

MELBOURNE SOUTH FOOTBALL FACILITIES STRATEGY



The nine Local Government Authorities (LGA's) within the Melbourne South region, in association with the South Metro Junior Football League, the Southern Football Netball League and AFL Victoria, have partnered to develop a Football Facilities Strategy to guide the future planning and development of football facilities throughout the region.

The Strategy will address current and future demand for infrastructure to support the growth of football and provide a prioritised list of improvements and developments to guide investment decisions.

The Melbourne South region is one of the fastest growing regions in Victoria and will support over 20% of Victoria's expected population growth to 2031, estimated to be an additional 361,000 people.

The region currently has a high participation base, estimated at 21,000 players including football, school participants, AFL 9's and NAB AFL Auskick players. There are 60 local football clubs and 66 venues that will be included within the study area.

Facility access demand is anticipated to increase. This increase, combined with ageing facilities with restricted opportunity for expansion and the rapid implementation of new facilities in growth areas, has created the need to further investigate football facility provision within the region. There is also a mixture of over and under-utilised facilities which need to be explored to support growth and venue capacity.

KEY STRATEGY OUTCOMES WILL BE TO:

- address the issues and gaps in football facility provision on a regional scale
- optimise current facility usage levels
- avoid facility duplication
- coordinate and align future facility provision
- target investment that meets identified and prioritised need
- provide better facility outcomes for Melbourne South communities

PLANNING FOR FOOTBALL IN THE MELBOURNE SOUTH REGION

The Melbourne South region incorporates the nine Local Government Areas of Bayside City Council, City of Casey, Frankston City Council, Glen Eira City Council, City of Greater Dandenong, Kingston City Council, Monash City Council, City of Port Phillip and City of Stonnington.

A regional approach to football facility planning across the region will provide an understanding of current and future demand, provide recommendations for new facilities and ensure greater access to higher quality facilities for the region's current and future residential populations.

The Strategy will consider the condition of existing facilities, identify current participation trends and service provision changes in football in order to enhance football delivery in Melbourne's South.

The Strategy will also identify regional and local priorities for football facility provision to guide future decision making for development, growth and promotion of football and associated clubs, facilities and programs across the region.

It is the intent of project partners to develop a realistic Strategy that identifies short, medium and long-term priorities and the roles that all stakeholders can play in the resourcing and delivery of an aligned, sustainable and innovative model for Australian football facility provision across the region. The Strategy will focus solely on facility provision and will not be investigating sport or club development initiatives.





PROJECT GOVERNANCE

It is important that key stakeholders work together on regional planning strategies and all government, sport and community partners are consulted.

The South Metro Junior Football League is managing the project on behalf of the Southern Melbourne LGAs and football stakeholders, coordinating the input and involvement of all project partners.

Whilst the South Metro Junior Football League has taken a lead role in project delivery it is imperative that all football, sport and government stakeholders across the region are consulted and actively participate in Strategy development so facility needs are conveyed and fully understood.

To ensure the strategy engages with a range of stakeholders at key stages throughout the project, the following governance structure has been developed to guide project deliverables and meet communication and consultation expectations.

PROJECT CONTROL GROUP (PCG)

To provide high level direction on key issues and supporting technical advice and input into the project.

PCG members: *City of Kingston, City of Casey, AFL Victoria, South Metro Junior Football League and Southern Football Netball League.*

PROJECT REFERENCE GROUPS (PRG)

Sport and Government Project Reference Groups will be established to provide a formal mechanism for project partners to consult with key stakeholder groups. Project Reference Group members will provide specialist advice and enable community participation in the development of the Strategy.

PRG– Sport members:

- *AFL Victoria (TAC Cup, Under 18 Girls Competition and VFL / VFL Women's)*
- *Victorian Amateur Football Association*
- *South East Juniors Football League*
- *Cricket Victoria*
- *Netball Victoria*
- *Project Control Group members*

PRG– Government members:

- *Bayside City Council*
- *City of Casey*
- *Frankston City Council*
- *Glen Eira City Council*
- *City of Greater Dandenong*
- *Monash City Council*
- *City of Port Phillip*
- *City of Stonnington*
- *Project Control Group members*

PROPOSED PROJECT STAGES

Stage 1 (May – June 2017)

Project Commences

Stage 2 (June – July 2017)

Background Review and Facility Audits

Stage 3 (July 2017)

Stakeholder Workshops

Stage 4 (August 2017)

SWOT Analysis and Key Findings Report

Stage 5 (September – November 2017)

Draft Strategy

Stage 6 (December 2017)

Final Strategy

QUICK FACTS

9 Local Government Authorities

60 Registered Clubs

66 Grounds and Facilities

21,000+ Players



HOW CAN I GET INVOLVED?

There are several opportunities to participate in development of the Melbourne South Football Facilities Strategy.

Key consultation milestones have been established to ensure the Southern Melbourne football community have an opportunity to participate in the project. These milestones include

- Project Reference Group Consultation Workshops
- Review and written feedback of the Key Findings report
- Project Reference Group Draft Strategy Workshops
- Review and written feedback on the Draft Strategy

The wider Southern Melbourne football community will also have an opportunity to provide feedback at the Draft Strategy stage.

Feedback received during consultation will be reviewed by the Project Control Group for consideration as part of delivering the Final Strategy.

The proposed consultation timeline is further outlined below .

JULY - AUGUST 2017

Reference Group Workshops and Key Findings Report

Consultation workshops and opportunity for Reference Group members to provide written feedback

SEPTEMBER – OCTOBER 2017

Draft Melbourne South Football Facilities Strategy

Consultation and opportunity to provide written feedback

NOVEMBER 2017

Final Draft Melbourne South Football Facilities Strategy

Project Reference Group workshop consultation and opportunity to provide written feedback

DECEMBER 2017

Final Melbourne South Football Facilities Strategy delivered

Wider region community consultation and opportunity to provide written feedback



CONTACT US

Project partners have commissioned leading sports industry experts **insideEDGE Sport and Leisure Planning** to prepare the **Football Facilities Strategy** to guide the future provision of football infrastructure across the Southern Melbourne Region.

For more information please contact **insideEDGE Sport and Leisure Planning** on (03) 9680 6370 or info@ieslp.com.au www.ieslp.com.au