimise the impact of noise and lights on	Ongoing	

Action	Timeframe	Department Responsible
residents.		
<b>Aquatic Facilities</b>		
<p>34. Instead of developing “a multi-purpose aquatic facility incorporating a 25m pool at Whitten Oval”:</p> <ul style="list-style-type: none"> <li>• Prepare a revised aquatic master plan that investigates the potential and design to expand the MAC (in conjunction with Maribyrnong College) to include: water space with a moveable floor for programs and the headquarters for aquatics sports (water polo, swimming, synchronised swimming).</li> <li>• In the medium term consider the provision of another program pool in the south of the City or Footscray Activity Centre, in conjunction with residential or commercial development.</li> <li>• Provide additional aquatic services for people with a disability.</li> </ul>	<p>1-3 years</p> <p>4-6 years</p> <p>1-3 years</p>	
35. Further develop Footscray Park and Edgewater as a sport and recreation hub including water based sports.	4-6 years	
36. Revise the aquatic centre master plan for Maribyrnong and explore a partnership between water polo, diving, synchronised swimming and competitive swimming, the Maribyrnong College, and Maribyrnong Aquatic Centre, to develop these sports and provide an elite pathway facility at the MAC.	1-3 years	
37. In the long term explore the provision of a further program pool in Footscray in conjunction with a residential or commercial building development.	7-10 years	
<b>Provision of Netball</b>		
38. Work closely with Netball Victoria and local schools and Sports Education Vic 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 and ultimately becomes the sport of choice for young girls.	1-3 years	
b. Investigate opportunities to partner schools to develop hard courts for physical education, school sport and club training.	1-3 years	

Action	Timeframe	Department Responsible
c. Consider the development of 4 outdoor netball courts in association with any new indoor courts sports facility developed.	7-10 years	
d. Seek to provide at least one additional lit complex of three courts that can be used in conjunction with AFL, and can be multipurpose. Options include: <ul style="list-style-type: none"> <li>Hansen Reserve</li> <li>Footscray Park/ Henry Turner</li> <li>Kindersmith Reserve</li> <li>Maribyrnong Defence Land.</li> </ul>	4-6 years	
e. Investigate opportunities to provide additional indoor courts to support the development of netball, and a range of other sports.	1-3 years	
f. Consider the feasibility of the following options to provide for indoor netball: <ul style="list-style-type: none"> <li>Support others to provide a show court at Whitten Oval by purchasing additional land</li> <li>Constructing a netball/small footprint indoor court sports centre for badminton, volleyball and netball in Footscray Activity Centre, as part of a new building development, or</li> <li>Opportunities for an additional court at RecWest Footscray or Braybrook</li> </ul>	4-6 years 7-10 years 4-6 years	
39. Investigate opportunities for an Australian Rules football-netball league partnership within the WRFL.	1-3 years	
<b>Opportunities for the whole population to be involved in sport</b>		
40. Consider significant interventions 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	
41. Consider delivering sports development and education programs, in communities with a high proportion of residents born overseas in non-English speaking countries.	1-3 years	
42. Consider including sporting opportunities familiar to people in other cultures, in the Active Maribyrnong Get Active Expo and Spring into Summer Series.	1-3 years	
43. Include sporting events in cultural festivals and community events.	Ongoing	



Action	Timeframe	Department Responsible
44. Work with key primary and secondary schools, School Sport Vic and local clubs and facility provider, to increase sporting education and participation.	Ongoing	
45. 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	
46. Reconfigure oval grounds where possible to include cricket wickets between football grounds, to enable both fields to be used in any season.	4-6 years	
47. Continue to look for opportunities to facilitate schools, clubs and sports providers delivering programs for Maribyrnong's diverse population groups.	Ongoing	
48. Encourage the provision of sport so that individuals of all: ages, abilities and cultural and economic backgrounds are able to: <ul style="list-style-type: none"> <li>a. Follow a pathway from development program, to school participation, club and representative levels of competition for male and female participants and all abilities.</li> <li>b. Be involved in development programs, junior, senior and masters, and competitions for males and females, and</li> <li>c. Play socially/casually (for male and female participants) as well as competitively.</li> </ul>	Ongoing	
<b>Affordability and accessibility of facilities</b>		
49. Review Council's allocations and sports pricing policy based on the comments in this document.	1-3 years	
50. 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).	1-3 years	
51. Develop a Capital Contributions Policy	1-3 years	
52. 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	Ongoing	
53. Consider moving toward more sharing rather than historical single club allocations that also closely match use with carrying capacity, and demand.	1-3 years	

Action	Timeframe	Department Responsible
54. Continue to provide a subsidy or scholarship scheme to juniors wishing to play club sports	Ongoing	
55. Introduce an online booking system for grounds and courts to enhance access and reduce the administration cost of hiring facilities.	1-3 years	
56. Update Councils website to provide a clear process for booking and paying for sports grounds and facilities.	1-3 years	
57. In future management arrangements for indoor centres consider the implications of entry fees, and, in the conditions of occupancy agreements seek to subsidize costs in order to increase use.	Ongoing	
58. Continue to provide Active Maribyrnong programs such as the Get Active Expo and Spring into Summer Series.	Ongoing	
59. Investigate the lease agreement for the Footscray Boat Club social areas in order to encourage additional aquatics sports use and other casual and social uses in Footscray Park.	1-3 years	
60. Investigate changes to 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	
<b>Facility and club information and promotion</b>		
61. Increase the level of marketing and promotion of sports facilities, clubs and services.	1-3 years	
62. 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	
63. Include 'simple' messages in marketing and promotion including in programs such as Active Maribyrnong that can be understood in cultures other than Australian.	1-3 years	
64. Publish and distribute a suite of information about select sports in multiple languages and promote these through schools and Active Maribyrnong.	1-3 years	
65. Utilise social media more for promotion of sports clubs and opportunities, and improve social media partnerships with sporting clubs.	1-3 years	
66. 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	
67. Produce, and market the "Around the Grounds" newsletter more regularly, and distribute to a wider readership.	Ongoing	
68. Enhance the positioning and activity of sport related content on Council website and external sporting partner sites. Investigate improvements to Councils website, and provide	1-3 years	

Action	Timeframe	Department Responsible
more information about the value of sport.		
69. 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 to down load as well as at Community Information Points.	1-3 years	
70. Include features/profiles of Maribyrnong sporting clubs/programs on Council's core communication platforms.	Ongoing	
71. 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.	1-3 years	
72. As a requirement of occupancy of Council facilities require clubs to provide Council with current contact details and usage figures.	1-3 years	
73. Work with all sports codes in the City to set up social leagues and "pay as you play" models of playing sport.	1-3 years	
<b>Supporting clubs develop</b>		
74. Support the Footscray Cycle Club to develop the club to include other cycling disciplines and develop facilities in the City.	1-3 years	
75. 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	
76. Assist smaller sport clubs on the major reserves to form multi-code clubs, to aid sustainability.	1-3 years	
77. Extend support to clubs in the City that are without Council facilities.	Ongoing	
78. Continue to monitor the need of clubs and assist them with: marketing initiatives, signage, communication between clubs, targeting women, juniors and older adults, and people with low incomes and or born overseas.	Ongoing	
79. Assist clubs to develop partnerships at existing facilities, and with business planning.	Ongoing	
80. Consider supporting clubs in low participation rate areas with programming and sports development to grow participation.	Ongoing	
<b>Programs and events</b>		
81. Prepare a policy regarding sponsorship and support to sports and organisations bidding staging and improving facilities for events.	1-3 years	
82. An events policy should consider the following:		

Action	Timeframe	Department Responsible
<ul style="list-style-type: none"> <li>○ The nature of the event/ purpose</li> <li>○ Significance of the event, the likely scale of benefits and impact on facilities</li> <li>○ The participation of Maribyrnong residents and clubs</li> <li>○ The nature of assistance required such as:               <ul style="list-style-type: none"> <li>○ Events planning</li> <li>○ Promotion</li> <li>○ /provision of facilities, marshalling, waste disposal</li> <li>○ Temporary fencing, toilets or barricades, seating, and signage</li> <li>○ Waive facility rental</li> </ul> </li> <li>○ Whether the purpose of the event supports the objectives of this strategy</li> <li>○ What promotion and conditions Council may wish to require for the contribution</li> <li>○ Suitability of specific sites for events</li> </ul>		
83. 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 sport opportunities.	<b>Ongoing</b>	
84. Consider preparing MOU's with event organisers to confirm long-term event commitment.	<b>1-3 years</b>	
85. Consider creating an events fund under the umbrella of Active Maribyrnong Events (Grants).	<b>1-3 years</b>	
86. Consider introducing 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.	<b>1-3 years</b>	
87. Support further indoor regional event through a regional show court at VU Community Sports Stadium.	<b>4-6 years</b>	
88. Consider expanding MAC to provide for regional water sports events.	<b>4-6 years</b>	

## 11. Attachments

### Attachment 1. Key issues and priorities by sport

The following table provides a summary of the key issues and priorities by the sports investigated as part of this study.

Sport	Issues	Priorities
<b>AFL</b>	<ul style="list-style-type: none"> <li>• Lack of event venues</li> <li>• Treatment of venues by casuals</li> <li>• Need lights and female change spaces</li> <li>• Retention of AusKick participants into club football</li> <li>• Temporary fencing policy restricts location for finals</li> </ul>	<ul style="list-style-type: none"> <li>• Increase capacity of facilities.</li> <li>• Maintenance of facilities</li> <li>• Information on resources available to clubs</li> <li>• Options for Bradmill site?</li> <li>• Find a key driver to promote women's football in the city</li> <li>• Promote junior girls competition</li> </ul>
<b>Soccer</b>	<ul style="list-style-type: none"> <li>• Overloading existing facilities</li> <li>• Additional pitches needed</li> <li>• Overcome cultural differences and make game accessible</li> <li>• Major events forced into adjacent Councils because couldn't get ground</li> </ul>	<ul style="list-style-type: none"> <li>• Juniors compulsory at all clubs</li> <li>• Work with FFV to grow sport</li> <li>• Synthetic pitch e.g. Robert Barrett Reserve</li> <li>• Change configuration of grounds to allow more pitches</li> <li>• Improve women's change facilities</li> </ul>
<b>Cricket</b>	<ul style="list-style-type: none"> <li>• Council processes - hard for clubs- signage and facility development.</li> <li>• Facilities out-dated</li> <li>• Power bills for clubs increasing</li> </ul>	<ul style="list-style-type: none"> <li>• Increasing female participation and retaining junior girls</li> <li>• Improve visibility and street presence of grounds</li> </ul>
<b>Basketball</b>	<ul style="list-style-type: none"> <li>• Costing too high for juniors</li> <li>• Not enough training venues or too costly</li> <li>• Growing too quickly for venues</li> <li>• Entry fees – RecWest Braybrook and VUCSS</li> <li>• Struggling to find training venues</li> </ul>	<ul style="list-style-type: none"> <li>• Need to be more affordable</li> <li>• Promote development programs and grass roots participation</li> <li>• Existing venues don't support major events</li> </ul>
<b>Netball</b>	<ul style="list-style-type: none"> <li>• Depth of competition in juniors</li> <li>• Strong surrounding competitions</li> <li>• Cultural base</li> <li>• No regional centre in Melbourne</li> </ul>	<ul style="list-style-type: none"> <li>• Find more land, money and people that want to participate</li> <li>• Comprehensive marketing strategy needs to be employed</li> </ul>
<b>Volleyball</b>	<ul style="list-style-type: none"> <li>• High demand for social</li> <li>• Limited facilities</li> <li>• Roof too low at VUCSS for events</li> </ul>	<ul style="list-style-type: none"> <li>• Access to venues for social</li> </ul>
<b>Boxing</b>	<ul style="list-style-type: none"> <li>• Location of venues in industrial area, not prominent- or safe for women etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Promote to schools in area to increase junior participation</li> </ul>
<b>Martial Arts</b>	<ul style="list-style-type: none"> <li>• Cost of hiring private venues</li> </ul>	<ul style="list-style-type: none"> <li>• Creating awareness of opportunities available</li> </ul>
<b>Badminton</b>	<ul style="list-style-type: none"> <li>• No advantage for having membership</li> <li>• High demand for social</li> </ul>	<ul style="list-style-type: none"> <li>• Active presence on social media</li> <li>• Help new clubs establish</li> <li>• Promote MSC as sports venue</li> <li>• Access to social play</li> </ul>

<b>Sport</b>	<b>Issues</b>	<b>Priorities</b>
<b>Tennis</b>	<ul style="list-style-type: none"> <li>• Clubs concerned free access facilities impacting club memberships</li> <li>• Money wasted when courts were re-laid in past.</li> <li>• Current facilities not big enough to host events</li> </ul>	<ul style="list-style-type: none"> <li>• Address quality of existing facilities before any new facilities</li> <li>• Help clubs engage with CALD communities</li> <li>• Promote Kingsville programs outside of municipality</li> <li>• Look into venue management model changes</li> <li>• Provide club signage at free access courts</li> </ul>
<b>Athletics</b>	<ul style="list-style-type: none"> <li>• Lack of programs in the area</li> <li>• Struggle to get disadvantaged and CALD groups involved</li> </ul>	<ul style="list-style-type: none"> <li>• Provide support for up and coming and disadvantaged athletes in area</li> <li>• Promote Vic Running Group</li> <li>• Work with schools/ SS Victoria</li> </ul>
<b>Golf</b>	<ul style="list-style-type: none"> <li>• Only one course</li> <li>• No driving range. No public 9 hole</li> <li>• Drainage on the course</li> </ul>	<ul style="list-style-type: none"> <li>• Help clubs with come and try days</li> <li>• Advertise \$5 green fees on Mondays</li> <li>• Promotion of the course to residents</li> <li>• Investigate water treatment of course</li> </ul>
<b>Gridiron</b>	<ul style="list-style-type: none"> <li>• Develop local community base or state facility</li> <li>• Participation highest yet facilities worst in Australia</li> <li>• Sharing a small facility with a number of clubs</li> <li>• Other clubs not looking after facility</li> </ul>	<ul style="list-style-type: none"> <li>• If land can be found, Gridiron Vic and state will build in City of Maribyrnong</li> <li>• Work with Active Maribyrnong program</li> </ul>
<b>Rugby Union</b>	<ul style="list-style-type: none"> <li>• Henry Turner Reserve has a cricket pitch. This restricts clubs from hosting finals</li> <li>• Ground condition and support facilities not great</li> </ul>	<ul style="list-style-type: none"> <li>• Access to cricket grounds for rugby 7's</li> <li>• Provide ground without wickets in middle</li> <li>• Tap in to High New Zealand and Pacific Islander population</li> </ul>
<b>Rugby League</b>	<ul style="list-style-type: none"> <li>• No teams in Maribyrnong</li> </ul>	<ul style="list-style-type: none"> <li>• Conversation with NRL Vic / Council.</li> <li>• Look at opportunities for facilities</li> </ul>
<b>Lacrosse</b>	<ul style="list-style-type: none"> <li>• Lack of fields and facility design issues</li> <li>• Demand for indoor can't compete with basketball</li> <li>• Lacrosse Vic looking for a home</li> <li>• Want to run another international event</li> </ul>	<ul style="list-style-type: none"> <li>• Playable field and fit for purpose support facilities</li> <li>• Support free programs for new arrivals and the homeless</li> <li>• Need indoor facilities to run modified games</li> </ul>
<b>Hockey</b>	<ul style="list-style-type: none"> <li>• Maribyrnong College pitch underutilised</li> <li>• Effect of Bradmill redevelopment –too close</li> <li>• Council slow to react</li> </ul>	<ul style="list-style-type: none"> <li>• MC pitch use</li> <li>• Promote Friday morning social</li> <li>• New lease agreement in 2016</li> <li>• Resources to run competition at Maribyrnong College</li> </ul>
<b>Archery</b>	<ul style="list-style-type: none"> <li>• Operating hours</li> <li>• Poor facilities and no club rooms</li> </ul>	<ul style="list-style-type: none"> <li>• More support and promotion as it is the only club in metro west</li> <li>• Archery Victoria looking for a home</li> </ul>
<b>Baseball</b>	<ul style="list-style-type: none"> <li>• Senior women's declining</li> <li>• Club say – No more casual use</li> </ul>	<ul style="list-style-type: none"> <li>• Better maintenance</li> <li>• Council presence in Baseball Vic programs</li> </ul>
<b>Lawn Bowls</b>	<ul style="list-style-type: none"> <li>• Rosamond share with a number of user groups</li> <li>• No junior competition, only schools</li> </ul>	<ul style="list-style-type: none"> <li>• Partnership between cricket and bowls club at Robert Barrett Reserve</li> <li>• More 'Around the Ground' newsletter</li> <li>• Develop closer relationship with Council and clubs</li> <li>• Help implement school program</li> </ul>

<b>Sport</b>	<b>Issues</b>	<b>Priorities</b>
<b>Roller Derby</b>	<ul style="list-style-type: none"> <li>• Need more facilities and support for competitions</li> </ul>	<ul style="list-style-type: none"> <li>• More targeted policies and promotion around inclusive participation</li> <li>• Women's sport underrepresented and under resourced</li> </ul>
<b>Gymnastics</b>	<ul style="list-style-type: none"> <li>• Private facility cost</li> <li>• Spectator seating at major centre</li> </ul>	<ul style="list-style-type: none"> <li>• Facilities for participation sports</li> <li>• Promote benefits to CALD groups</li> <li>• Train staff to communicate with CALD</li> </ul>
<b>Canoeing</b>	<ul style="list-style-type: none"> <li>• No clubs access to function room- leased</li> <li>• Storage for dragon boats</li> </ul>	<ul style="list-style-type: none"> <li>• Dragon boat events opportunity</li> <li>• Paddle sport hub at Edgewater- offices etc.</li> <li>• Lower rent</li> </ul>
<b>Rowing</b>	<ul style="list-style-type: none"> <li>• Licenced venue – no public toilets</li> </ul>	<ul style="list-style-type: none"> <li>• Public toilets needed</li> </ul>
<b>Swimming</b>	<ul style="list-style-type: none"> <li>• All facilities at capacity</li> <li>• Squads sharing facilities</li> <li>• Lap swimmers compete with other markets and aquatics sports for space</li> <li>• MAC- target teenage market</li> <li>• No spectator seating</li> <li>• Additional demand for swim school</li> </ul>	<ul style="list-style-type: none"> <li>• Club members want to help with disability program</li> <li>• Additional pool access</li> <li>• Partner with SSA's, and MC towards extension of MAC to include aquatics sports pool at centre</li> <li>• MAC – asset renewal works</li> <li>• Investigate future expansion – for aquatics sports, and servicing growing population demand in other areas of the City</li> <li>• Work with other aquatics sports in combined development program</li> </ul>
<b>Water Polo</b>	<ul style="list-style-type: none"> <li>• Struggle with junior program</li> <li>• Access to affordable facilities</li> </ul>	<ul style="list-style-type: none"> <li>• Work with Water Polo Vic to promote junior participation</li> </ul>
<b>Trugo</b>	<ul style="list-style-type: none"> <li>• Mainly older participants</li> </ul>	<ul style="list-style-type: none"> <li>• Council continue support and promote of club</li> </ul>
<b>Cycling</b>	<ul style="list-style-type: none"> <li>• Support/ encouragement</li> <li>• Lack of females</li> <li>• Red tape /approvals for road events</li> </ul>	<ul style="list-style-type: none"> <li>• Establish Ardeer cycle sport facility</li> <li>• Multi- disciplinary clubs</li> </ul>
<b>Synchronised Swimming</b>	<ul style="list-style-type: none"> <li>• Access to water space</li> <li>• Lack of coaches</li> </ul>	<ul style="list-style-type: none"> <li>• Work with Active Maribyrnong program to promote</li> <li>• Work with other aquatics sports in combined development program</li> </ul>
<b>Triathlon</b>	<ul style="list-style-type: none"> <li>• No events in the city</li> </ul>	<ul style="list-style-type: none"> <li>• Engage adjacent clubs to provide event in the City</li> </ul>

## Attachment 2. Site options for netball courts

Table 12. Opportunities to provide outdoor netball courts in association with existing sports facilities

Site	School/ Education Inst. Adjac.	AFL club	Ability to program Social use	Indoor sports facility	Other sports	Suburb with high potential participation	Suitable demographics	Add shared to Tennis club or use / free access courts	Space for 3 or more	Not green space	No. of criteria met
Henry Turner Nth Reserve	✓	✓			✓	✓	✓		✓		6
Henry Turner Sth Reserve	✓		✓		✓	✓	✓	✓	✓		7
Kindersmith Reserve	✓	✓	✓	✓	✓				✓	✓	7
Braybrook Park	✓		✓					✓	✓		4
Robert Barrett Reserve	✓		✓		✓	✓	✓	✓	✓		7
Maribyrnong Defence Site	?	?	?	?	✓	✓	✓	?	✓	✓	?
Yarraville Tennis Club			✓		✓	✓	✓	✓	✓*Land purchase	✓	7
Spurling Reserve/ Whitten Oval		✓	✓	✓	✓	✓	✓				6
Mclvor Reserve West of bowling club			✓		✓	✓	✓				4
Footscray Park Bowling Club	✓					✓	✓		?		3
Cruikshank Park						✓	✓	✓			
Johnson Reserve			?		✓			✓			2
Braybrook Secondary College Joint Development?	✓	✓	✓	✓	✓				✓	✓	7



### Attachment 3.

## Outdoor sportsgrounds master planning and design principles to maximise usage, and fit for purpose

### Introduction

The design of sports fields can have a significant and long term impact on:

- The costs of managing and maintaining turf and other sporting infrastructure
- The viability of a club or user group
- Levels of use and the facility's ability to respond to changing demands, codes and requirements,
- Impacts on adjacent residences
- Environmental and amenity value and character of the neighbourhood.

### Principles

The following principles should be applied in the planning design and retrofitting of sports facilities.

#### **Location and prominence**

Playing fields, sports courts, and swim and gym facilities should be very prominent from the road and address the street to encourage more people to participate (particularly with tennis and any other outdoor courts/ greens).

Where possible new sports facility complexes and indoor sports facilities should not be built in existing green space, but on brown field sites, and in high foot traffic areas

Car parks, pavilion and any other support facilities should be provided on the street – not internal to the park. The park should be reserved for people and sport.

#### **Multiple and full sized fields and courts for sharing and viability**

All facilities should provide for multiple and full-sized fields/ playing areas for all including courts or sports greens. This maximises the number of sports that can be played, and the level that they can be played at.

Multiple fields on the one site allow clubs to grow to a sustainable size and share social facilities. This also provides flexibility so that small-sided games

and modified sports can be played across the main pitch rather than on separate small pitches that can't be used for senior competition.

Providing multiple fields together means clubs have opportunities to develop pathways for players from the foundation level (through junior and club competition to the more competitive, representative sides) and opportunities for older adults and the more elite pathways.

A minimum of two AFL or 3 soccer pitches plus 2 netball courts (if for training only) should be provided as the minimum footprint for a new sports reserve – unless it is courts in which case it should be a minimum of 3 netball sized courts with lights.

Provide turf playing fields as a large footprint of managed turf – on the same level so that can be marked flexibly for multiple codes for all but the highest levels of competition, in order to provide flexibility as to how playing fields can be marked from one season to the next and as demand changes.

Where possible there should be more grounds for the same code located next to each other e.g. 3 AFL grounds rather than one AFL, one soccer, one diamond sport all together, as this option is more viable.

All facilities should be shared with another sport in the opposite season. Cricket wickets should be placed between soccer -football pitches so as not to impact on winter sports.

#### **Environmental amenity**

All outdoor sports facilities should provide opportunities areas of tree canopy for: shade, shelter, as boundary plantings, and restorative values, and additional planting should be provided around existing trees.

Trees are best not provided in a circle around an AFL grounds or between grounds as this imprint one field or code without enabling other rectangular codes or multiple field configurations and uses of the space, for example.

### **Park perimeter trails**

A perimeter exercise trail connected to the wider trail network, should be provided around all reserves larger than one hectare. This should not follow the perimeter of the fields – due to potential conflict with players and balls, but following the perimeter of the park – like Princes Park Carlton North.

The perimeter path needs a corridor of about a 10m wide minimum corridor and have a line of trees on either side.

### **Colocation of social, family recreation space**

In new reserves (such as Maribyrnong Defence site) provision of a social/family recreation space for the immediate neighbourhood should be provided in conjunction with sports facilities, with and shelter and seating around all outdoor playing fields.

### **Pavilion to field ratio**

Position fields so as to: keep the clubhouse/pavilion to field ratio low, allow flexibility of use as demand changes and minimise the number of support buildings to reduce costs of maintenance and encourage sharing. One pavilion/clubroom should be provided for a minimum of 2/3 fields per code.

Sports pavilions should be designed to be shared for multiple activities and if large enough for public meetings.

Support facilities such as the: clubrooms, canteen, storage etc. are best consolidated into one building envelope and located on the perimeter of the playing fields (not in central space) this allows for the facilities to be better utilised by the playing fields. One centralised clubhouse with social/function rooms is desirable and for a large site – smaller satellite ‘pavilion’ rooms may be required for such a large site.

### **Club room siting and orientation**

Clubrooms should face the main field from the north or west in order to avoid sun glare for spectators.

Goal storage space should be designed for any shared fields, for example at the rear or end of a clubroom.

Locate any synthetic field close to the clubhouse and furthest away from housing in order to maximise hours of use at night, and allow programming.

Ensure any abutting school has adequate disbursement space for lunch and recess off the playing fields that it may share. This is important in order to ensure quality of turf surface can be protected. If a school playing field is to be used for community use, ensure the field has lights for training and some space for storage, toilets and change rooms.

### **Buffers**

Ensure adequate buffers exist between buildings and residences in order to minimise nuisance from vehicles, lights, stray balls and the noise of whistles and social functions, and so as sports are not curtailed due to resident complaints.

Provide adequate buffers between any overhead transmission lines, sports floodlighting and highball sports facilities.

If residential areas are to abut the facility, any residential dwellings – desirably separated by a roadway or a clear buffer, should overlook the fields. There should be no rear fences of private residences abutting the park.

Fields with lights for competition such as football, hockey and soccer cannot be located under electric supply transmission lines.