



WESTERN METROPOLITAN REGION FOOTBALL FACILITIES STRATEGY

DRAFT STRATEGY | DECEMBER 2015



ACKNOWLEDGEMENTS

PROJECT PARTNERS

The preparation of the Western Metropolitan Region Football Facilities Strategy has been a collaborative effort of a number of partner organisations including AFL Victoria and the five Local Government Authorities comprising the Western Metropolitan Region.

Input and advice from the Western Region Football League and the Western Metropolitan Region football community has also assisted the development of this document.

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THE WESTERN METROPOLITAN FOOTBALL FACILITIES STRATEGY IS DELIVERED IN THREE SEPARATE REPORTS. VOLUMES 2 AND 3 ARE BACKGROUND DOCUMENTS THAT INFORM THE STRATEGY.

Volume 1 – Football Facilities Strategy (THIS DOCUMENT)

Volume 1 provides the principles and strategic framework to support the future development, governance and growth of football throughout the Western Metropolitan Region. It provides key regional strategic directions and recommendations, as well as identifying key objectives and actions for AFL Victoria and participating Leagues and municipalities. Importantly, this is a Football Facilities Strategy and relates to facility provision, which is driven by participation, clubs and volunteer capacity. Whilst this is a football facilities strategy, consideration of participation, clubs and volunteer capacity has been included.

Volume 2 – State of Play Report

Volume 2 provided an overview of team statistics and demographics for the Region. It also provided commentary on the state of local clubs and the future directions and strategic initiatives of the sport and information on capital investment into local football facilities.

Volume 3 – SWOT Analysis and Facility Audit Outcomes Report

Volume 3 provided detailed project, Region and football context and associated analysis for the Strategy. It also provided analysis of the issues, opportunities and challenges impacting football across the Western Metropolitan Region. The Report highlights potential opportunities for facility improvement based on facility audit outcomes, which provides the basis for Volume 1 – Football Facilities Strategy.

DEFINITIONS AND ABBREVIATIONS

The following definitions and abbreviated terms are used within this document.

ABBREVIATION	DEFINITION
AAA	Access All Abilities - AAA is a Victorian Government initiative coordinated by Sport and Recreation Victoria. The program supports and develops inclusive sport and recreation opportunities for people with a disability throughout Victoria.
ABS	Australian Bureau of Statistics – Statistical report on Children’s Participation in Cultural and Leisure Activities, produced by the Australian Bureau of Statistics used to examine trends in football participation and to project future growth and demand.
AFL	Australian Football League
AFL Vic	AFL Victoria
BFL	Ballarat Football League
CALD	Culturally and Linguistically Diverse communities
EDFL	Essendon and District Football League
FDM	Football Development Manager - AFL Victoria staff employed to assist region leagues and clubs with participation pathways and development programs, foster club sustainability and maintain strong community connections.
FIDA	Football Integration Development Association
GDFL	Geelong and District Football League
Heartland Strategy	AFL Victoria Growing the Heartland Football Facilities Development Strategy 2014-2020 which sets the strategic direction for future investment in facility development in Victoria.
LGA	Local Government Authority.
RDFNL	Riddell District Football Netball League
TAC Cup	State League U18 Australian Football pathway competition. The competition is based on geographic regions throughout country Victoria and metropolitan Melbourne and provides an avenue for young Victorian under-18 players to transition to the AFL.
NV	Netball Victoria
VFL	Victorian Football League
VCMAFL	Victorian Country Masters Australian Football League
VAFA	Victorian Amateur Football Association
VMSL	Victorian Metropolitan Superules League
VWFL	Victorian Women’s Football League
WRFL	Western Region Football League
SRV	Sport and Recreation Victoria
Strategy	References throughout this the document are made to the ‘Strategy’. The term ‘Strategy’ refers to the project as a whole.
Synthetic turf	Also referred to as Artificial Grass made from synthetic fibres that can withstand significantly more use than natural grass .



1. CONTEXT



INTRODUCTION

The Western Metropolitan Region Football Facilities Strategy provides an integrated and strategic approach to the provision of football facilities across Melbourne’s Western Region. The Strategy addresses current and future infrastructure demand to support the growth of football, as well as establishing clear objectives to guide future investment into community football facilities.

The Western Metropolitan Region incorporates the five Local Government Authorities (LGA’s) of Hobsons Bay City Council, Melton City Council, Wyndham City Council, Maribyrnong City Council and Brimbank City Council.

The Western Metropolitan Region is one of the fastest growing regions in Australia. Collectively the LGAs within the Region are expected to grow by 198,000 people over the next 10 years to 2025.

The Region currently has a relatively low football participation base (over 12,800 players in 2014) when compared to other metropolitan regions. Participation categories include football, school, youth girls and women’s participants, FIDA and NAB AFL Auskick players.

The Region also has a low provision of facilities per head of population when compared to other Metropolitan areas, a challenge when facility provision and access are recognised as key factors impacting sports participation.

There are 65 local football clubs accessing 79 grounds throughout the season with these venues in most cases being shared with other sports, particularly cricket, providing year round usage outcomes.

Ageing facilities with restricted opportunity for growth and expansion in inner West locations, combined with planned development of new facilities in growth areas and anticipated growth in player numbers has created the need to further investigate current and future needs for football within the Region.

There is also a need to develop sustainable support structures and strategies to enhance all forms of football’s development.

The **Western Metropolitan Region Football Facilities Strategy** investigates the issues and opportunities facing football on a regional scale, utilising the knowledge and resources from each of the five represented LGAs of the Region, AFL Victoria and local leagues in the area, particularly the Western Region Football League, other leagues operating in the area and clubs.

Funding for the project has been provided by AFL Victoria and each of the five participating LGAs.

The **Western Metropolitan Region Football Facilities Strategy** builds on the information provided within the State of Play Report (Volume 1) and SWOT Analysis and Facility Audit Outcomes Report (Volume 2).

The **State of Play Report** reviews AFL Victoria player information and trends against municipal and local area demographics and population projections to identify football penetration rates, growth and facility forecasts and required investment.

The **SWOT Analysis and Facility Audit Outcomes Report** provides analysis on the Region’s overall existing football facility provision against facility strengths, weaknesses, AFL Victoria and League requirements, usage and demand information and identifies key directions in-line with opportunities and their likely impact on the sport and the local community.

This **Strategy** draws on the information, analysis and feedback from both Reports and provides clear direction on the recommended strategies and actions required to better provide for and support football in the Western Metropolitan Region for the next 10 years.



PROJECT GOVERNANCE

The following project governance structure was established for the delivery of this project.

PROJECT CONTROL GROUP (PCG)

► To provide high level strategic direction on key issues, opportunities and approve draft and final reports – includes representatives from all five participating LGA's, AFL Victoria and WRFL.

PROJECT REFERENCE GROUP (PRG)

► To provide technical advice and input into the project from a local perspective – includes representatives from AFL Victoria, WRFL, Essendon District Football League (EDFL), Victorian Amateur Football Association (VAFA), Riddell District Football League (RDFL), Football Integration Development Association (FIDA), Victorian Women's Football League (VWFL), Victorian Metropolitan Superules League, Victorian Country Masters Australian Football League, Ballarat Football League (BFL) and Geelong and District Football League (GDFL).

PROJECT METHODOLOGY

The following diagram visually represents the project methodology and steps undertaken in the preparation of this Strategy.

STAGE ONE

► PROJECT ESTABLISHMENT

STAGE TWO

► SITUATIONAL ANALYSIS

STAGE THREE

► FACILITY AUDIT AND ANALYSIS OF ALL CLUB FACILITIES IN THE REGION

STAGE FOUR

► STRATEGY DEVELOPMENT

STAGE FIVE

► PRESENTATION AND FINAL REPORTING

QUICK FACTS

5 Local Government Authorities
633,000+ residents in 2031
11 football leagues
8 umpire associations
65 clubs
79 grounds
500+ football teams
12,800+ registered football players
275 registered female participants
75 registered FIDA participants
3,786 NAB AFL Auskick participants

PROJECT STUDY AREA

The study area for the **Western Metropolitan Region Football Facilities Strategy** covers the municipalities of **Brimbank, Hobsons Bay, Maribyrnong, Melton and Wyndham**.

These LGA's had previously come together to undertake regional planning which developed into strategic planning of football facilities through the development of this Strategy.

As part of this Strategy's development, every Club facility within project partner LGA's has been audited, regardless of League or AFL Victoria Commission affiliation.



FIGURE 01 | WESTERN METROPOLITAN REGION STUDY AREA

WHY INVEST IN FOOTBALL?

The *Value of a Community Football Club* study undertaken by La Trobe University in 2015 (see Appendix 8) found that for every \$1 spent to run a community football club, there is at least a \$4.40 return in social value.

This “social value” is measured in terms of increased social connectedness, wellbeing, and mental health status; employment outcomes; personal development; physical health; civic pride and support of other community groups. The study identified that the reach of a football club is significant and extends beyond club players and volunteers within the club; *“for every 1 player, football clubs reach 10 people in their community”*.

The economic impact of football is well known. AFL Victoria’s *Heartland Strategy* estimates that football participation is worth \$2.4billion per annum across Victoria, highlighting the significant impact the sport has on local communities.

Each project partner LGA has their own strategic commitment as to why investment in sport is important, supporting sport and recreation and associated facility improvement. In general, project partners have an aim of increasing access to football participation opportunities for the local and regional community. Strategies aimed at achieving this include the development and improvement of ageing infrastructure, commitment to new development, providing a diverse range of programming and participation opportunities and supporting exposure of the sport to new migrants and CALD communities.



WHY A REGIONAL APPROACH?

Addressing the issues concerning football facility provision on a regional scale provides many benefits to project partners. Participation isn’t constrained to municipal boundaries. Similarly some facilities (those that service a broad catchment area) do not need to be duplicated in every municipality. As such, regional planning allows consideration of these issues.

As the focus of the strategy is at a higher level, State and Local Governments have the opportunity to implement actions in a planned, prioritised and coordinated manner. The commitment of Government and peak sporting bodies allows for greater collaboration which assists the targeted provision and future investment in facilities and services, impacting a larger portion of the Victorian community.

Through regional planning, project partners have sought to achieve a coordinated and aligned approach to developing a future program of facility provision that optimises planning policies and resource allocation, facility usage levels, and improves financial viability and sustainability. In addition, regional planning ensures greater access to higher quality facilities for current and future residential populations, critical as the population changes.

A regional approach supports AFL Victoria’s strategic drive to adopt region based governance structures that better reflect local football needs.

Key deliverables through the development of this Strategy included the auditing of all facilities within the region, a participation snapshot of Australian Football in the region, identification of the need and indicative location for new facilities, resolution of key regional issues such as League finals venues, umpires headquarters and administration bases, identification of key issues relating to access to suitable facilities and facilities required for sustainable clubs and identification of opportunities to increase the utilisation of existing facilities.

These key deliverables have resulted in a regionally focused Strategy that provides a communication and decision making tool for government and sport that clearly identifies the regional and local priorities for football facility provision, sport development and associated investment.

Finally, the collaboration between a wide range of stakeholders through this project and the continued ongoing relationship building as a result, will ensure that community sport remains resilient and sustainable and the infrastructure is in place to facilitate the development and growth of football.

THE STRATEGY

In developing the Western Metropolitan Region Football Facilities Strategy, the following stakeholder consultation activities have been undertaken:

- Ongoing project meetings with the Project Control Group (PCG).
- Presentation of State of Play Report to PCG (May 2015).
- Strategic directions workshop with PRG representatives (May 2015).
- Sports development workshop with PCG and AFL Victoria representatives (May 2015).
- Internal LGA PCG workshops with presentation back to PCG (May 2015).
- Online Facilities Audit completed by LGAs (February to May 2015).
- Presentation and detailed review of SWOT Analysis and Facility Audit Outcomes Report to PCG (July 2015).
- Development of Draft Strategy for stakeholder review (September 2015).
- Project newsletter distributed to all clubs, leagues and key stakeholders.



STUDY LIMITATIONS

The proposed project methodology was endorsed by the PCG prior to the commencement of the study. Although due diligence and a rigorous approach to analysis and data collection was undertaken by project consultants, a number of limitations to data have been identified.

The scope of the project was to focus on football infrastructure within the Region and provide meaningful analysis on existing and projected regional and local football participation, facility and development information.

Participant data was provided by AFL Victoria. Assumptions on participant numbers are based on Club team numbers of 25 players per team. Specific participant age and postcode data and gender cohorts for NAB AFL Auskick participants was not provided. Participant data also does not include school participation statistics.

Population and penetration analysis has been based on population data grouped by 5 year age cohorts but does not specifically relate to individual player ages. Population and demographic information has been sourced through relevant LGA forecast.id population statistics.

Facility location data and renewal / development investments was sourced from AFL Victoria and from available LGA and club information.

Whilst every effort has been made to address potential gaps and limitations in these areas, readers should be mindful of these factors when considering this document and the key focus areas and issues presented.

It is recognised that future State of Play participation reports, as recommended under Objective 5.3 of this Strategy require access to improved player registration data. It is understood that the integrity of this data will improve as player registration processes improve.

FACILITY AUDITS - PROCESS AND RATINGS

The condition of 64 facilities across the Western Metropolitan Region was audited by project partner LGA's between April and May 2015. Audits were carried out using the Sports Facility Auditor - AFL audit tool.

This audit program assesses provision and conditions and analyses compliance with Australian Standards, *AFL Preferred Facilities Guidelines* and criteria identified during extensive consultation with AFL Victoria staff.

Audit data was then used to provide a rating for each facility, identifying gaps in provision (what amenities a facility has) and standards (condition, size and general provision).

Facility Conditions Ratings (provided in **Appendix 1**) are a guide to identify strengths and gaps in football facility and amenity provision. They will also support prioritisation of investment into facility renewal and development at a regional level.

Ratings range from 0 to 15 with a possible overall score of 132. Ratings used to determine the condition of club facilities are detailed in **Criteria for Rating Facility Infrastructure and Amenities** also provided in **Appendix 1**.

When reviewing ratings it is important to note that the audits do not consider "functional issues" with facilities and that condition ratings are a guide only, referencing cosmetic not structural issues. Finally, lux level readings for lighting are estimates as night time light meter readings were not completed.

Priority weighting has been given to amenities and infrastructure that have the greatest influence and directly impact on football participation, competition requirements and growth. These are:

- home and away and umpire change rooms and the capability of change rooms to cater for female participants;
- ground surface condition;
- pavilion size and condition; and
- lighting lux levels.

Upgrades to existing club facilities should aim to address these key criteria with collective investment from the sport, government, clubs and other funding partners.

Improvements in all of these areas will have a positive effect on increasing venue capacity. This directly links to the strategic direction set through AFL Victoria's *Heartland Strategy* encouraging growth in participation, maximising facility usage and accommodating diversity in the game.

FACILITY CLASSIFICATIONS

AFL Victoria's *Heartland Strategy* recognises that the principle purpose of a local facility is to accommodate local club level programs and competitions.

Regional level facilities service a collection of suburbs or geographic areas within a municipality and usually cater for more than one code or activity. These facilities ideally have perimeter fencing, capacity to host competition finals and have oval surface quality maintained to a high standard.

State level facilities primarily service VFL and TAC Cup being the second highest level of competition below the AFL competition. These facilities are also used for competition finals as they are maintained to a showcase level, offering a higher standard of amenities with perimeter fencing and the capacity to cater for larger crowds.

In order to meet the **minimum local level facility** requirements, core facility amenities should reflect minimum standards as outlined in the *AFL Preferred Facilities Guidelines*, **achieving an overall score of 77 (58%) or more**. These include:

- capacity for player and umpire change rooms to cater for female participation through the provision of pan toilets and lockable shower cubicles;
- lighting provision is to minimum training standards (50 lux level);
- pavilion (social rooms) meet the recommended size of 100m², to facilitate social interaction, support club growth and club sustainability; and
- the overall condition of the change rooms, ground surface and pavilion rated as "moderate" (considerable wear but still comfortable for users).



CURRENT FACILITY CLASSIFICATION

The Current Facility Classification and Identified Improvements chart located on page 12 of this Strategy, details facility condition and provision based on audit outcomes. The chart groups venues into one of five categories following assessment against minimum standards from the *AFL Preferred Facilities Guidelines*.

Facility condition categories are:

- **Improvement Required:** core amenity provision is poor and below minimum standard for Local level classification;
- **Local:** venue meets minimum standards for Local level classification;
- **Regional:** venue meets minimum standards for Regional level classification; and
- **State:** venue meets minimum standards for State level classification.

Generally the majority of facilities across the Region have been identified as requiring some improvement, in order to reach Local level classification.

It is important to note that facility ratings reflect a point in time. Whilst facility information was collected by LGAs, further review is required by all project stakeholders prior to formalising commitments to infrastructure upgrades and/or renewal and determining strategic directions for the Western Metropolitan Region. This consultation will occur during draft Strategy consultation processes.



PROPOSED FACILITY RENEWAL

The Region's recognised State level facilities, Williamstown Cricket Ground, Whitten Oval and Chirnside Park all require investment to reach State level minimum standards as outlined in the *AFL Preferred Facilities Guidelines*.

Facility audits identified the following gaps in provision at these facilities:

- Williamstown Cricket Ground – player change rooms to cater for female participants and sports lighting lux levels
- Whitten Oval - sports lighting lux levels
- Chirnside Park – player change rooms and umpire rooms to cater for female participants

With access to finals venues being an ongoing issue for the region's Leagues, investment is also required into selected venues to better cater for finals and reach Regional level classification. This is further outlined under Priority 4 of this Strategy.

Three potential facilities, W.L.J. Crofts Reserve, Macpherson Park and Dempster Park have been identified for upgrades which would result in reclassification of these venues to Regional level and improve capacity to cater for finals.

The **Proposed Facility Improvement** chart (page 13) reflects these proposed upgrades to existing facilities.

The Western Region however requires access to up to six Regional level venues to cater for finals requirements. It is intended that specific venues will be identified by project partners during future planning processes. Access requirements and identification of proposed finals venues is outlined further under Objective 4 of this Strategy.

When prioritising upgrades to existing facilities, identified need is only one consideration.

LGA's and sport will need to work collaboratively to assess funding priorities based on a number of key principles including participation levels, facility usage, club / league ability to co-contribute to infrastructure improvements and club commitment to supporting growth initiatives such as NAB AFL Auskick, junior football and female participation.

These principles are further outlined in the **Framework to Prioritise Funding Allocation** located in **Appendix 5**.

CURRENT FACILITY CLASSIFICATION AND IDENTIFIED IMPROVEMENTS

LOCAL LEVEL CLASSIFICATION				REGIONAL LEVEL CLASSIFICATION	STATE LEVEL CLASSIFICATION
Improvement Required			Satisfactory	Satisfactory	Improvement Required
Delahey Reserve (UR, MP)	John McLeod Reserve (UR)	Macpherson Park Oval 1 (CR, UR)	Ainsworth Reserve	Saltwater Reserve	Williamstown Cricket Ground (CR, SL)
Errington Reserve (CR, UR, MP)	JR Parsons Reserve (CR)	Macpherson Park Ovals 2 & 3 (CR, UR, MP)	Dempster Park		Whitten Oval (SL)
Robert Bruce Reserve (CR, UR)	Keilor Park Rec Reserve (CR)	Burnside Heights (CR)	Green Gully Reserve		Chirnside Park (CR, UR)
Kings Park Reserve (CR)	Lionheart Reserve (CR)	Caroline Springs TC Recreation Reserve (MP)	Keilor Rec Reserve		
Donald McLean Reserve (CR)	A.W. Langshaws Reserve (UR)	Diggers Rest Recreation Reserve (CR, UR)	Altona Green Park		
Fearon Reserve (CR)	Bayside Secondary College (UR, MP)	Hillside Recreation Reserve (CR)	JK Grant Reserve		
W.L.J. Crofts Reserve (CR, UR)	Bryan Martyn Oval (CR, SL)	Ian Cowie Recreation Reserve (CR)	Arnolds Creek Recreation Reserve		
Laverton Park (CR)	Hansen Reserve (CR, UR, SL)	Taylors Hill Recreation Reserve (MP)	Glen Orden Reserve		
Durnnings Road Reserve (MP)	Hanmer Reserve (CR, UR, SL)	Melton Recreation Reserve (CR, UR)	Wooten Road Reserve		
Galvin Park (CR)	Henry Turner North (CR, UR, SL)	Blackwood Drive Recreation Reserve (CR)	Wyndhamvale North Reserve		
Goddard Street Reserve (MP)	Kindersmith Reserve (CR, SL)	Shorten Reserve (UR, SL)	Wyndhamvale South Reserve		
Hogans Road Reserve (CR)	Mclvor Reserve (CR, UR, MP, SL)	Yarraville Oval (SL)			
Howqua Way Reserve (MP)	Pennell Reserve (CR, UR, SL)				
Prudence Parade Reserve (MP)	Soldiers Reserve (CR)				
Little River Reserve (CR, UR)	Warringa Reserve (UR, MP)				
Price Reserve (CR, UR, MP)	Windorah Way Reserve (MP)				

FACILITY IMPROVEMENT CODES

The following codes have been applied to facilities where there is a gap in facility amenities, highlighted under IMPROVEMENT REQUIRED. This is according to outcomes of facility audits conducted in April/May 2015.

CR – Change Rooms
UR – Umpire Rooms
MP – Main Pavilion
SL – Sports Lighting

LGA COLOUR CODE

	Brimbank
	Hobsons Bay
	Maribyrnong
	Melton
	Wyndham

Note 1: Improvements to change rooms and umpire rooms may refer to either the condition of the rooms or that the rooms do not cater for female participants.

Note 2: Improvements to Main Pavilion may refer to either the condition of the pavilion or that the pavilion is below the minimum size recommended in the AFL Preferred Facilities Guidelines.

Note 3: Facility improvements are based on **minimum standards** from the AFL Preferred Facility Guidelines. It is recognised that project partner LGAs have their own strategic planning documents that determine facility investment. The Guidelines are provided as a guide only to inform these.

PROPOSED FACILITY HIERACHY

LOCAL LEVEL CLASSIFICATION		REGIONAL LEVEL CLASSIFICATION	STATE LEVEL CLASSIFICATION
Ainsworth Reserve	Donald McLean Reserve	Saltwater Reserve	Williamstown Cricket Ground
Green Gully Reserve	Fearon Reserve	W.L.J. Crofts Reserve**	Whitten Oval
Keilor Rec Reserve	A.W. Langshaws Reserve	Dempster Park	Chirnside Park
Delahey Reserve	Bayside Secondary College	Macpherson Park	
Errington Reserve	Bryan Martyn Oval		
Lionheart Reserve	Laverton Park (F)		
Robert Bruce Reserve	Altona Green Park		
John McLeod Reserve (F)	JK Grant Reserve (F)		
JR Parsons Reserve	Arnolds Creek Recreation Reserve		
Keilor Park Rec Reserve	Melton Recreation Reserve		
Kings Park Reserve	Blackwood Drive Recreation Reserve		
Hansen Reserve (F)	Burnside Heights		
Hanmer Reserve	Caroline Springs TC Recreation Reserve		
Henry Turner North	Diggers Rest Recreation Reserve		
Kindersmith Reserve	Hillside Recreation Reserve		
Mclvor Reserve	Ian Cowie Recreation Reserve		
Pennell Reserve (F)	Taylors Hill Recreation Reserve		
Shorten Reserve	Prudence Parade Reserve		
Yarraville Oval (F)	Soldiers Reserve		
Little River Reserve	Warringa Reserve		
Price Reserve	Windorah Way Reserve		
Durnnings Road Reserve	Glen Orden Reserve		
Galvin Park	Wootten Road Reserve		
Goddard Street Reserve	Wyndhamvale North Reserve		
Hogans Road Reserve	Saltwater Reserve		
Howqua Way Reserve	Wyndhamvale South Reserve		

LGA COLOUR CODE

	Brimbank
	Hobsons Bay
	Maribyrnong
	Melton
	Wyndham

Note 1: (F) – Proposed Finals Venue at Local Level Classification

Note 2: Master Plan of W.L.J. Crofts Reserve will determine whether the reserve is classified to a Regional level.

Note 3: The Strategy recognises that the Western Region requires access to six Regional level venues to cater for finals requirements. Specific venues will be identified by project partners during future planning processes and should consider a regional spread of venues that reflects participation across the region.



2. KEY FINDINGS



WESTERN METROPOLITAN REGION FOOTBALL STRUCTURE

The Western Metropolitan Region football structure supports 11 football leagues and 8 umpire associations that are responsible for the promotion, growth and sustainability of community football in the Region.

The majority of Clubs, 45% (29 clubs) are affiliated with the Western Region Football League, 11% from the Riddell District Football League (7 clubs), 8% from the Essendon and District Football League (5 clubs) and 8% from the Victorian Amateur Football Association (5 clubs).

The Region also supports 1 AFL team (Western Bulldogs), 3 VFL teams (Werribee FC, Footscray Bulldogs and Williamstown FC), 1 TAC Cup team (Western Jets), 4 Women's Football League teams, 4 Metropolitan Superules teams, 2 Victorian Country Masters Football teams and 3 Football Integration Development Association (FIDA) teams.

In 2014 Western Metropolitan clubs reported 12,876 football registrations across all leagues and program types, an increase of 624 players or 5% across the Region from 2013. Registrations also included 3,786 NAB AFL Auskick participants and 275 registered female players (2% of total player numbers) spread between junior, youth and senior women's teams.

LEAGUES WITHIN THE WESTERN METROPOLITAN REGION	# Clubs
Ballarat Football League	2
Essendon and District Football League	5
Football Integration Development Association	3
Geelong and District Football League	1
Riddell District Football Netball League	7
VFL and TAC Cup	4
Victorian Country Masters Football League	1
Victoria Amateur Football Association	5
Victorian Metropolitan Superules League	4
Victorian Women's Football League	4
Western Region Football League	29
Grand Total	65

Note: Two clubs, Hillside FC and Glen Orden FC field teams in the Victorian Metropolitan Superules League or the Victorian Country Masters Football League. To avoid misrepresentation of Club numbers, those Clubs fielding sides in Masters or Superules Leagues have been included only once.

KEY FINDINGS

The State of Play Report and SWOT Analysis and Facility Audit Outcomes Report highlighted a range of critical football issues that the Western Metropolitan Region faces. These issues include growth in football participation, facility capacity to cater for the diversity of participants and the need to prioritise and plan for infrastructure upgrades and new development .

KNOWN PARTICIPATION

- In 2014 Western metropolitan clubs reported 12,786 registered players across all leagues and all program types, an increase of 624 players or 5% from Season 2013.
- The Western Metropolitan Region historically has had the lowest participation of any of AFL Victoria's metropolitan regions across all player age categories.
- Wyndham based clubs provided 33% of all Western Metropolitan Region club registered football participants. Wyndham will also experience the second largest population growth in the Region in the next 10 years.
- Melton sit second to Wyndham with 23% of club registered football participants and largest projected population growth to 2025 of 54%.
- This growth in Wyndham and Melton is being planned for but may fall short where planning and new facility development does not keep pace with participation increases.
- Junior and female football are recognised as the two most significant growth areas for the sport.
- NAB AFL Auskick was delivered through 46 schools, centres and clubs to 3,786 children in 2014.
- The Region's NAB AFL Auskick penetration rate of 9.3% is lower than the average rate of 11% for other metropolitan regions.
- Compared to other metropolitan areas, the Region also has a low provision of facilities per head of population, with access impacting on football participation.
- When considering female participation, Western metropolitan clubs had 275 registered female players (2% of total player numbers) spread between junior, youth girls and womens' teams.
- The region's average for female penetration sits at 0.2% of the region's female population aged 5-39. This is slightly below the metropolitan female penetration average of 0.6%.
- Dedicated girl's clinics at NAB AFL Auskick Centres presents a significant opportunity to continue to grow female participation across the Region.
- AFL Victoria have increased staff resources across the Region to address participation rates through the appointment of a dedicated North West Planning Manager and three additional Football Development Managers.
- Initiatives delivered through these staff has seen greater connection into schools, NAB AFL Auskick Centres and local clubs and connecting pathways to transition players between these groups.

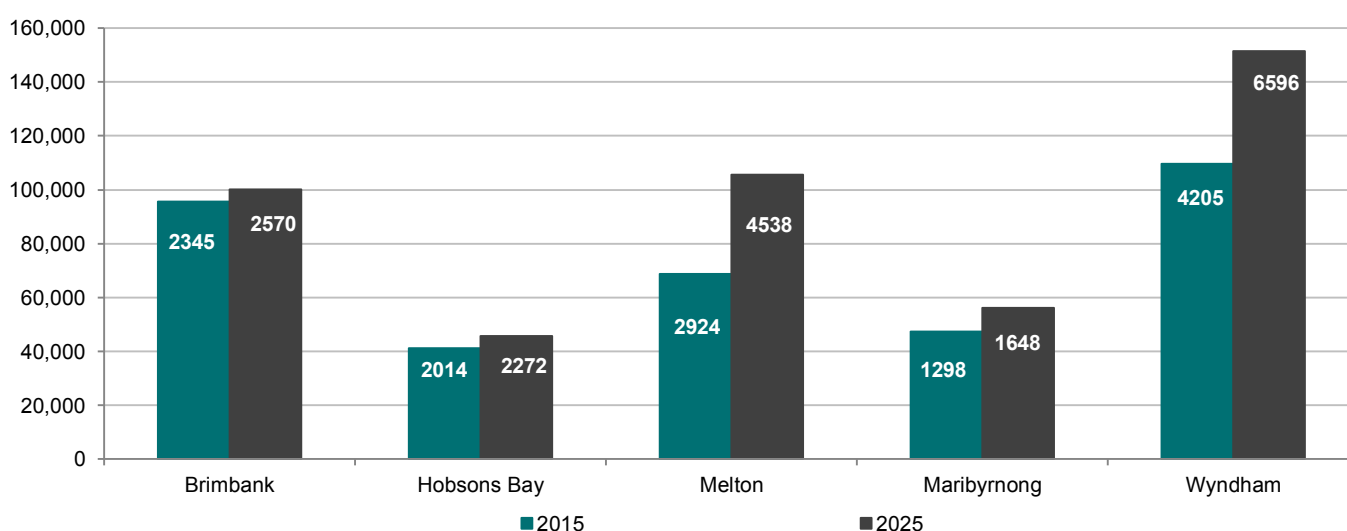
FIGURE 02 | AFL VICTORIA REGISTERED PARTICIPANTS BY LGA – WESTERN METROPOLITAN REGION 2014

LGA	Auskick	Junior	Youth Boys	Youth Girls	Senior	Senior Women	Total
Brimbank	545	550	550	75	550	75	2,345
Hobsons Bay	539	500	500	25	450	0	2,014
Maribyrnong	423	300	200	0	375	0	1,298
Melton	824	800	750	0	525	25	2,924
Wyndham	1455	950	950	25	775	50	4,205
Total	3,786	3,100	2,950	125	2,675	150	12,786

PROJECTED PARTICIPATION

- The estimated Western Metropolitan Region population aged 5–39 (typically the key football playing age) in 2014, was 346,670. By 2025 the Region's population within this age cohort is forecast to increase by 27% or 110,981 people.
- The majority of this growth will be in Melton and Wyndham. Melton's 5-39 year old population forecast is expected to increase by approximately 42,600 people and Wyndham's by 48,100 people.
- Maribyrnong is projected to see an additional 9,750 people in the 5-39 year old population age cohort.
- Brimbank currently has the second largest population in the Region. Anticipated growth to 2025 is expected to be at 5% or 5,200 people within the 5-39 age cohort.
- Hobsons Bay forecast growth sits at 11% and is anticipated to continue to retain the lowest population of all Western Metropolitan LGAs. This still equates to an additional 5,200 people within the 5-39 age cohort for the area, the same as Brimbank.
- Historically, participation hasn't necessarily kept pace with population growth in the Western Metropolitan Region with migration from overseas continuing to be the main driver for growth.
- Over 95 nationalities are represented in the Region and Australian Football is not necessarily the natural sport that these new migrants are drawn to. AFL Victoria Multicultural Programs are focussing on increasing participation within these communities.
- Participation has been further impacted by high levels of disadvantage across the Region, often an indicator of participation in sport.
- The Region has the highest rate of unemployment, approximately 25% higher than the State and metropolitan rates. This converts to lower levels of education attainment than other parts of metropolitan Melbourne, experiencing low school retention rates and the lowest rate of tertiary qualified graduates in Metropolitan Melbourne.
- Based on just maintaining current (2014) individual LGA penetration rates it is anticipated that the number of football participants to 2025 will increase by 4,837 to 17,624, an estimated 38% increase. Using AFL Victoria modelling of 25 players per team and 7 teams per ground, this equates to the sport requiring access to an additional 28 grounds across the Region by 2025.
- An increase of individual LGA female penetration rates of just 1% would result in an additional 1,800 female players or 72 female teams, requiring access to a further 10 grounds.
- Facility renewal and new development planning for the Region falls short of projected participation rates and estimated ground requirements (refer to Objective 2 of this Strategy for further detail).
- Projected ground requirements also do not take into consideration any growth in the sport which AFL Victoria have committed to. Initiatives to develop football in the Western Metropolitan Region include connecting player pathways between schools, NAB AFL Auskick Centres and junior clubs and the integration of female football into existing League and club structures.

FIGURE 03 | PROJECTED POPULATION GROWTH AND PARTICIPANT NUMBERS 2015 TO 2025 BY LGA (AGES 5 TO 39)



SPORT DEVELOPMENT

- The AFL Victoria Western and North West Regions Future Directions Report 2013 identified that a 'whole of game' approach was required to grow football in the Western Metropolitan Region with a focus on female football, improved stakeholder collaboration, school participation and engagement of people from multicultural backgrounds.
- Schools play an important role in channelling players into NAB AFL Auskick Centres and junior clubs and exposing migrant and refugee communities to the game.
- AFL Victoria school programs include football clinics, delivery of programs through the Sporting Schools Program, addressing school assemblies and AFL player appearances to schools and community clubs.
- AFL Victoria are actively working to develop AFL School Ambassadors through professional development opportunities and encouraging participation beyond traditional clinics.
- 75% of schools in the Region currently have an AFL School Ambassador.
- School participation now also includes dedicated CALD programs such as the AFL Multicultural Schools Football Program.
- Region LGA's actively work with their local migrant communities through dedicated CALD and sport development programs, expos and regular contact with community leaders.
- Linking into these existing programs and relationships provides an opportunity for AFL Victoria Football Development Managers to better enhance their roles in the multicultural space.
- AFL Victoria's *Heartland Strategy* states that provision of appropriate social rooms impacts on a club's capacity to be accessible and welcoming, affecting club sustainability.
- Club sustainability is further affected by social room size. This will need to be considered as part of facility planning and renewal into the future to better support diversity, access and inclusion.
- The importance of shared facilities (amongst competing clubs and sports) will also be a consideration into the future to maximise usage. Cultural change at the club level will need to be achieved through promotion of the benefits of shared usage such as facility provision that is built fit for purpose, increased government investment, stronger social networks and better asset utilisation.
- From a national survey of clubs, participants and volunteers in 2015, the top three barriers to female participation are (in priority order); insufficient numbers to form full teams, lack of female friendly change rooms and amenities and on equal third, lack of female player role models and not enough promotion of female football.
- Options are being provided to girls in the Region to participate in NAB AFL Auskick through dedicated female groups with resultant participation growth anticipated.
- AFL Victoria projects up to 16 new female teams will be established in the Western Metropolitan Region by 2018.
- The majority of new female teams will be in Melton and Wyndham but all project partner LGA's can expect integration of at least one additional female team through existing club structures.
- Half of the Region's home and away change rooms currently do not cater for female participation. Addressing this amenities gap will be critical if female participation is to be adequately supported.
- 9.7% of the current umpiring fraternity is now also female, heightening the need to improve umpire change rooms to cater for female participation.
- WRFL umpire numbers have trebled in the last 5 years to over 300 umpires.
- 15 facilities in the Region either do not offer umpire amenities or amenities offered are in poor quality condition.
- Addressing the provision of suitable umpire change rooms as a regional priority is critical if umpire engagement and retention is to be ensured.
- Project stakeholders are currently presented with considerable opportunity to increase the amount of female teams in the Region.



EXISTING INFRASTRUCTURE

- Region LGA's have made considerable investment into facility upgrades and renewal over the last 5 years with an average annual spend of \$9m annually.
- Western Metropolitan Region facilities are generally of good quality and condition, however, gaps exist in the capacity of facilities to meet diversity of needs, female participation or potential growth at the club level. Further investment is required in the provision of unisex change rooms and pavilion size to cater for the diversity of participants attracted to football.
- Player pathways are generally well catered for with three State level facilities offered in the Region at Williamstown Cricket Ground, Chirnside Park and Whitten Oval. Amenities, however, vary at these facilities and some improvements are required at all three venues to bring them to State level standards.
- In terms of the key regional facility for the Under 18 pathway (W.L.J. Crofts Reserve), whilst it has potential, it is generally considered below the standard provided at other TAC Cup facilities across the State.
- Lighting is recognised as a way to assist in addressing carrying capacity by spreading training wear across grounds. 31% of facilities have no lighting or less than 50 lux (minimum training standard). All project partner LGA's have at least 2 facilities where lighting could be improved.
- Playing surfaces across the region are of a high standard which assists in enhancing carrying capacity.
- A collaborative, strategic approach between government and sport is essential if opportunities to capitalise on growth in participation are to be realised.
- Prioritisation of lighting improvements and change room upgrades to accommodate female participants will be critical to the Region's future strategic planning.
- Anticipated population growth will continue to see the establishment of new clubs in growth areas. New infrastructure has been planned for by the Region's LGA's and will be created to service these new / emerging communities.
- The WRFL and AFL Victoria have committed to working collaboratively with LGA's to facilitate the establishment of new football clubs and to advise on provision so facilities are "fit for purpose" as opportunities are presented.
- Partnerships developed through this project will foster improved communication on key issues whilst optimising facility usage.
- A strategic approach to sourcing multiple funding partners (Developer Contributions, State Government, SSA's, Leagues and Clubs) will be essential if project partners are to meet funding shortfalls in facility renewal and investment.

SUMMARY OF KEY FINDINGS

Participation in the western metropolitan region is currently the lowest of all metropolitan regions, there are still however over 12,800 people participating in football.

Participation is expected to increase to 17,600 by 2025.

The region also has the lowest provision of facilities per head of population in the metropolitan area.

Participation has traditionally not kept pace with population growth. The sport has recently made significant investment into the region to address this.

Future facility planning currently does not meet projected participation requirements. All future facility investment needs to consider football as a priority.

Regional facilities are generally in good condition. Provision of amenities to cater for participation diversity however, needs to be addressed.

Access to finals venues continues to be an issue for leagues with up to six regional level facilities required to host finals.

Future collaboration on facility investment and planning and sports development initiatives between project partners is essential if participation opportunities are to be harnessed.



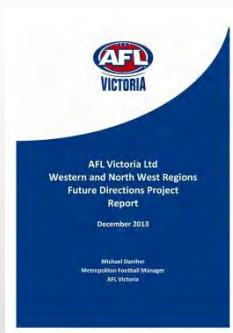
3. THE STRATEGY

FACILITY PLANNING HIERARCHY



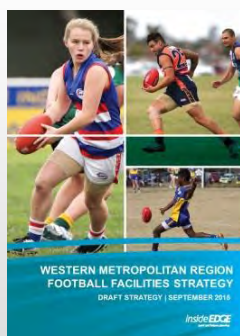
AFL Victoria Growing the Heartland Football Facilities Development Strategy

Provides State level strategic overview of facility provision and development and a basis from which to develop Region and League Plans



AFL Victoria Western & North West Regions Future Directions Project Report

Identifies a need for a 'whole of game' approach to address the challenges and capture opportunities across the Region. Recommendations from the report aim to strengthen relationships, better support volunteer networks, sustain and grow participation and expand AFL Victoria Region staff.



Western Metropolitan Region Football Facilities Strategy

This Document



Club/Venue Plans and Master Plans

Individual plan for club/venue which may include a Master Plan for the venue. May not be needed for all venues and the level of planning will differ based on the complexity of the site/project and level of use

**LGA
STRATEGIES,
POLICIES,
PLANS AND
BUDGET
PROCESSES.**

Individual LGA strategic planning documents that determine facility investment to support sport and recreation.



VISION

TO COLLABORATIVELY PLAN FOOTBALL FACILITIES THAT ENHANCE THE OPPORTUNITY FOR PARTICIPATION, INCLUSION, ACCESS AND SUSTAINABILITY ACROSS THE WESTERN REGION COMMUNITY



STRATEGIC FRAMEWORK

The following presents the strategic framework and structure for the provision of football facilities in the Western Metropolitan Region for 2016 – 2031. The PCG have worked together to develop this Strategy based on this framework. Five key objectives will guide the direction for support and will be underpinned by strategies and actions that can be implemented at the local level. These objectives are consistent with AFL Victoria’s *Growing the Heartland* document.

VISION

“TO COLLABORATIVELY PLAN FOOTBALL FACILITIES THAT ENHANCE THE OPPORTUNITY FOR PARTICIPATION, INCLUSION, ACCESS AND SUSTAINABILITY ACROSS THE WESTERN REGION COMMUNITY”

OBJECTIVE 1

Increase the quality and functionality and maximise the use and carrying capacity of existing facilities.

OBJECTIVE 2

Plan and develop new facilities in key growth areas across the region in line with community demand.

OBJECTIVE 3

Ensure programs and facilities cater for the diversity of participants in the Western Region.

OBJECTIVE 4

Improve the provision of administration, State league level training facilities and finals venues via regional collaboration.

OBJECTIVE 5

Continue to enhance the relationship between football, government and community partners in the planning and provision of facilities and programs.

► **STRATEGIC DIRECTIONS**
(Defined for each Priority)



OBJECTIVE 1

Increase the quality and functionality and maximise the use and carrying capacity of existing facilities

With three State League level facilities, players are generally well catered for as they move through the talented player pathway. The gap in local level facility provision and standards however, continues to widen between the Region's LGA's with limited open space and their growth area counterparts. This ultimately impacts on the ability of clubs to expand and grow.

Strategically approaching facility investment, sourcing new funding opportunities and increasing facility access through changed amenity provision will be key to addressing the Region's facility gaps. Priority 1 identifies opportunities to grow the sport through improved ground capacity, lighting provision, female participation, collaboration between project partners and club sustainability.

Inadequate facilities further limits the capacity of Leagues to implement strategic initiatives to better manage participation growth, address infrastructure and ground shortages and encourage diversity in participation through existing initiatives such as Access All Abilities programs, female participation and AFL 9's.

AFL Victoria has outlined a desire for existing facilities to meet standards outlined in the AFL Preferred Facilities Guidelines. Added to this, lighting provision to minimum training standards (50 lux level) is identified as a key priority and a core component of any club facility.

Club sustainability and the ability to capitalise on participation growth are impacted by a lack of amenities, particularly in the areas of sports lighting and change-rooms that cater for both male and female participants.

31% of the region's facilities have no lighting or lighting below the minimum training standard. By LGA, all facilities within Maribyrnong have lighting below the minimum 50 lux level training standard. Wyndham and Melton have 3 facilities each below minimum levels, Brimbank 3 facilities and Hobsons Bay has 2 facilities.

Of the State level facilities, only Chirnside Park has lighting lux levels (100 lux or above) suitable for community football night games. Other facilities with lighting at this lux level are Delahey Reserve, Dempster Park, Errington Reserve, John McLeod Reserve, Keilor Recreation Reserve, Kings Park Reserve, Robert Bruce Reserve, Burnside Heights Recreation Reserve, Caroline Springs Town Centre Recreation Reserve, Hillside Recreation Reserve, Melton Recreation Reserve, Taylors Hill Recreation Reserve, Goddard Street Reserve, Howqua Way Reserve, Saltwater Reserve, Warringa Reserve, Windorah Way Reserve, Wooten Reserve and Wyndhamvale South Reserve.

Having a select range of venues with match quality lighting is important for a range of reasons including scheduling flexibility and can be a mechanism to improve integration of teams into the traditional club environment. For example, as more women's teams are established, to better integrate them into established clubs, match lighting allows a womens game to be played on a Saturday following the traditional Saturday afternoon fixture, rather than scheduling them totally separate to the senior mens fixtures.

This gap in lighting provision creates lost opportunity for current participation and overuse of ovals that are well lit. Prioritisation of lighting upgrades to the minimum lux level should consider facility usage levels based on current player / team numbers, prioritising those reserves with high facility usage and those that cater for a NAB AFL Auskick Centre, junior and / or female participation.

Further analysis of lighting provisions and usage levels is provided in **Appendix 2** and highlights those facilities with lighting below the minimum standard. This Model can be used to guide prioritisation of lighting upgrades based on participant numbers from clubs and NAB AFL Auskick Centres.

Pre-season creep and increased demands on venues has contributed to overuse of ovals and conflict with tenant sports. The availability of existing facilities to accommodate pre-season training and club growth can widen the gap in the ability of clubs to reach sustainable participation numbers.

Whilst turf load models vary between stakeholders, an agreed model to improve management of turf loads that better reflects usage and turf profile is essential.

Hobsons Bay have implemented a Sportsground Usage Model developed by SportsTurf Consultants based on the quality of the ground and usage calculations based on team numbers and AFL Victoria player age categories.

The turf load model recognises that senior teams have greater usage requirements compared to junior sides and estimates capacity based on the number of floodlit grounds, drainage provision and oval soil profile.

An analysis of the three largest clubs (based on participant numbers) within each LGA using this model indicates that ovals at these clubs are at or nearing capacity (**refer Appendix 3**).

As a simple model, it highlights the challenges faced by LGAs to facilitate growth and provides opportunity to prioritise facility access based on usage categories.

Added to this challenge is strong growth at existing Clubs based in inner urban areas with little to no access to existing school facilities or additional grounds to cater for growth.

Lighting upgrades and identification of under utilised venues that could be converted to football needs to be achieved to reduce pressure on existing facilities.

For LGA's with limited land available, conversion of under utilised venues to potentially dedicated AFL venues would address participation growth and pre-season access challenges.

Achieving cultural change so Clubs readily access non traditional venues such as synthetic surfaces, school facilities and trails for pre-season training needs to be a priority to further reduce pressure on facilities and overlap with summer sports.

Cultural change is also required at the club level to consider co-tenancy arrangements to maximise usage opportunities. The benefits of co-tenancy, such as the provision of facilities that are built fit for purpose through the pooling of resources and expertise, increased investment, increased access to quality facilities for a range of purposes and stronger social networks should be highlighted to clubs to facilitate this change.

This need for alternative facility access will continue to grow. Improved outcomes for future planning may include collective planning of public open space and recreation facilities in association with adjacent schools to better manage space. Options to access football only venues for pre-season training and practice matches also need to be investigated. Chirnside Park (Werribee) is proposed to become a football only venue and investigations are currently underway on utilising Lynch Reserve (Altona) as a summer (pre-season) training venue. Other facilities being developed in growth areas could also become dedicated football venues.

FUTURE CLUB MODEL

With significant diversity across the Region in terms of team numbers, linkages between clubs and NAB AFL Auskick Centres and clubs supporting junior, FIDA and female teams, developing an aspirational future club model to guide facility provision and support investment is important. It is recognised that not all clubs will achieve the model outlined below (some will have more teams, some less), but the focus should be on providing opportunities for a broad range of participants within the club environment.

The Future Club Model is likely to provide opportunities for both males and females right through the pathway from Auskick to Senior Football. In addition, opportunities for FIDA and Masters teams to be integrated within the club structures should also be pursued. It is instructive that those teams in women's and FIDA competitions that are truly integrated within traditional club structures tend to be those that are the most sustainable.

Initially this club model would comprise up to 13 teams between all age categories. This club model includes a senior female and youth girls teams and supports either a FIDA, Club 18s or Masters team. Junior teams would be split between male and female teams sourced through an aligned NAB AFL Auskick Centre and local school partnership.

As participation in female football continues to grow the model may evolve to support up to 21 teams with female and male teams across all age categories.

This model particularly suits growth areas with dual oval facilities. For those clubs with access to only one oval, an overflow venue would be required with suitable lighting or appropriate changes to game scheduling, particularly for junior games, to achieve this model.

The sustainability of clubs is directly related to both the people involved in running the club and the provision of appropriate facilities. Helping to build the capacity of clubs and facilities to meet current and projected participation demands for football remains a priority. A sustainable club provides a range of opportunities for the community to participate in the sport regardless of age, gender, background or ability.

The Future Club Model does not seek to grow clubs beyond the capacity of facilities they have access to or the capabilities of the people who operate them. Similarly, where a club is well resourced, extension of team numbers is possible where the club does not limit participation opportunities or detract from participation at other clubs in the area.

21 teams per club is an aspirational goal, however, those clubs embracing change in diversity and participation should be encouraged and rewarded for their efforts over those who continue with the traditional football club model.

The Future Club Models are detailed further in **Appendix 4**.

FEMALE PARTICIPATION

Intrinsic to the success of female football is the integration of girls teams within existing club structures at inception to create pathways and capitalise on the social benefits and volunteer and governance support networks that already exist..

The State average for female participation in football is 5.5% of total player numbers, with the Region's rate at 2% of total player numbers. Female participation may be considered low, however, AFL Victoria project that with existing female NAB AFL Auskick and junior numbers, there is potential to establish at least 6 new junior or youth girls teams in Season 2016 alone. These projections extend to a further 10 teams over the next 3 years.

Geographically, the majority of these teams will be formed in Wyndham and Melton. All other project partner LGAs however, can expect at least one new female team by 2019.

Providing suitable facilities to house these teams and aligning them to existing club structures will be critical to their sustained success.

With 10% of WRFL umpire fraternity being female and participation also continuing to grow, umpire facility provision will also be critical across the Region.

Over 50% of the Region's home and away change rooms and 44% of umpire change rooms do not cater for female participants. The Female Friendly Facilities Grant Program launched by SRV in July 2015 provides a significant opportunity for the Region to target change room upgrades based on existing and projected female participation on a facility by facility basis.

Strategic directions to increase the quality / functionality and maximise the carrying capacity of existing facilities:

- 1.1 Project partners to prioritise change room upgrades for application to SRV Grants Programs, based on current provision and existing and projected female participation to cater for unisex use.
- 1.2 Project partners work collaboratively to bring facilities with no or low lighting up to minimum standards based on facility usage.
- 1.3 Project partners work collaboratively to identify alternate funding streams to support infrastructure renewal.
- 1.4 Project partners work collaboratively to prioritise facility investment and renewal (outside of strategic directions 1.1 and 1.2) based on club commitment to working towards an agreed sustainable club model that caters for diversity in participation.
- 1.5 AFL Victoria and Western Metropolitan LGA's partner to identify under utilised venues that could support pre-season needs and anticipated participation growth.
- 1.6 AFL Victoria and Leagues encourage cultural change at the Club level to support acceptance of non traditional venue use and sharing of facilities for pre-season purposes.
- 1.7 Use Facility Ratings and the Framework to Inform and Prioritise Funding Allocation (Appendix 5) to develop future capital works programs.





OBJECTIVE 2

Plan and develop new facilities in key growth areas across the Region in line with community demand

The Western Metropolitan Region is one of the fastest growing regions in Australia. It is estimated by 2025, overseas born families will overtake locally born families, seeing the Region undergo the most significant demographic change in its history. This population increase provides an opportunity for new football club growth and expansion into culturally diverse markets. Western Metropolitan LGA's are actively planning for this growth and have identified a number of key sites for new oval development or site conversion to football.

Anticipated population growth will see the establishment of new clubs effectively from the ground-up in growth areas. New infrastructure has been planned for and will be created to service these new / emerging clubs. The Region's growth LGA's of Wyndham and Melton have planned opportunities for participation growth with 18 greenfield sites identified for development over the next 10 years. These sites are mapped in **Appendix 7**.

AFL Victoria will play a key strategic role in the establishment and growth of these new clubs. It's input in providing seed funding, guiding governance and financial management processes and identifying potential facility user partners such as cricket in the development of new sites will be essential to club sustainability.

LGA's that have limited available developable open space are also planning for increased football participation.

A new facility is being planned by Hobsons Bay who are relocating clubs to alternative venues creating an opportunity to convert a rugby pitch to an AFL venue by 2016 to support local participation growth. New ovals on two greenfield sites and a regional level sporting facility are also being planned by Brimbank.

Brimbank is also considering options to install a multi-sport synthetic facility, however further planning needs to occur between the sport and LGA regarding facility provision. Existing club capacity, planning of pre-season training options, access for football's sport development initiatives beyond traditional club football and consideration of female participation will be essential to maximise projected usage opportunities to garner funding support.

Planning and development of any new playing fields and venues will need to maximise shared usage and flexibility to meet changing community needs.

AFL Preferred Facility Guidelines will also need consideration including provision of unisex change rooms, appropriately sized multi use social rooms to enable sustainability and club growth, Universal Design principles and sustainability best practices.

OBJECTIVE 2

Plan and develop new facilities in key growth areas across the Region in line with community demand

Based on current participation rates, the Region will require access to an additional 28 grounds over the next 10 years (refer **Figure 4** below). It is noted that ground impact and usage may differ depending on player category, with junior teams having less load impact on the surface than senior teams.

Should the Region track towards the metropolitan penetration average of 10%, the oval access need would be substantially higher. Just a 1% increase in current LGA penetration rates would see an increase in demand for grounds to 53 (refer **Figure 5**).

This highlights the importance of project stakeholders continuing to monitor participation and plan accordingly.

The Sport Facility Provision Research Report prepared by Victoria University earlier this year reinforced that facility provision and access was a key factor impacting on sports participation. The Report provided analysis of football facility provision across the State, finding that LGAs with lower rates of participation tended to have fewer football facilities per head of population LGA's.

When considering oval provision per head of population, project partner LGA's generally ranked below their metropolitan LGA counterparts. Melton ranked the lowest at 29 out of the 31 metropolitan LGA's, followed by Brimbank (27), Wyndham (21) and Hobsons Bay (12). Only Maribyrnong (7) achieved a ranking in the top 25% of all metropolitan Findings from the Report further highlights that if football participation is to continue to grow in the Western Metropolitan region, matching facility provision to projected participation will be critical.

Current investment in new projects will not meet 2025 projections based on current participation levels. Importantly, any growth outside these projections will result in the need for alternate facility options, greater access to existing sports grounds for football and/or development of new grounds.

Regular State of Play Reporting to this Strategy's Project Control Group will be essential in monitoring participation and adequately planning for this growth.

FIGURE 04 | PROJECTED GROUND ACCESS REQUIREMENTS BASED ON CURRENT LGA PENETRATION RATES (2020 AND 2025)

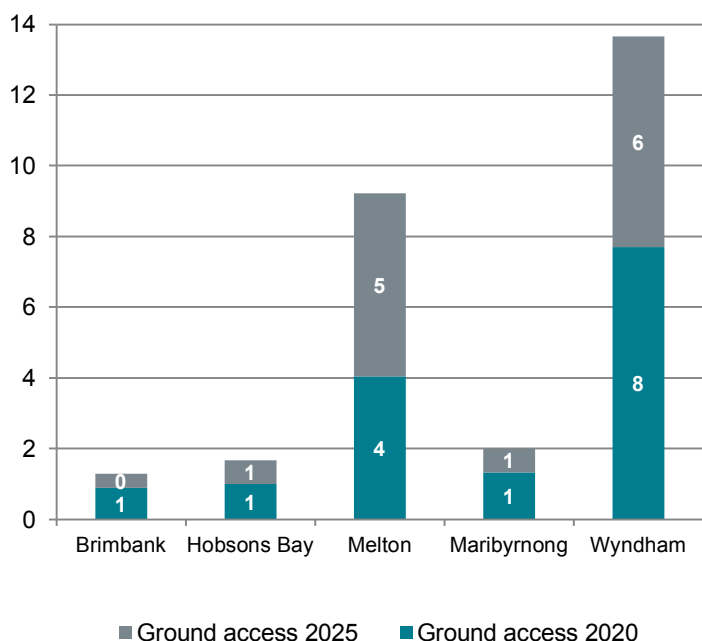
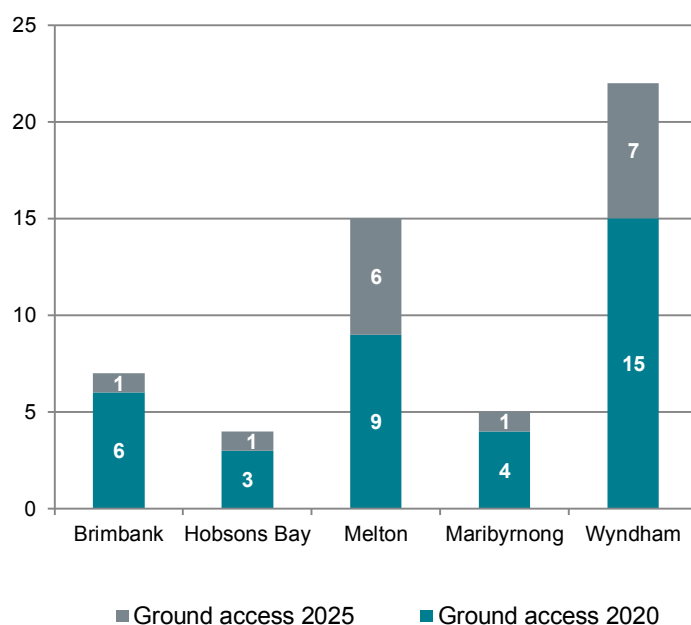


FIGURE 05 | PROJECTED GROUND ACCESS REQUIREMENTS WHERE CURRENT LGA PENETRATION RATES INCREASED BY 1% (2020 AND 2025)



OBJECTIVE 2

Plan and develop new facilities in key growth areas across the Region in line with community demand



Strategic directions to plan and develop new facilities in key growth areas across the Region in line with community demand:

- 2.1 Collaboration to continue between AFL Victoria and Western Metropolitan LGA's in the planning of new facilities. The local facility requirements from the *AFL Preferred Facilities Guidelines* to be considered where the facility will cater for football.
- 2.2 Project partners work with AFL Victoria on implementing Pre-season Training Guidelines and access of summer venues.
- 2.3 AFL Victoria and project partner LGAs investigate options for the installation of a synthetic oval for the Region, including identification of a suitable location and potential funding model.
- 2.4 AFL Victoria continue to provide a Club Establishment Fund to provide seed funding for the establishment of new football clubs.
- 2.5 AFL Victoria to maintain a strong relationship with the Metropolitan Planning Authority (MPA) and growth area LGA's to provide sport specific information, spatial requirements and design expertise to inform all current and future Precinct Structure plans being developed.



OBJECTIVE 3

Ensure programs and facilities cater for the diversity of residents in the Western Region

The structure of football across Victoria is changing with female football, Access All Abilities teams, expansion of programs into CALD communities and AFL 9's. Within the Region, five clubs support a Youth Girls side and a further two clubs have Senior Women's teams. There are also three FIDA teams, six Masters / Superules teams, dedicated Multicultural Schools Football Programs and significant growth in umpiring numbers. This expansion of the game justifies continued investment in quality, functional facilities that cater for diversity and promote inclusive environments.

Beyond the Multicultural Schools Football Programs, AFL Victoria are developing a training program for multicultural officers to educate clubs and capitalise on the demographics of the Western Region. The focus will be "who" lives in the area and "how" they can be engaged in club activities. Multicultural NAB AFL Auskick Centres are also being established at various schools and through the Western Bulldogs.

A key objective from the WRFL Strategic Plan 2015 is to encourage community engagement and relationship initiatives that add social value and support inclusive environments. Strategies to achieve this over the coming three years include an increase in female participation in football competition and off-field roles at all levels. Cultural Awareness Education courses for league and club administrators and supporters and enhancement of the social value of clubs through development of inclusive and safe football environments practices will also be introduced.

Critical to this will be developing an understanding amongst clubs of the need to access and align themselves to new communities to develop an inclusive and social culture.

The Region's LGA's provide a variety of opportunities to encourage and promote the sport that AFL Victoria could access. These include programs like In2Sport (Brimbank), the Active Maribyrnong Program (Maribyrnong) and Get Active Expo (Melton). Importantly LGA's can connect AFL Victoria FDM's to community leaders to better access CALD groups and introduce new arrivals to the sport.

It is recognised that greater collaboration needs to occur between the sport and the Region's LGA's to pool resources, share opportunities and better support each other with program delivery. Key to this will be developing partnerships beyond this strategy to focus on sport development opportunities.

The benefits of increasing female participation is being actively promoted to clubs by AFL Victoria and ultimately will impact on facility capacity. Social benefits extend to community connectedness and involvement, social interaction and improved health, fitness and wellbeing combined with the economic benefits at the club level of increased player numbers, additional revenue sources through memberships, catering and social functions and opportunity to attract funding.

Female football is now the fastest growing female sport in Victoria and as such there is a great opportunity to expand female participation in the Western Metropolitan region.

AFL Victoria projections of growth in female participation with at least one new female team in Maribyrnong, Hobsons Bay and Brimbank and a further 13 teams between Melton and Wyndham by 2019, creates a need to review carrying capacity of existing club grounds and prioritisation of facility upgrades to accommodate female players.

Growth in the umpiring fraternity across the Region and the attraction of younger participants to umpiring warrants investment into umpiring facilities to secure continued attraction and retention of umpires. This extends beyond the upgrade of existing facilities to accommodate female participants to include both the prioritisation of umpiring amenities considered to be in poor condition and continued review of existing facilities to ensure minimum standards are retained.

AFL Victoria's *Heartland Strategy* identifies that the provision of appropriate social rooms is essential in achieving a "vibrant, sustainable, accessible and welcoming" club culture. The size and condition of social rooms, incorporation of Universal Design principles and multi-use options is key to delivering strong, sustainable club outcomes.

Prioritisation of investment into facilities should also consider clubs who have or are committed to actively implementing diversity initiatives (female football, female umpires, multi-cultural or indigenous programs or access all abilities teams).

Strategic directions to ensure programs and facilities cater for the diversity of residents in the Western Region:

- 3.1 AFL Victoria and LGA's prioritise umpire amenity upgrades to those facilities in poor condition to ensure attraction and retention of umpires.
- 3.2 AFL Victoria Football Development Managers, Leagues and Western Metropolitan LGA's meet twice yearly to better collaborate on sports development opportunities within CALD communities.
- 3.3 AFL Victoria Football Development Managers access LGA sports promotion opportunities such as expos and healthy living programs to market football to the wider community.





OBJECTIVE 4

Improve the provision of administration, state league level training facilities and finals venues via regional collaboration

AFL Victoria's Heartland Strategy recommends co-location of football stakeholders to invoke professionalism, collaboration and support participation levels through enhanced volunteer support. The Strategy also encourages working with other sports (particularly cricket and netball) to explore opportunities to co-locate regional personnel. Identification of new administration facilities and elite training venues for the Region's Leagues, umpires and elite teams that considers these principles is essential for the continued growth and development of the sport

UMPIRE FACILITIES

Umpire numbers in the WRFL Umpires Association have nearly trebled over the past five seasons with more than 320 active umpires registered, resulting in a second umpire training base being established at Saltwater Reserve, Point Cook in 2014.

Almost 60% of WRFL umpires are under 18 years of age, with a similar proportion, 64%, living in the Wyndham and Hobsons Bay local government areas. The WRFL are seeking to develop a training base closer to their administration hub to support retention and interest of these younger umpires.

The WRFL Umpires Association have been traditionally housed at Scovell Reserve. With the planned decommissioning of this facility, Maribyrnong City Council have committed over \$800,000 in upgrades to Hamner Reserve to support relocation of the WRFL Umpires Association to this alternate venue in 2016.

The WRFL have aspirations for long term venue for the Umpires Association that is purpose built and central to the majority of the WRFL's region and have identified Williams Landing as a preferred site.

REGIONAL LEVEL FACILITIES

With three State level facilities, Chirnside Park, Williamstown Cricket Ground and Whitten Oval, the pathway across the Region is well provided for. However, access to finals venues and future training facility development for the Regions' TAC Cup Team, the Western Jets, needs to be further investigated. So ideally what do we need?

The Western Jets regularly play at Williamstown Cricket Ground and have access to a number of other venues including Princes Park and Highgate Recreation Reserve in their catchment for match purposes.

The Club's training base is at W.L.J. Crofts Reserve (Hobsons Bay) with administration performed at a second location in Newport. As W.L.J. Crofts Reserve is also used for cricket during the summer months the Western Jets have identified a need to access an oval within the region with no cricket wicket over the summer months.

A Master Plan for W.L.J. Croft Reserve is to be developed during the 2016-2017 budget year. Hobsons Bay will engage with football and other stakeholders in the development of the Master Plan. The Master Plan will consider the role of W.L.J. Croft Reserve and consider the issues and opportunities for the development of the reserve further.

Master plans have been developed to refurbish the existing facility at Chirnside Park, which currently accommodates the Werribee Tigers FC, as a State level sporting facility to provide for regional competition, major events and regional sports administration and education.

Football's administration function is also being supported in other LGA areas. The WRFL are based at Whitten Oval (Maribyrnong) and by the end of 2015 the RDFNL will relocate to Arnolds Creek Recreation Reserve (Melton), following development of the site to accommodate two football grounds, change rooms, pavilion and associated ground amenities.

FINALS VENUES

League finals are significant events in their own right. An independent assessment of the Northern Football League finals series in 2012, found that it had a total economic contribution of just under \$400,000, with a net additional economic contribution to the host municipality of almost \$250,000. Access to finals venues continues to be an issue for the Regions leagues with overlap in finals venue access to State level facilities and requirements for the AFL / VFL seasons.

Venues accessed for finals include State level facilities where available and local level facilities like Hogans Road Reserve, J.K. Grant Reserve and Wootten Road Reserve, amongst other venues. These facilities however present their own challenges regarding amenity provision and fencing requirements.

Generally, amenities required to enable hosting of a final include:

- **site fencing** or ease of capacity to fence the site;
- **four change rooms;**
- **two umpire change rooms;**
- **scoreboard** provision;
- **timekeeper facilities;**
- **ground surface in excellent condition;**
- **spectator amenities** such as toilets and hard stand viewing areas; and
- **car parking availability.**

Junior finals also require access to **two ovals**. **Senior finals** have an additional requirement where the ground preferably has **no cricket pitch or wicket** area, or if one is present, the preference is that it be **turf based**.

Outside of the State level facilities, the region's Leagues are pushed to find venues that meet these requirements.

Junior finals are hosted over four weeks with four, two oval venues required during Week 1 of finals. This reduces to one, two ground venue by Week 4.

Senior finals are also currently hosted over four weeks. The finals season is however set to increase to five weeks as team numbers across divisions increase.

Week 1 of Senior finals requires access to six venues which reduces to four venues by Week 2, three venues by Week 3 and one venue on Week 4 (grand final day).

With some modification at venues, such as provision of scoreboards, identification of parking bays or fencing options, a number of local level facilities present an opportunity to address final venues gaps whilst providing a spread of finals venues across the Region.

Venues that currently rate well for local level provision and have been identified as a potential finals venues by the WRFL include W.L.J Croft Reserve, J.K. Grant Reserve and Laverton Park (Hobsons Bay), Dempster Park and John McLeod Reserve (Brimbank) Hansen Reserve, Yarraville Oval and Pennell Reserve (Maribyrnong), MacPherson Park Ovals (Melton) and the new development at Williams Landing (Wyndham).

As a two oval facility, the development at Williams Landing provides further opportunity to invest in a venue that can fully cater for the raft of football participation options. The venue has the potential to not only become the permanent home of the WRFL umpires but with appropriate infrastructure such as lighting, scoreboard and spectator amenities, could host junior finals, AFL Metropolitan Championships (generally played at night) and interleague matches, whilst being the central venue for WRFL "tackers" matches.

The need for additional finals venues is an issue that can be considered during the development of a Master Plan for W.L.J. Croft Reserve.

This Strategy has identified the following football specific issues which should be considered during the development of the Master Plan for the W.L.J. Croft Reserve; finals hosting capacity, Western Jets usage and associated amenities to cater for their administration function, preferably in a shared capacity with other regional football personnel, State level training requirements, capacity to cater for female participation and greater community access.

Dempster Park has traditionally been accessed by the WRFL as a junior finals venue only. With amenities in excellent condition and change rooms that cater for female players and umpires, Dempster Park provides a further opportunity to address venue shortages during finals. Of key concern at this venue is car parking during wet weather, requiring investment into improved parking provision around the ground.

MacPherson Park offers three ovals and was historically considered a regional venue until facilities became tired and fell below required standard. Modifications to enable finals access would include provision of a permanent scoreboard, improved spectator seating and capacity to better secure the site.

Any future master planning by project partners should consider local facility requirements from the *AFL Preferred Facilities Guidelines* combined with consideration for venue capacity to host finals into the future with minimal amenity modification, facility needs for growth programs, female participation, shared usage and community access.

OBJECTIVE 4

Improve the provision of administration, state league level training facilities and finals venues via regional collaboration



Objectives to improve the provision of administration, state league level training facilities and finals venues via regional collaboration:

- 4.1 Project partners work on key regional facility priorities including umpire training venue, finals venues and State level training facilities.
- 4.2 Project partners to seek a long term finals venue(s) arrangement for finals series that provides a geographic spread across the region.
- 4.3 Project partners continue to work collaboratively to secure funding for the Chirnside Park upgrade.
- 4.4 Football specific issues that project partners should consider when planning or renewing football facilities include: growth programs, female participation, shared usage, community access and the *AFL Preferred Facilities Guidelines*.
- 4.5 Hobsons Bay City Council engage with football and other stakeholders during the development of a master plan for W.L.J. Crofts Reserve in 2016-17.
- 4.6 Project partners investigate options to support a summer training venue for the Western Jets and other clubs in the region.



OBJECTIVE 5

Continue to enhance the relationship between football, government and community partners in the planning and provision of facilities and programs

State-wide, 87% of football facilities are provided on land owned and/or managed by local government who carry most of the responsibility for funding the renewal and upgrade of these assets.

With competition for investment in facility upgrades and new development high and increasing, local government is reliant on additional funding through State and Federal government, clubs and peak sports bodies to address the funding shortfall.

Continuing to collaboratively plan facility renewal based on participation trends and projections will maximise facility usage, strategically direct new developments and support football participation growth into the future.

This Strategy is the first step for sport and government to collaboratively determine future investment into facility upgrades and development at a strategic level.

For football to continue to grow and maximise participation, and for LGA's to continue to understand the sports needs, promote healthy and active communities and maximise facility usage and investment outcomes, this collaboration must continue.

Consultation has provided opportunity for sport and government to raise other issues that impact on participation and ultimately facility access requirements.

These issues include opportunities for LGA's and AFL Victoria FDM's to enhance multicultural community initiatives, participation projections in football's growth markets, development of sustainable club models and the need for the sport to identify funding streams to develop infrastructure considered "above standard provision" by LGA's .

Continued LGA support of the AFL Victoria Local Government Forum, initiating regular State of Play Reports, FDM's meeting with Council staff twice per year to collaborate on sports development initiatives and continuation of this Strategy's Project Control Group through Strategy implementation is essential to guarantee initiatives remain current and reflect the strategic direction for the Region.

Strategic directions to continue to enhance the relationship between football, government and community partners in the planning and provision of facilities and programs:

- 5.1 Western Metropolitan Project Control Group to review Western Metropolitan Region Football Facilities Strategy initiatives as a minimum twice yearly to guarantee a collaborative and strategic approach to facility planning and investment.
- 5.2 Western Metropolitan LGA's continue to support AFL Victoria Local Government Forum held every two years.
- 5.3 Initiate annual football State of Play reports, ensuring collective understanding and progress of participation, sports development and facility improvement activities.



STRATEGY IMPLEMENTATION

Implementation of identified facility priorities, planning, sports development and partnership objectives will require collaboration, investment and a commitment of human resources from AFL Victoria, government and industry stakeholders.

IMPLEMENTATION ACTIVITIES

The following Implementation Plans are provided to guide sport and LGA's financial and human resource commitment over the next 10 years. By creating a focus on collaboration, planning, and support for key projects, football can continue to build its capacity to realise many of the potential outcomes identified in this Strategy.

Identification of funding streams and a coordinated approach to accessing funding will be critical to strategic outcomes. The Region's LGA's and AFL Victoria should look to implement a planned approach to State Government for funding provision, particularly relating to the Female Friendly Facility Program and Regional Level facilities. Other funding options available to achieve facility improvements will be the Country Football Netball Program (Melton and Wyndham facilities), AFL Victoria Female Facilities Change Room Fund that sits parallel to the State Government funding specific for improving change room upgrades to better provide for female participants, LGA Capital Works Programs, Community Bank Programs, Club contributions and the AFL Victoria Football Development Fund to fill the gap in infrastructure renewal generally overlooked by other funding bodies.

Implementation objectives are set out in priority framework. However, annual goal and target setting will be required by Strategy owners and partners. Formal evaluation of the Strategy by the project partners will be required to ensure ongoing and consistent alignment with the sport and LGA objectives.



CRITICAL ACTIONS

The Western Metropolitan Region Football Facilities Strategy has been prepared to guide the development of football within the Western Metropolitan Region. It addresses a range of issues and provides clear direction regarding future infrastructure provision to grow participation throughout the Region. It also makes recommendations regarding stakeholder roles and responsibilities.

To support the achievement of proposed objectives highlighted within this Strategy and to ensure the needs of the sport are met in the short, medium and longer-term, **five critical actions** need to be delivered in order to start the change process and set the foundation for a positive future for football in the Region. These critical actions will provide the basis for the delivery of all other remaining tasks and actions and set the foundation for implementation over the next decade to 2025.

CRITICAL ACTION #1	CRITICAL ACTION #2	CRITICAL ACTION #3	CRITICAL ACTION #4
			
Project partners to prioritise change room upgrades for application to SRV Grants Programs, based on current provision and existing and projected female participation to cater for unisex use.	AFL Victoria and LGA's prioritise umpire amenity upgrades to those facilities in poor condition to ensure attraction and retention of umpires.	Project partners work collaboratively to bring facilities with no or low lighting up to minimum standards based on facility usage.	Project partners work on key regional facility priorities including umpire training venue, finals venues and State level training facilities.
CRITICAL ACTION #5			
	Project partners work collaboratively to identify alternate funding streams to support infrastructure renewal.		



KEY STAKEHOLDER IMPLEMENTATION RESPONSIBILITIES

AFL VICTORIA

AFL Victoria will play a lead role in supporting infrastructure projects, identifying funding opportunities and coordinating sport development related initiatives through directing the Region's staff work plans and priorities.

The most critical roles of AFL Victoria will be supporting facility upgrade, renewal and new development and provision of advice on facility requirements that meet the sports' needs. Prioritising facility upgrades, identification of funding streams, managing participation projections, supporting Leagues with facility requirements such as finals and pre-season facility access and providing a Club Establishment Fund for new clubs in growth areas will also be essential to grow participation.

AFL Victoria will need to bring the Region's football community together, assist in prioritising strategic directions and advocate to LGA stakeholders for financial and resource support to deliver key actions.

STATE / FEDERAL GOVERNMENT

Government will play a key support role in the funding of strategic initiatives. It will also be responsible for ensuring continued focus is provided on the delivery of Strategy actions for greater benefit of the Western metropolitan community.

LOCAL GOVERNMENT

The five Western Metropolitan LGAs have a core responsibility to directly deliver football related infrastructure planning, improvement and revitalisation actions, as well as support participation and sport development initiatives.

LGAs will need to consider the implementation of Critical Actions and use Strategy objectives to inform facility investment priorities, internal LGA planning, policy and capital works programs and securing partner investment.

LGAs are encouraged to facilitate three-way communication between Leagues and Clubs and adopt Strategy objectives and priorities, utilising them as the basis for future local planning regarding football.

LEAGUES

Leagues commitment to continued delivery of football in a changing environment is critical. Specific to Strategy implementation, Leagues will need to participate in facility planning and providing information and advice to LGA's on participation trends, strategic directions and goal setting. Critical to infrastructure improvement will be the potential capacity for Leagues to support facility project investment. Implementation of female football, AFL 9's and Access All Abilities programs will continue to be core development opportunities for Leagues to expand participation and grow their base.



OBJECTIVE IMPLEMENTATION PLAN

DELIVERING THE WESTERN METROPOLITAN FOOTBALL FACILITIES STRATEGY

Through the implementation phases of the Strategy there will be three key roles for stakeholders to play:

Initiate

Planning and scoping of the range and timing of Strategic Directions, programs, activities and service provision.

Deliver

On the ground delivery of Strategic Directions, activities and services to the Western Metropolitan community.

Support

Support for program, activity and service delivery through the provision of people, skills, funding, equipment and promotion.

The Western Metropolitan Region Football Facilities Strategy has been developed to provide Strategic Directions that are practical and realistic.

Many Strategic Directions will require further stakeholder consultation. To ensure key actions can be achieved in a timely manner, continued collaboration between sport and government is crucial.

Proposed Strategic Directions have been allocated a level of priority based on their relative impact on delivering the desired outcomes for the Region. A description of each priority level is provided below:

Critical

A Strategic Direction that has a serious impact on ongoing service delivery and without achievement other Strategic Directions cannot be progressed or will be severely hindered in their implementation.

Medium

Strategic Direction that contributes to meeting overall Regional Strategy objectives.

Low

Strategic Direction that contributes to overall Regional Strategy improvement activities.

Ongoing

Strategic Direction that will require ongoing commitment of sport and government stakeholders.

OBJECTIVES

Objective 1: Increase the quality and functionality and maximise the use and carrying capacity of existing facilities

OBJECTIVES	PRIORITY LEVEL	STAKEHOLDER RESPONSIBILITY		
		INITIATOR	DELIVERER	SUPPORTERS
1.1 Project partners to prioritise change room upgrades for application to SRV Grants Programs, based on current provision and existing and projected female participation to cater for unisex use.	Critical	LGA's	LGA's	AFL Victoria, State Government, Leagues & Clubs
1.2 Project partners work collaboratively to bring facilities with no or low lighting up to minimum standards based on facility usage.	Critical	LGA's	LGA's	AFL Victoria, State Government, Leagues & Clubs
1.3 Project partners work collaboratively to identify alternate funding streams to support infrastructure renewal.	Critical	LGA's	LGA's	AFL Victoria, State Government, Leagues & Clubs
1.4 Project partners work collaboratively to prioritise facility investment and renewal (outside of Strategic Directions 1.1 and 1.2) based on club commitment to working towards an agreed sustainable club model that caters for diversity.	Medium	LGA's	LGA's	AFL Victoria, State Government, Leagues and Clubs
1.5 AFL Victoria and Western Metropolitan LGA's partner to identify under utilised venues that could support pre-season needs and anticipated participation growth.	Medium	LGA's	LGA's	AFL Victoria, Leagues and Clubs
1.6 AFL Victoria and Leagues encourage cultural change at the Club level to support acceptance of non traditional venue use and sharing of facilities for pre-season purposes.	Medium	AFL Victoria	Leagues & Clubs	LGA's & Clubs
1.7 Use Facility Ratings and the Framework to Inform and Prioritise Funding Allocation (Appendix 5) to develop future capital works programs.	Medium	LGA's	LGA's	AFL Victoria, Leagues & Clubs

OBJECTIVES

Objective 2: Plan and develop new facilities in key growth areas across the Region in line with community demand

OBJECTIVES	PRIORITY LEVEL	STAKEHOLDER RESPONSIBILITY		
		INITIATOR	DELIVERER	SUPPORTERS
2.1 Collaboration to continue between AFL Victoria and Western Metropolitan LGA's in the planning of new facilities. The local facility requirements from the <i>AFL Preferred Facilities Guidelines</i> to be considered where the facility will cater for football.	Medium	LGA's	AFL Victoria & LGA's	Leagues and Clubs
2.2 Project partners work with AFL Victoria on implementing Pre-season Training Guidelines and access of summer venues.	Medium	AFL Victoria	Leagues & Clubs	LGA's
2.3 AFL Victoria and project partner LGAs investigate options for the installation of a synthetic oval for the Region, including identification of a suitable location and potential funding model.	Medium	LGA's	LGA's	State Government, AFL Victoria, Leagues & Clubs
2.4 AFL Victoria continue to provide a Club Establishment Fund to provide seed funding for the establishment of new football clubs.	Medium	AFL Victoria	AFL Victoria	LGA's & Leagues
2.5 AFL Victoria to maintain a strong relationship with the Metropolitan Planning Authority (MPA) and growth area LGA's to provide sport specific information, spatial requirements and design expertise to inform all current and future Precinct Structure plans being developed.	Medium	AFL Victoria	AFL Victoria	LGA's

OBJECTIVES

Objective 3: Ensure programs and facilities cater for the diversity of residents in the Western Region

OBJECTIVES	PRIORITY LEVEL	STAKEHOLDER RESPONSIBILITY		
		INITIATOR	DELIVERER	SUPPORTERS
3.1 AFL Victoria and LGA's prioritise umpire amenity upgrades to those facilities in poor condition.	Critical	LGA's	LGA's & State Government	AFL Victoria, Leagues & Clubs
3.2 AFL Victoria Football Development Managers, Leagues and Western Metropolitan LGA's meet twice yearly to better collaborate on sports development opportunities within CALD communities.	Medium	AFL Victoria	AFL Victoria & LGA's	Leagues & Clubs
3.3 AFL Victoria Football Development Managers access LGA sports promotion opportunities such as expos and healthy living programs to market football to the wider community.	Low	AFL Victoria	AFL Victoria	LGA's

OBJECTIVES

Objective 4: Improve the provision of administration, state league level training facilities and finals venues via regional collaboration

OBJECTIVES	PRIORITY LEVEL	STAKEHOLDER RESPONSIBILITY		
		INITIATOR	DELIVERER	SUPPORTERS
4.1 Project partners work on key regional facility priorities including umpire training venue, finals venues and State level training facilities.	Critical	AFL Victoria	LGA's	Leagues & Umpire Associations
4.2 Project partners to seek a long term finals venue(s) arrangement for finals series that provides a geographic spread across the region.	Medium	AFL Victoria	LGA's & Leagues	AFL Victoria
4.3 Project partners continue to work collaboratively to secure funding for the Chirnside Park upgrade.	Medium	Wyndham City Council	Wyndham City Council	AFL Victoria, SRV and Werribee Tigers FC
4.4 Football specific issues that project partners should consider when planning or renewing football facilities include: growth programs, female participation, shared usage, community access and the <i>AFL Preferred Facilities Guidelines</i> .	Medium	LGA's	LGA's	AFL Victoria & Leagues
4.5 Hobsons Bay City Council engage with football and other stakeholders during the development of a master plan for W.L.J. Crofts Reserve in 2016-17.	Medium	Hobsons Bay City Council	Hobsons Bay City Council	AFL Victoria, Western Jets, WRFL and Williamstown FC
4.6 Project partners investigate options to support a summer training venue for the Western Jets and other clubs in the region.	Medium	Western Jets and Williamstown FC	LGA's	AFL Victoria, Leagues and Western Jets

OBJECTIVES

Objective 5: Continue to enhance the relationship between football, government and community partners in the planning and provision of facilities and programs

OBJECTIVES	PRIORITY LEVEL	STAKEHOLDER RESPONSIBILITY		
		INITIATOR	DELIVERER	SUPPORTERS
5.1 Western Metropolitan Project Control Group to review Western Metropolitan Region Football Facilities Strategy initiatives as a minimum twice yearly to guarantee a collaborative and strategic approach to facility planning and investment.	Medium	AFL Victoria	AFL Victoria & LGA's	Leagues & Clubs
5.2 Western Metropolitan LGA's continue to support AFL Victoria Local Government Forum held every two years.	Medium	AFL Victoria	LGA's	Leagues
5.3 Initiate annual football State of Play reports, ensuring collective understanding and progress of participation, sports development and facility improvement activities.	Medium	AFL Victoria	AFL Victoria	LGA's

Appendix 1 |

Criteria for rating Facility Infrastructure and Amenities

The following charts outline the ratings used throughout facility audits to determine what amenities a facility has and also the standard (condition, size, general provision) of these amenities. Ratings are based on the preferred minimum standards for a “local level” facility as outlined in the AFL Preferred Facilities Guidelines. Ratings shaded in blue indicate that the amenity is below the preferred minimum standard for a “local level” facility, and highlights an area for upgrade / renewal.

FACILITY CONDITION RATING CRITERIA	
HOME AND AWAY CHANGE ROOM RATINGS	
CHANGE ROOM SIZE (OUT OF 5)	RATING
Greater than 90m2	5
75m2-90m2	4
55m2-75m2	3
45m2-55m2	2
Less than 45m2	1
SHOWER TYPE (OUT OF 6)	RATING
Lockable cubicle	6
Unlockable cubicle	2
Open	1
CHANGE ROOM OVERALL CONDITION (OUT OF 10)	RATING
Excellent condition (as new)	10
Good condition (some wear)	8
Moderate (considerable wear but still comfortable for players)	6
Poor (multiple quality issues identified, is reaching end of life)	4
Very Poor (significant quality issues identified, needs immediate attention)	2
UMPIRE CHANGE ROOM RATINGS	
SHOWER TYPE (OUT OF 6)	RATING
Lockable cubicle	6
Unlockable cubicle	2
Open	1
SUITABLE FOR FEMALE USERS (OUT OF 10) (lockable shower cubicles, separate change area and pan toilets)	RATING
Yes	10
No	0
UMPIRE CHANGE ROOM OVERALL CONDITION (OUT OF 10)	RATING
Excellent condition (as new)	10
Good condition (some wear)	8
Moderate (considerable wear but still comfortable for umpires)	6
Poor (multiple quality issues identified, is reaching end of life)	4
Very Poor (significant quality issues identified, needs immediate attention)	2

FACILITY CONDITION RATING CRITERIA (CONTINUED)	
PAVILION / SOCIAL ROOM RATINGS	
PAVILION / SOCIAL ROOM SIZE (OUT OF 10)	RATING
Greater than 200m ²	10
150m ² -200m ²	8
100m ² -150m ²	6
Less than 100m ²	4
No social/community room	0
PAVILION / SOCIAL ROOM OVERALL CONDITION (OUT OF 10)	RATING
Excellent condition (as new)	10
Good condition (some wear)	8
Moderate (considerable wear but still comfortable for spectators/players)	6
Poor (multiple quality issues identified, is reaching end of life)	4
Very Poor (significant quality issues identified, needs immediate attention)	2
OVAL AND GROUND AMENITIES RATINGS	
DRAINAGE SYSTEM (OUT OF 4)	RATING
Drainage in good operating and efficient condition	4
Drainage functional but requires improvement	3
Drainage system present but dysfunctional	2
No drainage provided	1
CENTRE CRICKET WICKET PROFILE (OUT OF 6)	RATING
No pitch or drop in wicket	6
Turf wicket well maintained	5
Turf wicket with some coverage and hardness issues	4
Synthetic pitch	4
Turf wicket with issues and poor coverage	2
IRRIGATION SYSTEM (OUT OF 2)	RATING
Automatic irrigation system	2
Hose / manual irrigation	1
No irrigation	0
OVAL SURFACE CONDITION - OVERALL RATING (OUT OF 15)	RATING
Excellent condition (as new)	15
Good condition (some wear)	10
Moderate (considerable wear but still playable)	8
Poor Quality (multiple quality issues identified, oval is reaching end of life)	4
Very Poor Quality (safety concerns identified, oval at end of life and requires attention)	2

FACILITY CONDITION RATING CRITERIA (CONTINUED)	
OVAL AND GROUND AMENITIES RATINGS	
OVAL FENCED (OUT OF 1)	RATING
Yes	1
No	0
SPORTS LIGHTING (OUT OF 15)	RATING
300+ lux	15
150 - 300 lux	12
100 - 149 lux (suitable community football night games)	10
50 - 99 lux (minimum training standard)	8
Less than 50 lux	5
No lighting provided	0
SITE FENCED (OUT OF 1)	RATING
Yes	1
No	0

Appendix 1 |

Current Facility Condition Ratings

BRIMBANK		Home Change Room			Away Change Room			Umpires			Social Room		Oval and Amenities							RATING TOTAL OUT OF 132	% OF TOTAL RATING
Reserve	Primary Club / User	Size	Shower Type	Overall Rating	Size	Shower Type	Overall Rating	Shower Type	Female Suitability	Overall Rating	Size	Overall Rating	Drainage	Wicket Profile	Irrigation	Overall Surface Rating	Oval Fence	Lighting	Site Fence		
Ainsworth Reserve	Sunshine Heights FC	2	6	8	2	6	10	6	10	10	6	8	4	5	2	15	1	8	1	110	83%
Delahey Reserve	Taylors Lakes FC	1	6	4	1	6	4	No umpire facilities			No rooms		3	4	2	10	0	10	1	52	39%
Dempster Park	North Sunshine FC	3	6	10	3	6	10	6	10	10	8	8	4	5	2	10	1	12	1	115	87%
Errington Reserve	St Albans FC	1	1	2	1	1	2	1	0	2	No rooms		4	4	2	10	1	10	1	43	33%
Green Gully Reserve	Keilor FC	2	6	10	2	6	8	6	10	8	6	8	3	4	2	4	1	5	1	92	70%
John McLeod Reserve	Deer Park FC	3	1	8	3	1	8	6	10	10	6	8	3	4	2	10	1	10	1	95	72%
JR Parsons Reserve	Albion FC	2	1	6	1	1	6	6	10	8	10	8	3	4	2	8	1	5	1	83	63%
Keilor Park Recreation Reserve	Keilor Park FC	3	1	6	1	1	6	6	10	6	8	8	4	4	2	10	1	5	1	83	63%
Keilor Recreation Reserve	Keilor FC	2	6	10	2	6	10	6	10	8	10	10	4	4	2	15	1	10	1	117	89%
Kings Park Reserve	St Albans FC	5	1	8	4	1	8	6	10	8	10	10	4	5	2	10	1	10	1	104	79%
Lionheart Reserve	Taylors Lakes FC	1	1	4	1	1	4	6	10	6	6	6	3	2	4	8	1	8	1	73	55%
Robert Bruce Reserve	Albanvale FC	1	1	6	1	1	6	1	0	4	10	8	3	5	2	10	1	10	1	71	54%

Appendix 1 |

Current Facility Condition Ratings

HOBSONS BAY		Home Change Room			Away Change Room			Umpires			Social Room		Oval and Amenities							RATING TOTAL OUT OF 132	% OF TOTAL RATING
Reserve	Primary Club / User	Size	Shower Type	Overall Rating	Size	Shower Type	Overall Rating	Shower Type	Female Suitability	Overall Rating	Size	Overall Rating	Drainage	Wicket Profile	Irrigation	Overall Surface Rating	Oval Fence	Lighting	Site Fence		
A.W. Langshaws Reserve	Conversion to AFL 2016	4	6	8	4	6	8	6	0	8	6	8	4	5	2	10	1	8	0	94	71%
Altona Green Park	Overflow venue	2	6	8	2	6	8	6	10	8	4	8	4	5	2	10	1	5	0	95	72%
Bayside Secondary College	Willimstown Juniors FC	3	6	8	3	6	8	6	0	8	No rooms		3	5	2	10	0	8	0	76	58%
Bryan Martyn Oval	Newport Power Junior FC	2	1	8	2	1	8	6	10	8	10	8	3	5	2	10	1	5	0	90	68%
Donald McLean Reserve	Spotswood FC	3	1	6	2	1	6	6	10	6	8	6	3	5	2	10	1	8	0	86	65%
Fearon Reserve	Williamstown CYMS FC	3	1	8	1	1	8	1	0	8	8	8	3	4	2	8	0	8	0	72	55%
J.K. Grant Reserve	Altona FC	3	6	6	2	6	6	6	10	4	8	6	4	5	2	10	1	8	0	93	70%
Laverton Park	Laverton Magpies FC	2	1	8	2	1	8	6	10	8	8	8	3	5	2	10	1	8	0	91	69%
W.L.J. Crofts Reserve	Western Jets FC	4	1	4	4	1	6	2	0	4	6	6	4	5	2	10	1	8	0	68	52%
Williamstown Cricket Ground	Williamstown FC	5	1	10	4	1	10	6	10	10	10	10	4	5	2	10	1	8	1	108	82%

Appendix 1 |

Current Facility Condition Ratings

MARIBYRNONG		Home Change Room			Away Change Room			Umpires			Social Room		Oval and Amenities							RATING TOTAL OUT OF 132	% OF TOTAL RATING
Reserve	Primary Club / User	Size	Shower Type	Overall Rating	Size	Shower Type	Overall Rating	Shower Type	Female Suitability	Overall Rating	Size	Overall Rating	Drainage	Wicket Profile	Irrigation	Overall Surface Rating	Oval Fence	Lighting	Site Fence		
Hanmer Reserve	Seddon Auskick	1	6	10	1	6	10	No umpire facilities			8	10	3	5	1	10	0	5	0	76	58%
Hansen Reserve	North Footscray FC	1	1	2	1	1	2	6	0	2	8	6	4	5	2	10	1	5	1	58	44%
Henry Turner North	Parkside FC	2	1	8	2	1	8	2	0	8	8	8	4	5	2	15	1	5	0	80	61%
Kindersmith Reserve	Sunshine FC	3	1	4	3	1	4	6	10	10	6	6	3	5	2	10	1	5	1	81	61%
McIvor Reserve	Yarraville Seddon FC	1	6	8	1	6	8	6	0	8	4	8	3	4	2	10	0	5	1	81	61%
Pennell Reserve	Braybrook FC	3	1	6	3	1	6	6	0	6	6	6	3	5	1	10	1	5	1	70	53%
Scovell Reserve	WRFL Umpires	2	1	2	No away rooms			No umpire facilities			8	6	3	5	2	10	0	5	0	44	33%
Shorten Reserve	West Footscray FC	3	6	10	2	6	10	6	0	10	8	10	3	5	2	8	1	5	1	96	73%
Whitten Oval	Western Bulldogs	5	1	8	5	6	10	6	10	10	4	10	3	6	2	8	1	5	1	101	77%
Yarraville Oval	Yarraville Seddon FC	2	6	8	2	6	8	6	10	8	6	8	3	5	2	10	1	5	1	97	73%

Appendix 1 |

Current Facility Condition Ratings

MELTON		Home Change Room			Away Change Room			Umpires			Social Room		Oval and Amenities							RATING TOTAL OUT OF 132	% OF TOTAL RATING
Reserve	Primary Club / User	Size	Shower Type	Overall Rating	Size	Shower Type	Overall Rating	Shower Type	Female Suitability	Overall Rating	Size	Overall Rating	Drainage	Wicket Profile	Irrigation	Overall Surface Rating	Oval Fence	Lighting	Site Fence		
Arnolds Creek Recreation Reserve	Melton Centrals FNC (2016)	2	6	10	2	6	10	6	10	10	6	10	4	4	2	15	0	8	0	111	84%
Blackwood Drive Recreation Reserve	Melton Junior FNC	2	1	8	2	1	8	6	10	8	6	8	4	4	2	10	1	8	0	89	67%
Burnside Heights Recreation Reserve	Burnside Heights FC	2	1	8	2	1	8	6	10	8	8	10	4	4	2	15	1	12	0	102	77%
Caroline Springs Town Centre Recreation Reserve++	Caroline Springs FC	2	6	8	2	6	8	2	10	8	4	10	4	4	2	10	1	10	0	97	73%
Diggers Rest Recreation Reserve	Diggers Rest FNC	1	2	6	1	2	6	1	0	4	8	6	3	4	2	10	1	5	1	63	48%
Hillside Recreation Reserve	Hillside FC	2	1	6	2	1	6	6	10	8	8	8	3	4	2	10	1	10	0	88	67%
Ian Cowie Recreation Reserve	Rockbank FNC	2	1	6	2	1	6	6	10	6	10	6	4	4	2	15	1	8	1	91	69%
Macpherson Park Oval 1	Melton FNC	5	1	6	3	1	6	1	0	4	10	6	3	4	2	10	1	8	1	72	55%
Macpherson Park Ovals 2 & 3	Melton Centrals FNC (2015)	2	1	6	2	1	6	1	0	6	4	6	3	4	2	10	1	5	1	61	46%
Melton Recreation Reserve	Melton South FNC	4	1	6	4	1	6	1	0	6	6	8	4	4	2	10	1	10	1	75	57%
Taylors Hill Recreation Reserve++	Hillside FC (juniors only)	2	6	10	2	6	10	6	10	10	4	10	4	4	2	10	0	10	0	106	80%

++Caroline Springs Town Centre Recreation Reserve and Taylors Hill Recreation Reserve are new facilities where core amenity provision is of a high standard. However, as Social Room sizes are less than the 100m2 minimum provision identified in the AFL Preferred Facility Guidelines, they have received a lower rating identifying the facilities as potentially requiring improvement. Redevelopment of social rooms at either of these facilities will not be considered by Melton City Council in the long term.

Appendix 1 |

Current Facility Condition Ratings

WYNDHAM		Home Change Room			Away Change Room			Umpires			Social Room		Oval and Amenities							RATING TOTAL OUT OF 132	% OF TOTAL RATING
Reserve	Primary Club / User	Size	Shower Type	Overall Rating	Size	Shower Type	Overall Rating	Shower Type	Female Suitability	Overall Rating	Size	Overall Rating	Drainage	Wicket Profile	Irrigation	Overall Surface Rating	Oval Fence	Lighting	Site Fence		
Chirnside Park	Werribee FC	5	2	8	5	2	8	2	0	4	10	8	4	5	2	10	1	12	1	89	67%
Dunnings Road Reserve	Point Cook FC	4	6	8	4	6	8	6	10	8	4	8	4	4	2	10	1	8	1	102	77%
Galvin Park	Werribee Centrals FC	4	1	6	4	1	6	6	10	6	8	8	4	5	2	8	1	8	0	88	67%
Glen Orden Reserve	Glen Orden FC	4	6	10	4	6	10	6	10	10	6	10	4	4	2	10	1	8	0	111	84%
Goddard Street Reserve*	Wyndham Suns FC	4	6	10	3	6	10	6	10	10	4	10	4	4	2	10	1	10	0	110	83%
Hogans Road Reserve	Hoppers Crossing FC	4	1	10	3	1	10	6	10	10	10	10	4	5	2	10	1	8	0	105	80%
Howqua Way Reserve	Manor Lakes FC	3	6	10	3	6	10	6	10	10	4	10	4	4	2	15	1	10	0	114	86%
Little River Reserve	Little River Junior FC	5	None	8	5	None	8	No umpire facilities			8	6	4	4	2	10	1	5	1	67	51%
Price Reserve	Werribee Districts FC	4	1	6	4	1	6	No umpire facilities			4	4	4	4	2	8	1	5	0	54	41%
Saltwater Reserve**	Point Cook FC	4	6	8	3	6	8	6	10	10	6	8	4	5	2	10	1	10	0	107	81%
Soldiers Reserve Reserve	Werribee Districts FC	4	1	6	4	1	6	6	10	10	8	8	4	5	2	10	1	8	0	94	71%
Warringa Reserve	Wyndham All Abilities FC	3	6	6	3	6	6	None	0	6	4	6	4	4	2	8	0	10	1	75	57%
Windorah Way Reserve	Sanctuary Lakes FC	3	6	10	3	6	10	6	10	10	4	10	4	4	2	15	1	10	0	114	86%
Wootton Road Reserve**	Tarneit FC	3	6	10	3	6	10	6	10	10	6	10	4	4	2	15	1	10	0	116	88%

Appendix 1 |

Current Facility Condition Ratings

WYNDHAM		Home Change Room			Away Change Room			Umpires			Social Room		Oval and Amenities							RATING TOTAL OUT OF 132	% OF TOTAL RATING
Reserve	Primary Club / User	Size	Shower Type	Overall Rating	Size	Shower Type	Overall Rating	Shower Type	Female Suitability	Overall Rating	Size	Overall Rating	Drainage	Wicket Profile	Irrigation	Overall Surface Rating	Oval Fence	Lighting	Site Fence		
Wyndhamvale North Reserve	Overflow venue	2	6	6	2	6	6	6	10	8	6	6	3	4	2	10	1	5	0	89	67%
Wyndhamvale South Reserve	Wyndhamvale FC	3	6	10	3	6	10	6	10	10	8	10	4	5	2	15	1	10	0	119	90%
Prudence Parade Reserve	Sanctuary Lakes FC	3	6	10	3	6	10	6	10	10	4	10	4	4	2	15	1	10	0	114	86%

* Wyndham policy is to light second ovals to reduce the load/usage levels on the primary oval. Lighting ratings at Goddard Street Reserve, Saltwater Reserve and Wootton Reserve are based on second oval lux levels. Primary ovals for these sites are not lit.

Appendix 2 |

Western Metropolitan Region Facilities with Lighting Below Minimum Training Standard (50 lux) and Usage Levels Based on Club Participants

The following charts outlines those facilities that have no or lighting below the minimum training standard (50 lux). For strategic planning purposes, it is recommended that priority upgrades be made to improve player safety and invest in those reserves that have an associated NAB AFL Auskick Centre and cater for junior and / or female participation.

	Reserve	Primary Club / User	# Teams 2014	Auskick Participants	Female Teams	Lighting Rating	Lux level to be developed
BRIMBANK	Green Gully Reserve	Keilor FC	17	155	1	5	50+ lux
	Keilor Recreation Reserve					10	At minimum level
	JR Parsons Reserve	Albion FC	7	14	0	5	50+ lux
	Keilor Park Recreation Reserve	Keilor Park FC	4	16	0	5	50+ lux
	Reserve	Primary Club / User	# Teams 2014	Auskick Participants	Female Teams	Lighting Rating	Lux level to be developed
HOBSONS BAY	Altona Green Park	Overflow venue	NA	NA	NA	5	Overflow - lighting not required
	Bryan Martyn Oval	Newport Power Junior FC	8	172	0	5	50+ lux
	Reserve	Primary Club / User	# Teams 2014	Auskick Participants	Female Teams	Lighting Rating	Lux level to be developed
MARIBYRNONG	Hanmer Reserve	Seddon Auskick	0	128	0	5	Auskick - lighting not required
	Hansen Reserve	North Footscray FC	3	42	0	5	50+ lux
	Henry Turner North	Parkside FC	2	0	0	5	50+ lux
	Kindersmith Reserve	Sunshine FC	7	0	0	5	50+ lux
	Mclvor Reserve	Yarraville Seddon FC	12	0	0	5	50+ lux
	Pennell Reserve	Braybrook FC	2	0	0	5	50+ lux
	Scovell Reserve	WRFL Umpires**	12	0	0	5	50+ lux
	Shorten Reserve	West Footscray FC	6	47	0	5	50+ lux
	Whitten Oval	Western Bulldogs	2	60	0	5	150+ lux
	Yarraville Oval	Yarraville Seddon FC	12	0	0	5	50+ lux

Appendix 2 | (continued)

Western Metropolitan Region Facilities with Lighting Below Minimum Training Standard (50 lux) and Usage Levels Based on Club Participants

	Reserve	Primary Club / User	# Teams 2014	Auskick Participants	Female Teams	Lighting Rating	Lux level to be developed
MELTON	Brookside Recreation Reserve	Caroline Springs Auskick	0	311	0	5	Auskick - lighting not required
	Diggers Rest Recreation Reserve	Diggers Rest FNC / Diggers Rest Juniors FC	7	19	0	5	50+ lux
	Macpherson Park Oval 2	Melton Centrals FNC / Melton Centrals Junior FC	7	0	0	5	50+ lux
	Walhalla Drive Reserve	Eynesbury Auskick	0	81	0	0	Auskick - lighting not required
	Reserve	Primary Club / User	# Teams 2014	Auskick Participants	Female Teams	Lighting Rating	Lux level to be developed
WYNDHAM	Little River Reserve	Little River Junior FC	Unknown	Unknown	Unknown	5	50+ lux
	Price Reserve	Werribee Districts FC	14	0	0	5	50+ lux
	Wyndhamvale North Reserve	Wyndhamvale FC	13	114	2	5	50+ lux
	Wyndhamvale South Reserve					10	At minimum level

** 300+ registered WRFL Umpires access both Saltwater Reserve and Scovell Reserve for training purposes. Team number shown is based on these registrations.

Appendix 3 |

Western Metropolitan Region Turf Load Modelling for the three largest Clubs within each project partner LGA

USAGE CALCULATION			
Senior	Youth (U13s to U17s)	Junior (U12 and below)	Capacity
3 hours per week per team	2.4 hours per week per team	1 hour per week per team	Based on drainage provision

	Reserve	Primary Club / User	# Junior Teams	# Youth Teams	# Senior Teams	Usage (hours)	Capacity (hours)
BRIMBANK	John McLeod Reserve	Deer Park FC	3	4	3	21.6	16-20
	Lionheart Reserve	Taylors Lakes FC	5	4	2	21	16-20
	Green Gully Reserve	Keilor FC**	12	9	2	39.8	16-20
HOBSONS BAY	Donald McLean Reserve	Spotswood FC**	2	5	2	20	32-40
	Bryan Martyn Oval	Newport Power FC	12	3	0	19.1	16-20
	Bayside Secondary College	Williamstown Juniors FC	9	7	0	25.8	16-20
MARIBYRNONG	Kindersmith Reserve	Sunshine FC	3	2	2	13.8	16-20
	Shorten Reserve	West Footscray FC	5	1	2	13.3	16-20
	Yarraville Oval	Yarraville Seddon Eagles FC	5	5	2	23	16-20
MELTON	Caroline Springs Town Centre Recreation Reserve	Caroline Springs FC	7	4	2	22.6	21-25
	Burnside Heights Recreation Reserve	Burnside Heights FC	10	4	2	25.8	21-25
	Hillside Recreation Reserve	Hillside FC**	7	5	3	28	16-20
WYNDHAM	Hogans Road Reserve	Hoppers Crossing FC++	5	6	2	25.4	42-50
	Wyndhamvale South Reserve	Wyndhamvale FC**	4	6	3	27.4	21-25
	Soldiers Reserve	Werribee Districts FC++	6	6	2	26.4	42-50

Note: Capacity is based on the sum of all floodlit grounds accessed by the Primary Club / User

** indicates that the Primary Club/User has access to a second facility which is **not** floodlit

++ indicates that the Primary Club/User has access to a second facility which is floodlit

Appendix 4 |

Future Club Model

The **Future Club Model** does not seek to grow clubs beyond the capacity of facilities they have access to or the capabilities of the people who operate them. 21 teams per club is an aspirational goal, however, those clubs embracing change in diversity and participation should be encouraged and rewarded for their efforts over those who continue with the traditional football club model.

BASE FUTURE CLUB MODEL 13 TEAMS AND ALIGNED TO A NAB AFL AUSKICK CENTRE	
Senior Teams x 4	<ul style="list-style-type: none"> • Senior Male • Senior Female • Reserves Male • FIDA, Club 18's or Masters Team
Youth Teams x 2	<ul style="list-style-type: none"> • Youth Male Team (between Under 14's to Under 18's) • Youth Girls Teams
Junior Teams x 7	<ul style="list-style-type: none"> • Combination of male and female teams from Under 8's to Under 12's
NAB AFL Auskick Centre	<ul style="list-style-type: none"> • Aligned with Club
ASPIRATIONAL MODEL AS A CLUB MATURES 21 TEAMS AND ALIGNED TO A NAB AFL AUSKICK CENTRE	
Senior Teams x 4	<ul style="list-style-type: none"> • Senior Male • Senior Female • Reserves Male • Reserves Female • FIDA Team • Club 18's • Masters Team
Youth Teams x 2	<ul style="list-style-type: none"> • Youth Male Team (between Under 14's to Under 18's) • Youth Girls Teams
Junior Teams x 7	<ul style="list-style-type: none"> • Male and female teams across all team age categories from Under 8's to Under 12's
NAB AFL Auskick Centre	<ul style="list-style-type: none"> • Aligned with Club and offers stand alone girls group and AAA sessions

PROPOSED FRAMEWORK TO INFORM AND PRIORITISE FUNDING ALLOCATION

COMPONENT / CAPABILITY	WEIGHTING	CLUB RATING
Facility condition rating from the <i>Western Metropolitan Football Facilities Strategy</i>	30	
Club has the ability to financially co-contribute (cash and/or in kind) to identified infrastructure upgrade	15	
Club has a detailed five year strategic plan	10	
Club has implemented the required policies and procedures as set by AFL Victoria, associated League and LGAs	10	
Club produces and operates to an annual budget	5	
Club supports a youth and / or senior female football team	5	
Club supports FIDA team and/or AAA participation program (for example through a NAB AFL Auskick Centre)	5	
Club supports junior teams	5	
Club is aligned with or supports a NAB AFL Auskick Centre	5	
Club actively participates in AFL Vic training, club development and accreditation initiatives	5	
Club is financially up to date with relevant Council accounts	5	
Total	100	/100

Note: "Component / Capability" and "Weighting" are provided as a guide only and may be modified according to individual LGA strategic planning priorities.

Appendix 6 | Western Metropolitan Football Club Registrations by AFL Victoria Player Category, League, Club and LGA (2014)

BRIMBANK	Football Club	Auskick	Junior	Youth Boys	Youth Girls	Senior	Senior Women	Total	# Allocated Grounds	# Other Venues Accessed	# Participants per Ground/s Allocated to AFL (20 ovals)
EDFL	Keilor FC	155	150	200	25	50	0	580	2	0	290
	Keilor Park Football Club	16	50	0	0	50	0	116	2	0	58
	Taylors Lakes FC	66	125	100	0	50	0	341	3	0	114
VAFA	PEGS FC	0	0	0	0	100	0	100	0	0	No allocation
WRFL	Albanvale FC	0	25	50	0	50	0	125	1	0	125
	Albion FC	14	50	75	0	50	0	189	2	0	95
	Deer Park FC	0	75	75	25	50	25	250	2	0	125
	North Sunshine FC	0	0	0	0	50	0	50	1	0	50
	St Albans FC	0	25	50	25	50	50	200	2	0	100
	Sunshine Heights FC	0	50	0	0	50	0	100	1	0	100
Auskick (Community & School based)	Albanvale Auskick	22	0	0	0	0	0	22	0	0	No allocation
	Brimbank Auskick	25	0	0	0	0	0	25	0	1	25
	Carinlea Auskick	34	0	0	0	0	0	34	0	1	34
	Deer Park Auskick	23	0	0	0	0	0	23	0	0	No allocation
	Overnewton After School Program	91	0	0	0	0	0	91	0	1	91
	St Albans Melbourne Auskick	48	0	0	0	0	0	48	0	0	No allocation
	Sunshine Auskick	46	0	0	0	0	0	46	0	1	46
	West Sunshine Auskick	5	0	0	0	0	0	5	0	0	No allocation
Grand Total		545	550	550	75	550	75	2345	16	4	117

Note: Data represents all known AFL Victoria affiliated team numbers for Season 2014

Note: Data may not include all player registrations within the Region.

Note: Deer Park FC and St Albans FC have teams that play in the Victorian Women's Football League.

Note: Share Arrangement indicates that the Club does not have a dedicated facility. It is assumed the Club accesses a ground for training and match purposes allocated to another Club in the Region.

HOBSONS BAY	Football Club	Auskick	Junior	Youth Boys	Youth Girls	Senior	Senior Women	Total	# Allocated Grounds	# Other Venues Accessed	# Participants per Ground/s Allocated to AFL (15 ovals)
FIDA	Williamstown Seagulls FC	0	0	0	0	50	0	50	0	0	Share arrangement
VFL and TAC Cup	Western Jets	0	0	25	0	0	0	25	0	0	Share arrangement
	Williamstown FC	0	0	0	0	50	0	50	1	0	50
VAFA	Williamstown CYMS	0	0	0	0	125	0	125	1	0	125
WRFL	Altona FC	0	0	25	0	50	0	75	3	1	97.25
	Altona Juniors FC	0	100	75	25	0	0	200	0	0	Share arrangement
	Laverton Magpies FC	27	0	0	0	50	0	77	1	0	77
	Newport Power FC	172	125	75	0	0	0	372	1	1	186
	Spotswood FC	58	50	125	0	50	0	283	2	0	141.5
	Williamstown Juniors FC	168	225	175	0	0	0	568	2	0	284
VMSL	Williamstown Superules FC	0	0	0	0	75	0	100	2	0	62.5
Auskick (Community & School based)	Altona Auskick	114	0	0	0	0	0	114	0	0	Share arrangement
Grand Total		539	500	500	25	450	0	2014	13	2	135

Note: Data represents all known AFL Victoria affiliated team numbers for Season 2014

Note: Data may not include all player registrations within the Region.

Note: 1 oval shared between Williamstown CYMS and Williamstown Seagulls FC

Note: 2 ovals shared between Williamstown Superules FC and Western Jets

Note: Western Jets run a number of development teams but player numbers are captured in other club statistics. Accordingly, “# Participants per Ground/s Allocated to AFL” for Western Jets is not reflective of oval usage at the facility they access.

Note: Share Arrangement indicates that the Club does not have a dedicated facility. It is assumed the Club accesses a ground for training and match purposes allocated to another Club in the Region.

MARIBYRNONG	Football Club	Auskick	Junior	Youth Boys	Youth Girls	Senior	Senior Women	Total	# Allocated Grounds	# Other Venues Accessed	# Participants per Ground/s Allocated to AFL (10 ovals)
FIDA	North Footscray Devils FC	0	0	0	0	25	0	25	0	0	Share arrangement with North Footscray FC
Vic Metro Superules FL	Western Kangaroos FC	0	0	0	0	50	0	50	0	0	Share arrangement
WRFL	Braybrook FC	0	0	0	0	50	0	50	1	0	50
	North Footscray FC	42	25	0	0	50	0	117	2	0	58.5
	Parkside FC	0	0	0	0	50	0	50	1	0	50
	Sunshine FC	0	75	50	0	50	0	175	1	1	87.5
	West Footscray FC	47	75	25	0	50	0	197	1	0	197
	Yarraville Seddon Eagles FC	0	125	125	0	50	0	300	2	0	150
Auskick (Community and School based)	Parkside Auskick	52	0	0	0	0	0	52	0	0	Share arrangement
	Seddon Auskick	128	0	0	0	0	0	128	1	0	128
	Western Bulldogs WRFL All Girls Auskick	60	0	0	0	0	0	60	0	0	Share arrangement
	Yarraville Auskick	94	0	0	0	0	0	94	0	0	Share arrangement
Grand Total		423	300	200	0	375	0	1298	9	1	130

Note: Data represents all known AFL Victoria affiliated team numbers for Season 2014

Note: Data may not include all player registrations within the Region.

Note: Share Arrangement indicates that the Club does not have a dedicated facility. It is assumed the Club accesses a ground for training and match purposes allocated to another Club in the Region.

MELTON	Football Club	Auskick	Junior	Youth Boys	Youth Girls	Senior	Senior Women	Total	# Allocated Grounds	# Other Venues Accessed	# Participants per Ground/s Allocated to AFL (16 ovals)
BFL	Melton FC Incorporated	0	0	0	0	75	25	100	0	0	Share arrangement
	Melton South FNC	0	0	0	0	75	0	75	0	0	Share arrangement
EDFL	Burnside Heights FC	105	150	100	0	50	0	405	2	0	203
	Hillside FC**	0	175	175	0	75	0	425	2	0	213
RDFL	Diggers Rest FC	0	0	25	0	50	0	75	1	0	75
	Diggers Rest Juniors FC	0	50	50	0	0	0	100	0	0	Share arrangement
	Melton Central Juniors FC	0	50	50	0	0	0	100	0	0	Share arrangement
	Melton Centrals FC	0	0	25	0	50	0	75	2	0	38
	Melton Juniors FC	0	100	100	0	0	0	200	2	0	100
	Melton South Juniors FC	0	100	100	0	0	0	200	0	0	Share arrangement
	Rockbank FC	0	0	25	0	50	0	75	1	0	75
Vic Country Masters FL	Melton Masters FC	0	0	0	0	50	0	50	0	0	Share arrangement
WRFL	Caroline Springs FC	0	175	100	0	50	0	325	3	0	108
Auskick (Community & School Based)	Caroline Springs Auskick	311	0	0	0	0	0	311	0	1	311
	Diggers Rest Auskick	19	0	0	0	0	0	19	0	0	Share arrangement
	Eynesbury Auskick	81	0	0	0	0	0	81	0	1	81
	Hillside Auskick	74	0	0	0	0	0	74	0	0	Share arrangement
	Kurunjang Auskick	82	0	0	0	0	0	82	0	1	82
	Melton (Friday) Auskick	87	0	0	0	0	0	87	0	0	Share arrangement
	Melton (Saturday) Auskick	65	0	0	0	0	0	65	0	0	Share arrangement
Grand Total		824	800	750	0	525	25	2924	13	3	183

Note: Data represents all known AFL Victoria affiliated team numbers for Season 2014

Note: Data may not include all player registrations within the Region.

*Note: **Hillside FC field a side in the Victorian Metropolitan Superules Football League. Player numbers have been included in the overall total for Hillside FC*

Note: Does not include participant numbers for Melton South FC and Melton FNC as they are affiliated with AFL Goldfields Commission. Club facilities for these two Clubs however, have been audited as part of this Strategy.

Note: Share Arrangement indicates that the Club does not have a dedicated facility. It is assumed the Club accesses a ground for training and match purposes allocated to another Club in the Region.

WYNDHAM	Football Club	Auskick	Junior	Youth Boys	Youth Girls	Senior	Senior Women	Total	# Allocated Grounds	# Other Venues Accessed	# Participants per Ground/s Allocated to AFL (29 ovals)
FIDA	Wyndham All Abilities FCC	0	0	0	0	50	0	50	1	0	50
GDFL	Werribee Centrals Sports Club	0	0	0	0	50	0	50	0	0	Share arrangement
VFL & TAC Cup	Werribee Tigers FC	0	0	0	0	50	0	50	0	0	Share arrangement
VAFA	Point Cook AFC	0	0	0	0	75	0	75	0	0	Share arrangement
	Westbourne Grammarians FC	0	0	0	0	75	0	75	0	0	Share arrangement
	Wyndham Suns FC	0	0	0	0	25	0	25	2	0	13
Vic Metro Superules FL	Werribee Masters FC	0	0	0	0	75	0	75	0	0	Share arrangement
WRFL	Glen Orden FC**	0	50	25	0	75	0	150	2	0	75
	Hoppers Crossing FC	0	125	150	0	50	0	325	2	0	163
	Manor Lakes FC	0	50	75	0	50	25	200	1	0	200
	Point Cook FC	0	175	125	0	0	0	300	3	0	100
	Sanctuary Lakes FC	0	100	100	0	50	0	250	2	0	125
	Tarneit FC	0	50	25	0	50	0	125	2	0	63
	Werribee Centrals FC	0	100	100	0	0	0	200	2	0	100
	Werribee Districts FC	0	150	150	0	50	0	350	2	0	175
	Wyndham Suns FC	0	50	75	0	0	0	125	2	0	63
	Wyndhamvale FC	0	100	125	25	50	25	325	3	0	108
Auskick (Community & School based)	Bellbridge Auskick	95	0	0	0	0	0	95	0	1	95
	Glenordern Auskick	25	0	0	0	0	0	25	0	0.5	50
	Hoppers Crossing Auskick	109	0	0	0	0	0	109	0	0.5	218
	Laverton Magpies Auskick	32	0	0	0	0	0	32	0	1	32
	Manor Lakes Auskick	82	0	0	0	0	0	82	0	0	Share arrangement
	Manorvale Auskick	70	0	0	0	0	0	70	0	1	70
	Point Cook Auskick	137	0	0	0	0	0	137	0	0	Share arrangement

Note: Data represents all known AFL Victoria affiliated team numbers for Season 2014

Note: Data may not include all player registrations within the Region.

Note: **Glen Orden FC field a side in the Victorian Country Masters Football League. Player numbers have been included in the overall total for Glen Orden FC.

Note: Share Arrangement indicates that the Club does not have a dedicated facility. It is assumed the Club accesses a ground for training and match purposes allocated to another Club in the Region.

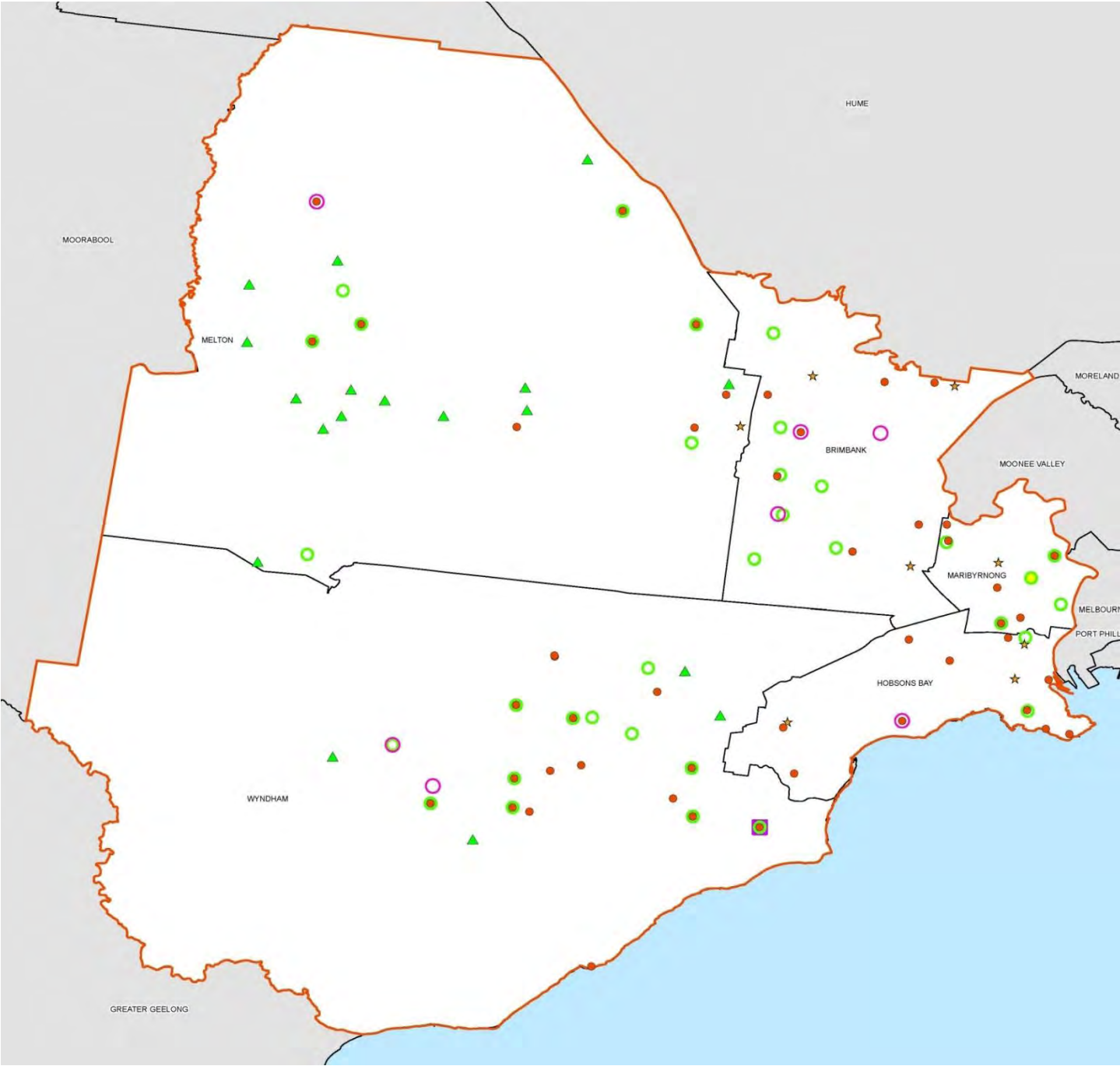
WYNDHAM	Football Club	Auskick	Junior	Youth Boys	Youth Girls	Senior	Senior Women	Total	# Allocated Grounds	# Other Venues Accessed	# Participants per Ground/s Allocated to AFL (29 ovals)
Auskick (Community & School based)	Point Cook North Auskick	114	0	0	0	0	0	114	0	0	Share arrangement
	Sanctuary Lakes Auskick	237	0	0	0	0	0	237	0	0	Share arrangement
	Sayers Road Auskick	100	0	0	0	0	0	100	0	1	100
	Tarneit Auskick	127	0	0	0	0	0	127	0	0	Share arrangement
	Werribee Auskick	140	0	0	0	0	0	140	0	0	Share arrangement
	Werribee Centrals Auskick	73	0	0	0	0	0	73	0	0	Share arrangement
	Wyndham Vale Auskick	114	0	0	0	0	0	114	0	0	Share arrangement
Grand Total		1455	950	950	25	775	50	4205	24	5	145

Note: Data represents all known AFL Victoria affiliated team numbers for Season 2014

Note: Data may not include all player registrations within the Region.

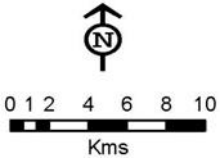
Note: Share Arrangement indicates that the Club does not have a dedicated facility. It is assumed the Club accesses a ground for training and match purposes allocated to another Club in the Region.

Appendix 7 | Western Metropolitan Region All Current Football Venues including Auskick Centres and Proposed New Venues



Legend Facility Type

-  Auskick Centres
-  Auskick & Club
-  Club Only
-  Womens & Girl Clubs
-  New Venues





Value of a Community Football Club



Research Background

The Centre for Sport and Social Impact (CSSI) at La Trobe University was commissioned by AFL Victoria to determine the social value of a “typical” community football club; specifically its social, health and community impact.

Research Design

The research design comprised two stages:

1. Conducting nine case studies on the activities and outcomes of football clubs in various locations across Victoria developed through 110 in-depth interviews with club and community members; and
2. A survey sent to all members of AFL Victoria football clubs across the state (with 1677 returned) examining individual health, well-being, trust and social connectedness.

It is important to note that this research includes the views of people outside of football clubs. The research design deliberately sought to confirm the views of football club members with those in their communities in developing the case studies and comparing the results of the survey of football club members with the general community.

For every \$1 spent on a community football club, there is at least \$4.40 return in social value.



Social Return on Investment

The social return on investment for an average community football club indicates that for every \$1 spent to run a club, there is at least \$4.40 return in social value in terms of increased social connectedness, wellbeing, and mental health status; employment outcomes; personal development; physical health; civic pride and support of other community groups.

SROI is an increasingly accepted method for undertaking impact assessments, especially for community focussed organisations and has been identified by the Productivity Commission as a comprehensive method for social impact assessment. SROI is based on program logic – the process of identifying the inputs, activities, outputs, outcomes and impacts associated with an organisation.

Social Outcomes

1. Football clubs provide an environment where people are more socially connected at every age group compared to other Victorians.
2. Football clubs are 3 times more useful for developing social networks than work, education or other community group networks.
3. Football clubs provide club members greater social support than through their other social networks.
4. Football clubs help people develop skills in public speaking, problem solving, decision making, conflict resolution, and dealing with people from diverse backgrounds.
5. Football clubs provide individuals, particularly those aged 15 to 24, with significantly increased chances of securing employment via the social networks provided by the club.

Health Outcomes

1. Football clubs are important and effective vehicles for delivering health and safety campaign messages for young people.
2. Individuals associated with a football club have a greater level of self-reported wellbeing at every age group compared to a sample of the Victorian population.
3. Individuals associated with a football club have higher levels of self-reported physical and mental health at most age groups compared to a sample of the Victorian population.
4. The self-reported mental health of people aged 18-24 associated with a football club is substantially higher than the general population; given the higher incidence of mental health issues among young people, it could be argued that 'football clubs help those at greatest risk of poor mental health'.



Things that would suffer if my football club disappeared ...



'We joined this club when we moved; I didn't know a single person in the town. Now I can walk down the street and know lots of people.'

'You know the one thing about footy, whenever you meet up with someone you played footy with, you've always got something to talk about, it creates those lifelong connections with people.'

'My football club is like a second family to me and everyone involved with the club. Not only have I gained many lifelong friends, but I have role models who I look up to and have taught me so much since joining the club. Our club is a place where you can go to escape from normal everyday life and also confront your problems with the help of the people at the club.'



'Our club is the hub of our community. I have witnessed young boys who come from abusive homes and are disconnected from school and the community come to our club and feel part of a team. These boys learn respect, discipline, team work, responsibility, mate ship and a sense of belonging.'

'You can always be welcomed down at the football club – it doesn't matter who you are or what your background is.'

'My football/netball club brings the community together. Living in a country area, it is a place that allows everyone to catch up at least once a week, brings the family together and strengthens relationships.'

'I know from my own experience that I would not be in the career I am now if it was not for the contacts I made through football.'

Community Outcomes

1. Football clubs harness the collective energy of players, coaches, administrators, volunteers and supporters to not only deliver sport and social activities for members, but for their respective communities.
2. Football clubs are increasingly engaged with their communities, delivering a range of services such as school holiday clinics and health awareness programs in schools, while supporting other community groups' events and fundraising efforts, supporting health awareness and education campaigns, and supporting socially disadvantaged members of the community participate in football.
3. A football club's reach is significant and extends beyond its players, coaches, administrators and volunteers; for every 1 player, football clubs reach 10 people in their community, generating increased civic pride.
4. Football clubs are considered the hub of a community, particularly in rural and regional areas, are a focal point for community efforts in times of crisis and celebration, and are considered by club and community members as central to shaping the identity of a township or area.
5. Sponsors typically support community football clubs to assist them deliver community benefits rather than for commercial gain.
6. Football club leaders, on and off the field, are considered community role models.

Economic Outcomes

1. As highlighted under social outcomes, football clubs create direct employment opportunities for their communities.
2. Football clubs are large consumers within their own communities, supporting local businesses such as bakeries, cafes, hotels, butchers, restaurants and local trades people.
3. The average community football club in Victoria makes an annual economic contribution of \$630,000 (Street Ryan Economic Contribution Assessments of Australian Football).

It does not matter where you live, how long or how often you are involved in a football club, or what role you have (player, coach, volunteer, supporter) in the club, people associated with a football club experience greater social connectedness, wellbeing and self-reported physical and mental health.

For further information on this project contact:

AFL Victoria at reception@aflvic.com.au

www.latrobe.edu.au/cssi



A football club's reach is significant and extends beyond the players, coaches, administrators and volunteers within the club; for every 1 player, football clubs reach 10 people in their community.

Reach of football clubs

