



MELBOURNE SOUTH FOOTBALL FACILITIES STRATEGY

FINAL | MAY 2018



ACKNOWLEDGEMENTS

PROJECT PARTNERS

The preparation of the Melbourne South Football Facilities Strategy has been a collaborative effort by a number of partner organisations including AFL Victoria, the South Metro Junior Football League, the Southern Football Netball League, the Victorian Amateur Football Association and nine Local Government Authorities comprising the Melbourne South Region.

Input and advice from the Melbourne South regional football communities has also assisted the development of this document.



PROJECT CONSULTANTS

insideEDGE Sport and Leisure Planning

Whitten Oval | 417 Barkly Street
Footscray West | VIC 3012 | Australia

Telephone +61 3 9680 6370
Email info@ieslp.com.au
Web www.ieslp.com.au

CONTENTS

SECTION	PAGE
▶ EXECUTIVE SUMMARY	05
▶ CONTEXT	08
▶ WHAT THE STRATEGY WILL DELIVER	10
▶ THE VALUE OF FOOTBALL	12
▶ WHY A REGIONAL APPROACH?	14
▶ FACILITY AUDITS	16
▶ FACILITY COSTING ESTIMATES	17
▶ PROJECTED FOOTBALL MARKET	18
▶ INFRASTRUCTURE INVESTMENT	20
▶ THE STRATEGY	21
▶ VISION	22
▶ STRATEGIC FRAMEWORK	23
▶ PRIORITY 1	24
▶ PRIORITY 2	31
▶ PRIORITY 3	39
▶ STRATEGY IMPLEMENTATION	42
▶ CRITICAL ACTIONS	45
▶ PRIORITIES	49
▶ FACILITY MAPS	52
▶ APPENDICES	66

THE MELBOURNE SOUTH FOOTBALL FACILITIES STRATEGY IS DELIVERED IN TWO SEPARATE VOLUMES.

Melbourne South Football Facilities Strategy (This Document)

The **Melbourne South Football Facilities Strategy** provides the principles and strategic framework to support the future development, governance and growth of football throughout the Melbourne South Region. It also provides key regional strategic directions and recommendations, as well as identifying critical priorities and actions for Melbourne South Leagues and Clubs, AFL Victoria and project partner LGAs.

Key Findings Report

The **Key Findings Report** completed in October 2017 provided an overview of issues and focus areas that were identified through extensive research, analysis, facility investigation and consultation. The **Key Findings Report** included an overview of AFL participation statistics and demographics for the Region, commentary on the state of local clubs, future directions and capital investment into football facilities. It also provided analysis on the issues, opportunities and challenges impacting football across the Melbourne South Region, highlighting potential opportunities for facility improvement based on facility audit outcomes. Sports development opportunities, club structure, volunteer capacity, sport governance and competition structure were also considered in the **Key Findings Report**.

Relevant information from the **Key Findings Report** have been incorporated into the **Melbourne South Football Facilities Strategy** where required.



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
AFL	Australian Football League
AFL Victoria	AFL Victoria is the State Sporting Association that governs Australian football in Victoria
AFLW	Australian Football League Women's competition
CALD	Culturally and Linguistically Diverse communities
FIDA	Football Integration Development Association
Heartland Strategy	AFL Victoria <i>Growing the Heartland Football Facilities Development Strategy 2017-2022</i> sets the strategic direction for future investment in AFL facility development in Victoria.
LGA	Local Government Authority
Netball Victoria	Netball Victoria is the State Sporting Association that governs netball in Victoria
SRV	Sport and Recreation Victoria which is located in the Department of Health and Human Services
SMJFL	South Metro Junior Football League competition governing body
SFNL	Southern Football Netball League competition governing body
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
TAC Cup	State League U18 Australian Football pathway competition for youth boys and girls. The competition is based on geographic regions throughout country Victoria and metropolitan Melbourne and provides an avenue for young Victorian players to transition to the VFL / VFLW and AFL/AFLW.
VAFA	Victorian Amateur Football Association competition governing body
VFL	Victorian Football League men's competition governing body
VFL Women's	Victorian Football League women's competition governing body



EXECUTIVE SUMMARY

The Melbourne South Football Facilities Strategy aims to identify, prioritise and plan for the development of football facilities to better address the future needs of the Melbourne South Region. The Strategy highlights gaps in current facility provision, opportunities to upgrade facilities and proposes new developments based on current and projected participation requirements.

The recommendations made within the Melbourne South Football Facilities Strategy have been based on extensive research and consultation with local, regional and state level stakeholders that represent government, football and community clubs, as well as individuals involved in the support and provision of football at the community level.

A key outcome of the Melbourne South Football Facilities Strategy is to further build on collaboration between project partners. Local government is the major provider of football facilities in Victoria and their support of local clubs, administrators and volunteers is vital to the development of the sport.

The commitment of the regions LGAs to supporting football in their municipalities, combined with their strong understanding of and appreciation for the social value sport brings to their communities, is evident. This is demonstrated through their continued and sustained facility investment and their commitment to supporting participation growth and sport development opportunities wherever possible.

The financial pressures of rate capping and ageing facilities, combined with planned development of new facilities in growth areas, requires all partners to approach infrastructure investment collaboratively to ensure the best outcomes for communities.

The Region has enjoyed sustained growth in football participation across all player categories, with particularly high participation in the female and junior cohorts which sit well above Victorian metropolitan averages. Through the replication of AFLW and strong junior pathways, female participation has proliferated by 379% to see an extra 4,565 female players participating in football since 2014. Overall football player numbers exceeded 37,000 in Season 2017 across the Region.

This unprecedented growth now sees Melbourne's South faced with two challenges; building the capacity of existing facilities and providing facilities that cater for diversity to accommodate and retain new participants.

IMMEDIATE NEED

Detailed auditing of 134 facilities across the Region found that most facilities had some level of improvement required to meet preferred provision as outlined under the *AFL Preferred Facility Guidelines*. Player and umpire amenities need to cater for female participation, gaps exist in minimum level lighting provision for ovals and with significant participation growth, ongoing management of turf ovals to meet increased access demands continues to be a challenge for LGAs.

Although substantial investment has been made in the Region to address unisex provision, over 55% of player change rooms and 41% of umpire change rooms do not cater for female participants.

Continuing to investigate options, beyond retrofitting existing buildings, to provide essential change room amenities is critical to support the increasing need to cater for and retain female participants. This includes consideration of modular design and the installation of temporary structures in the short term until permanent amenities can be provided.



Over 20% of the Region's facilities have no lighting or lighting below the minimum training standard (50 lux level). A further 61% have lighting below the minimum requirement suitable for club competition.

Having a select range of venues with match quality lighting is important for scheduling flexibility and can be a mechanism to improve integration of teams into the traditional club environment.

13.4% of the Melbourne South Region's junior player population (aged 10-14) participate in football, well above the Victorian metropolitan average penetration rate of 10.65%.

The Region average for female football participation of 1.7% of the female population aged 5-39 is double the State metropolitan female penetration average of 0.84%.

Catering for this participation and growing ground capacity to reflect current and future need is an immediate challenge for the Region.

Consideration of appropriately developed school venues, co-planning and investment of school facility upgrades and new developments that are fit for football provides opportunity to address potential facility gaps, particularly in land locked municipalities or where ground shortages exist due to rapid participation growth.

These opportunities should extend to under-utilised venues and options to promote cross municipal access to Clubs to ensure competition structures continue to accommodate growth.

FUTURE DEMAND

The estimated Melbourne South Region population aged 5-39 (typically the key football playing age) is forecast to increase by 13% to 769,900 by 2026. The majority of this growth will be in the municipalities of Casey, Greater Dandenong and Port Phillip.

Based on maintaining current penetration rates it is anticipated this population growth will result in an additional 5,065 football players in the Region requiring access to facilities by 2026. Except for Bayside, participation increases are projected for all municipalities but centred mainly around the municipalities of Casey, Port Phillip and Stonnington.

Bayside is the only municipality projected to have some minor football participation decline. These projections however, are not indicative of current trend data with the municipality enjoying steady participation growth. Over 700 new participants were attracted to football in Season 2017 (16.7% growth) resulting in ground access concerns for the land locked municipality. Participation will need to be tracked annually to ensure ground access and capacity meets demand.

An increase of individual LGA football penetration rates of just 1% however, would result in an additional 428 players in the Region with all project partner LGAs experiencing growth in participation. This could possibly be achieved through female football which has exploded across the State with 98% growth in female player numbers in Season 2017 alone.

If female participation in the Region increased by 1% to 15% of total player numbers, by 2026 an additional 227 female players would require access to female friendly facilities.

Building ground capacity to support projected growth will be crucial. In combination with school and alternate venue access, capacity can be further achieved through the installation of AFL synthetic fields and the use of synthetics or alternate (hybrid) turf in high traffic areas.

With some of the Region's LGAs now capping ground access due to overuse and demand for access continuing to rise, the use of alternate surface options to increase capacity must be considered by all project partners. An aspirational but justified target is that all Melbourne South Region LGAs have at least one synthetic field to support capacity needs in the next 10 years.

PARTNERING TO MEET DEMAND

Since 2012 Melbourne South Region LGAs have prioritised facility investment by directly funding more than \$52.21M into \$93.2M worth of community football related capital projects. This investment is indicative of the importance LGAs place on maintaining pivotal infrastructure and facilities to ensure club sustainability into the future.

This investment has been substantially supported by financial commitments from AFL, AFL Victoria, SMJFL, SFNL, VAFA and community clubs to facility renewal.

Pending developer and funding contributions, new oval and amenity developments are being planned by Casey and Kingston LGAs. Larger, regionally relevant upgrade projects and oval investment and renewal programs, including the use of synthetic fields in select locations, have been confirmed across all Melbourne South municipalities.

Competing needs for new facilities, replacement and major refurbishment of existing facilities, funding gaps and balancing club and community expectations places LGAs under increasing financial pressure in this new era of rate capping in Victoria.

Funding provision does not match ongoing facility renewal and new development costs. Sourcing multiple funding partners or more innovative approaches to funding will be essential if project partners are to meet funding shortfalls in facility renewal and investment, particularly to cater for the growth in female participation.

Core local differences across the Region make it difficult to align all elements of the Melbourne South Football Facilities Strategy. However, clear directions are provided that focus on improving facility provision, building ground capacity, supporting participation growth and diversity, developing elite pathway venues and planning greenfield sites that support both regional level and local priorities and accommodate the widest community audience.

Six actions are considered critical to the improvement of football across the Region and will require immediate planning to commence (refer page 46). These six critical actions also set the foundation for the remainder of regional and local actions and will require a cohesive and coordinated regional approach to implement them.

Achieving aligned thinking, commitment to the regional vision and establishing a Region based LGA and football network that is delivering consistently and collaboratively will have the single greatest influence on regional improvement for football, their clubs and participation levels. This will also support LGAs to prioritise and target facility investment that addresses need.

The Strategy identifies 3 key priorities for the Region to guide future facility provision:

PRIORITY 1 - EXISTING FACILITIES

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

PRIORITY 2 – NEW FACILITIES AND TALENT PATHWAYS

Objective: Plan and develop new facilities in key growth areas across the Region, considering regional needs, program, competitions and talent pathways at key locations.

PRIORITY 3 – ENHANCE RELATIONSHIPS

Objective: Continue to enhance the relationship between football, government and other key stakeholders in the planning and provision of facilities and programs.



1. CONTEXT

INTRODUCTION

BACKGROUND

The Melbourne South Football Facilities Strategy provides a strategic planning approach to guide the future direction, support and resourcing of existing and new football facilities across Melbourne's South. The Strategy provides a framework for the integrated planning, development and funding of facilities that addresses current and future projected demand for football.

For the purposes of this Strategy, the Melbourne South Region incorporates nine Local Government Authorities (LGAs):

- 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
- City of Stonnington

The study area includes all 134 venues within project partner municipalities, 82 of which are accessed by SMJFL, SFNL or VAFA clubs.

Funding for the project has been provided by AFL Victoria, SMJFL, SFNL, VAFA and project partner LGAs.

AFL Victoria has delivered and plans to continue to deliver regional strategic planning across Victoria. Due to the cross-municipality distribution of football, league structures and AFL Victoria regional boundaries, this may mean that project partner LGAs may be party to more than one Strategy in the future.

Clubs affiliated with the SMJFL, SFNL and VAFA are spread between the nine municipalities referred to in this Report as the Melbourne South Region. However, not all clubs within those nine municipalities are associated with these three leagues and may belong to other Leagues.

Current participation for SMJFL is focused in the municipalities of Bayside, Glen Eira, Kingston, Monash, Port Phillip and Stonnington.

Participation for SFNL is spread across all project partner LGAs. However, only 1 SFNL club is based in Frankston.

VAFA participation includes the municipalities of Bayside, Glen Eira, Greater Dandenong, Kingston, Monash, Port Phillip and Stonnington.

Participation analysis identified as the Melbourne South Region in this Strategy includes all nine project partner LGAs regardless of League affiliation.

The purpose of the Melbourne South Football Facilities Strategy is to:

- Undertake a strategic planning approach to guide the future direction, support and resourcing of existing and new football facilities across the Region
- Develop a strategic framework for the integrated planning and development of facilities across the Region that addresses the current and future projected demand for football
- Provide a communication and decision making tool for government, leagues and AFL Victoria that clearly identifies the regional priorities for football facility provision, club and sport development and associated investment





- Set national priorities / needs for local, regional and state venues
- Partner / align with Federal Government and other national codes
- Allocate FDR funding
- Establish industry standards and provide resources / support to industry

- State-wide scope.
- High level strategic overview.
- Provide a basis for the development of Region / League Plans.

- One for each Region Commission area in the country and each league in metro areas.
- Consultation and collaboration with key stakeholders ie LGAs.
- Provide specific and prioritised guidance regarding facility requirements in the area (finals venues, night competition venues, club venues).

- Individual plan for club/Venue.
- Usually include a range of venue users and often led by LGAs.
- May include a Master Plan for the venue, concept pavilions developments etc.
- 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.

WHAT THE STRATEGY WILL DELIVER

The Melbourne South Football Facilities Strategy investigates the issues and opportunities facing football and recommends key directions to address these regionally.

Using the knowledge and resources from each of the nine represented LGAs, AFL Victoria, SMJFL, SFNL, VAFA, Netball Victoria, Cricket Victoria, other local leagues and clubs, the Strategy will assist these project partners to advocate for and attract additional funding for community football facilities.

Key deliverables for the development of the Strategy include:

- auditing of all facilities within the Region;
- a participation snapshot of football in the Region, future participation projections and the impact of participation growth particularly in female football;
- identification of the need and indicative location for new facilities;
- identification of potential synthetic ovals or spaces;
- known future facility investment;
- identification of key issues relating to access to suitable facilities to support club sustainability;
- opportunities for lighting upgrades to support participation growth and competition structures;
- opportunities to increase the use of existing facilities including non traditional football venues; and
- identification of facilities that enhance talent pathways.

The Strategy will build on information provided within this Report, with clear direction on the recommended actions required to better provide for and support football in the Melbourne South region, including key deficiencies in existing venues.

The Strategy will not provide a prioritised list of facility investment requirements, individual club/venue master plans, costing structures or proposed capital works programs. These will continue to be developed at the discretion of LGAs, in consultation with users, pending analysis of identified facility gaps and venue usage requirements.

Finally, the Strategy will act as a guide for all stakeholders. Key actions recommended in the Strategy will continue to be subject to consideration via future budget processes and analysis of various priorities by project partner LGAs.



PROJECT METHODOLOGY

The following diagram represents the project methodology and steps that will be undertaken to prepare the Melbourne South Football Facilities Strategy.

STAGE ONE (MAY TO JUNE 2017)

Project establishment, agreed consultation plan and project newsletter to key stakeholders

STAGE TWO (JUNE TO AUGUST 2017)

Facility audits and situational analysis

STAGE THREE (AUGUST TO SEPTEMBER 2017)

Stakeholder workshops, analysis of all club facilities in the Melbourne South Region and delivery of key findings report

STAGE FOUR (SEPTEMBER TO NOVEMBER 2017)

Feedback from key stakeholders on key findings report and draft strategy development

STAGE FIVE (DECEMBER 2017 TO APRIL 2018)

Presentation and final reporting

QUICK FACTS

- 9 Local Government Authorities
- 10 Leagues across all Local Government areas
- 3 Umpire Associations / Academy
- 26 SMJFL Community Clubs
- 32 SFNL Community Clubs
- 28 VAFA Community Clubs
- 82 Venues between SMJFL, SFNL and VAFA
- 134 Venues across all project partner LGAs
- 37,470 Registered football participants
- 5,768 Registered female football participants
- 7,877 NAB AFL Auskick participants

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 the City of Kingston, City of Casey, AFL Victoria, SMJFL, SFNL and VAFA.

PROJECT REFERENCE GROUPS (PRG)

PRGs were split between sport and government representation to provide technical advice and input into the project from a local perspective.

Project partner LGAs, Sport and Recreation Victoria and Parks Victoria support the **Government Reference Group**.

The **Sport Reference Group** includes representatives from the SMJFL, SFNL, VAFA, AFL Victoria, Netball Victoria, Cricket Victoria, Sandringham Dragons, South East Juniors Football League and Frankston and District Junior Football League.

FIGURE 01 | MELBOURNE SOUTH MUNICIPALITIES STUDY AREA



THE VALUE OF FOOTBALL BEYOND SPORT

The benefits of investing in football extend beyond sports participation to providing economic and social outcomes that positively impact the communities that clubs support through inclusiveness, diversity programs, female participation and commitment to participant welfare and wellbeing.

The *Value of a Community Football Club* study undertaken by La Trobe University in 2015 (refer Appendix 12) 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. An independent economic contribution assessment completed during the 2017 season estimated that AFL Goldfields contributed \$51.637M to their regional economy. This economic contribution had grown 8.29% since the last assessment in 2012 due to the significant increase in participation. With high participation growth, such estimates are comparable for Leagues operating in the Melbourne South region.

AFL Victoria's *Heartland Strategy* estimates that football participation contributes \$3.1 billion per annum across Victoria, with Community Football estimated to account for 45% of the total.

This highlights the significant impact the sport has on local communities.

Each project partner LGA has their own strategic commitment as to why investing in sport and recreation and associated facility improvement is important.

The Regions LGAs have expressed their continued commitment to supporting football in their municipalities. These LGAs have committed ongoing investment into sport and recreation infrastructure that addresses facility gaps and provides new development, ensuring football opportunities will carry on being offered to their local and regional communities.



STRATEGIC CONTEXT

AFL Victoria's state-wide strategy, *Growing the Heartland, Football Facilities Development Strategy 2017-2022* (known as the *Heartland Strategy*) guides the development and improvement of football facilities across the State. The *Heartland Strategy* identifies the need to undertake more detailed regional plans to strategically address facility requirements.

The initial *Heartland Strategy* was released in 2014. The changing face of football across Australia however led to a review in 2016 to ensure strategic directions evolved to best assist all partners and meet the needs of communities where football is played. These changes in football included:

- The extraordinary growth of female football which resulted in 100 new female teams in 2016 and an estimated 300+ new female teams in Season 2017;
- The need to align the *Heartland Strategy* with strategic priorities from both AFL Victoria's Strategic Plan 2017-2022 and the AFL Football Development Reserve. This alignment ensures facility investment opportunities are clearly defined and supported at the State level through to the highest level of the AFL;
- A larger focus being placed by Government on areas such as female participation, unisex design and access for all abilities;
- Recognising the increased financial pressures being faced by local government through rate capping and reduced funding opportunities;
- Rapid demographic change in some areas of the State which requires planning now for future communities; and
- The need to explore alternate facility options such as school venues and use of synthetic grounds to ensure participation growth opportunities are capitalised on.

The revised *Heartland Strategy* captures these changes through initiatives such as the inclusion of population and participation projections in key growth areas that supports future planning needs and details the importance of facilities to participation. This will encourage continued stakeholder commitment to ongoing investment and renewal.



New strategic commitments were also established in key areas such as:

- Ongoing facility audits and assessment to understand investment needs;
- Continued promotion of synthetic surfaces to address ground carrying capacity issues;
- Supporting planning processes to prioritise unisex change room provision;
- Implementing a venue improvement program for second tier venues to support player pathways and implementation of female football at the elite level;
- Supporting the provision of two oval venues in greenfield sites;
- Capitalising on school ground access opportunities as they become available; and
- Working with State Government to maximise funding and provide flexibility in funding programs and categories.

A regional approach to football facility planning across Melbourne's South provides an opportunity to coordinate and align facility provision based on current and future demand and facility usage levels. It also ensures greater access to higher quality facilities for the Region's community now and into the future.



WHY A REGIONAL APPROACH?

Addressing the issues and gaps in football facility provision on a regional scale provides many benefits to project partners. Participation or competition / league structures are not constrained to municipal boundaries. Similarly, every municipality may not be required to cater for all levels of football and regional level facilities, that service a broad catchment area, do not need to be duplicated in every municipality. Regional planning provides opportunity to coordinate and align future facility provision that optimise planning policies and resource allocation, facility usage levels and improves financial viability and sustainability of facilities.

Improved Investment Opportunities

As the focus of the Strategy is at a regional 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. This assists the targeted provision and future investment in facilities and services, directly impacting a larger portion of the Victorian community.

The Strategy will also assist project partners to advocate for and attract additional funding for community football facilities and support attraction of investment from alternate providers such as commercial and sponsorship partners.

Attraction of funding is evidenced by the impact of the first Regional Strategy developed, the G21 and AFL Barwon Regional Strategy, which has addressed 90% of facility gap recommendations within the first two years of its adoption. Similarly, the Western Metropolitan Region has sourced over \$40M in facility investment based on identified strategic priorities since Strategy completion.

Collaboration with Project Partners

Through regional planning, project partners have sought to achieve a collaborative approach to future facility provision that enhances investment, increases facility usage levels and supports sustainability. In addition, regional planning ensures higher quality facilities for communities now and into the future, critical as population changes.

Regional planning provides a communication and decision making process for government and sport that clearly identifies the regional and local priorities for football facility provision, sport development and associated investment.

The collaboration between a wide range of stakeholders through this project and the 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, whilst also benefiting partner sports such as cricket and netball.



CONSULTATION

In developing the Melbourne South Football Facilities Strategy, the following stakeholder consultation activities have been undertaken:

- Ongoing project meetings with the Project Control Group (PCG).
- Project Reference Group (PRG) workshops with representation from the SMFJL, SFNL, VAFA, AFL Victoria, Netball Victoria, Cricket Victoria, Sandringham Dragons and project partner LGAs (August 2017).
- Infield Facilities Audit completed by SMJFL and AFL Victoria staff (May to August 2017) utilising a purpose built audit tool for football facility provision.
- Review of a Draft Key Findings Report by the PCG (September to October 2017).
- Review of Final Key Findings Report by PRG members (October to November 2017).
- Review of project partner LGA, AFL Victoria, Netball Victoria, Cricket Victoria, SMJFL, SFNL and VAFA strategies, capital works programs, historical funding outcomes and planned future works.
- Project newsletter distributed to all clubs, leagues and key stakeholders in the Region.

FACILITY AUDITS

The location, provision and condition of 134 football facilities across the Melbourne South Region were audited by South Metro Junior Football League and AFL Victoria staff between May and August 2017. Audits were carried out using the AFL National Sports Facility Auditor tool.

As a sport, the AFL has made a six year commitment to the AFL National Sports Facility Auditor database and audit program to collect, update and monitor facility provision (and geographic location) and their quality and compliance with guidelines. This resource has been made available to AFL Victoria staff, regional commissions and community football leagues to assist in providing empirical evidence to effectively plan and support the delivery of facility improvement and development projects.

The audit program assesses provision and conditions and analyses compliance with Australian Standards, *AFL Preferred Facilities Guidelines* and criteria identified during extensive consultation with AFL and 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 (refer to Appendix 4) 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 used to determine the condition of club facilities are outlined in the *Detailed Criteria for Rating Facility Infrastructure and Amenities* (provided in Appendix 11). Where a club has access to multiple facilities, such as two ovals, the rating is based on the primary facility (the main oval).

When reviewing ratings it is important to note that the audits do not consider “functional issues” and that condition ratings should be used as a guide only, referencing cosmetic not structural issues. Finally, lux level readings for lighting are estimates only, 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 as well as the capability of change rooms to cater for female participants;
- Ground surface condition;
- Pavilion size and condition; and
- Lighting lux levels.



JUNIOR AND SCHOOL VENUES RATINGS

Venues classified as junior or school venues are only partially rated. As these venues are used for NAB AFL Auskick, junior or school competitions, facility provision expectations are limited to oval and surrounding amenity provision and condition. Ratings for player change room, umpire facilities and social rooms, are not included in overall ratings for junior and school venues.

UPGRADES TO EXISTING VENUES

Upgrades to existing club facilities should aim to address preferred key criteria from the *AFL Preferred Facility Guidelines* with collective investment from the sport, government, clubs and other funding partners.

Improvements in these areas are likely to have a positive effect on increasing venue capacity, encouraging growth in participation, maximising facility usage and accommodating diversity in the game.

FACILITY COSTING ESTIMATES

Based on the audit outcomes of 134 football facilities and LGA advice regarding proposed new oval developments across Melbourne South, it is estimated that the Region is likely to require \$46.4M of investment to address existing facility gaps and ensure new facility provision caters for projected growth.

Facility upgrade estimates relate only to identified facility gaps that directly support participation growth.

These estimates do not account for unknown factors such as required power upgrades to meet new lighting installations, additional facility or amenity requirements to meet community provision beyond football, site clearing or master plan development.

Consideration also needs to be given price point variances when using alternate materials such as LED lighting or synthetic surfaces and additional costs associated with new amenity development over facility upgrade / retrofit costs.

The basis for costings are known average project costs as developed by AFL Victoria in consultation with architects working directly with these sports and LGAs to design and cost facility upgrades and improvements.

Project investment will vary between individual facilities and will only be fully known through final master plan development, scoping, soil testing and detailed design.

The Region estimate of \$46.1M to meet known and projected facility gaps provides an understanding of base level investment required to meet preferred football facility provision.

AMENITY	ESTIMATE
Oval Lighting	\$11,680,000
Unisex Player Change Rooms	\$11,100,000
Unisex Umpire Change Rooms	\$4,680,000
Pavilion	\$5,520,000
Oval Upgrade	\$500,000
New Oval Development	\$12,625,000
TOTAL	\$46,105,000



PROJECTED FOOTBALL MARKET - REGION

- The estimated Melbourne South region population aged 5–39 (typically the key football playing age) in 2016 was 684,280. By 2026 the region’s population within this age cohort is forecast to increase by 13% to 769,900 people.
- The majority of this growth will be in the municipalities of Casey, Greater Dandenong and Port Phillip.
- Casey’s 5-39 year old population is forecast to increase by approximately 36,900 people, Greater Dandenong by 10,700 people and Port Phillip by 6,900 people by 2026.
- Population projections for other project partner LGAs range from 3% growth in Frankston (+1,900 people) to 10% growth for both Stonnington (+5,800 people) and Monash (+9,000 people) in the 5-39 age cohort.
- By 2026, the football market across the Melbourne South region is projected to be 42,535 participants. This is a 14% increase or +5,065 participants.
- Except Bayside, all project partner LGAs are projected to see some participation increases ranging from 9% growth in Glen Eira to 31% growth in Port Phillip.
- Football participation increase estimates to 2026 are across all age cohorts. By LGA, the greatest increase is anticipated in Casey (+1,599 participants), Port Phillip (+859 participants) and Stonnington (+752 participants).
- These are followed by Kingston (+483), Glen Eira (+475), Frankston (+394), Monash (+365) and Greater Dandenong (+220).
- Bayside is the only LGA projected to have some overall football participation decline (-82 participants). This decrease will be limited to the 5-14 age cohort. A possible market increase of +295 participants however, is projected for the youth and senior cohorts. It should also be noted that while projections indicate decline, current trend data shows strong growth in Bayside resulting in ground access and capacity challenges.
- These projections are based on population growth against current penetration rates and do not take into consideration cross municipality participation with players often travelling across municipalities to play football.
- The AFL is currently rolling out participation mapping systems to their State bodies. Participation data will be overlaid with football facility audit information to better support tracking of participation and identify facility investment need that extends beyond municipal boundaries.
- Melbourne South leagues continue to expand participation opportunities including initiatives from SMJFL’s Sustainability Strategy 2015, NAB AFL Auskick, junior, youth and senior female competitions, school programs and interleague. Should these participation offerings be successful and result in an increase of individual LGA penetration rates of just 1%, an additional 428 players could be playing football in the Region by 2026. A 1% increase would also see participation growth across all project partner LGAs. This may be achieved through the growth in female football participation

Refer to Appendices 5-9 for full participation analysis



PROJECTED FOOTBALL MARKET – SMJFL, SFNL AND VAFA

As the key leagues in the Melbourne South region, participation projections have been developed for the SMJFL, SFNL and VAFA. These projections are based on the current penetration rates for each individual League and population projections spread across relevant project partner LGAs.

Whilst other leagues operate in the Melbourne South region, specific analysis has been provided for SMJFL, SFNL and VAFA as project partner.

Between these 3 leagues the potential football market to 2026 could increase by 5.4% or 2,000+ participants. This is the equivalent of 80 teams requiring additional access to facilities and ovals.

The projected football market is based on current participation levels with the future impact of female football still effectively unknown. Female football participation projections by AFL Victoria over the last 3 years have fallen short of actual demand at the grass root level from girls and women wanting to play AFL. Locally, the SMJFL saw 121% growth in female participation within its league through established junior pathways and promotion of female football via the success of AFLW. Female competitions were borne by both the SFNL and VAFA in Season 2017.

Projecting the football market in its current volatile state due to the extraordinary growth in female participation is difficult. Annual state of play analysis will be essential to ensure the Region adequately plans for facility access requirements and remains proactive in its approach to facility investment and renewal based on identified need.

SMJFL POTENTIAL FOOTBALL MARKET

- Current participation for SMJFL is focused in Bayside, Glen Eira, Kingston, Monash, Port Philip and Stonnington LGAs.
- Where current penetration rates are maintained, the SMJFL is projected to see an increase in participation of 12% or an extra 1,217 participants by 2026.
- This increase in participation is spread across LGAs currently hosting the League except Bayside. Due to lower participation rates and population projections, Bayside is projected to see some market decline of -192 participants (equivalent of 7.5 teams). However, current trend data shows strong growth in Bayside with ovals at capacity.

SFNL POTENTIAL FOOTBALL MARKET

- Based on population projections and maintaining current (2017) penetration rates for the SFNL, it is anticipated that the number of football participants to 2026 will increase by 341 to 3,213.
- This projected growth is spread across all project partner LGAs except Frankston, with the greatest participation increase projected for Casey (+111 participants) and Bayside (+77 participants).
- With only 132 participants currently based in Frankston and playing in the Southern Football Netball League, negligible decline of -2 participants for the League is predicted in this municipality to 2026.

VAFA POTENTIAL FOOTBALL MARKET

- VAFA participation is spread throughout metropolitan Melbourne. However, for the purposes of this Strategy, VAFA participation is limited to the project partner LGAs of Bayside, Glen Eira, Greater Dandenong, Kingston, Monash, Port Philip and Stonnington.
- Based on current penetration rates and population projections, the VAFA is projected to see an 11% increase in participation to 5,021 or +495 participants by 2026.
- Participation projections are spread across all Melbourne South LGAs ranging from +9 participants in Greater Dandenong to +129 participants in Stonnington (the equivalent of 5 teams).



INFRASTRUCTURE INVESTMENT

- Significant facility investment has occurred historically across the Melbourne South region with \$93.2M worth of community football related capital projects invested since 2012. As the main investor into football infrastructure, 56% of this investment has been sourced through project partner LGAs.
- Community and sport have also made substantial contributions with investment sourced through SMJFL, SFNL, VAFA, tenant clubs, AFL, AFL Victoria, and Cricket Australia.
- State and Federal Government are also fundamental contributors to facility upgrades. Due to the reduced financial capacity of LGAs, continuing investment from these two other levels of Government will be key in the delivery of upgrades and renewal into the future.
- The range of projects has included essential facility renewal and development to sports ground, drainage and irrigation reconstructions, floodlighting upgrades with investment in LED lighting, installation of synthetic goal squares, change room conversion to unisex provision, pavilion refurbishments, kitchen upgrades, conversion of existing ovals to accommodate AFL and investment into electronic scoreboards.
- Project partners have extended investment at venues beyond core facility needs to include upgrades to coaches boxes, electronic scoreboards, scorers boxes, fencing and solar panel installation.
- LGA continuing investment into ongoing maintenance and seasonal renewal of facilities outside of planned upgrades also needs to be recognised.
- The Region has also seen investment into new facility development. This investment has included football ovals, sports lighting and redevelopment of pavilions to multipurpose provision on a regional level.
- \$53.3M worth of football related infrastructure projects are currently being delivered across the Region.
- Projects in progress include:
 - Approximately \$30M Moorabbin Reserve Redevelopment (Moorabbin) that will see provision of an elite AFL training facility and community football hub funded through AFL, St Kilda Football Club, Kingston LGA, SMJFL, SFNL and State Government;
 - Synthetic oval, pavilion and floodlighting provision at Carlisle Park (Cranbourne - \$7M);
 - Two ovals, floodlighting, electronic scoreboard and pavilion at Marriott Waters (Lyndhurst - \$6M);
 - Pavilion redevelopment at Scammell Reserve (Oakleigh South - \$2.7M);
 - Oval and pavilion redevelopment at Peanut Farm Reserve (St Kilda);
 - Lighting and pavilion redevelopment at JL Murphy Reserve (Port Melbourne);
 - Pavilion redevelopment at Shepley Oval (Dandenong - \$1.6M);
 - Refurbishment of change rooms and social spaces at Cheltenham Recreation Reserve (Cheltenham - \$1.5M);
 - Columbia Park pavilion upgrade (Wheelers Hill - \$1.7M)
 - The Banksia Reserve pavilion rebuild (Beaumaris - \$4.7M);
 - Full redevelopment of pavilions to a regional standard at Ben Kavanagh Reserve (Mordialloc - \$4.5M) and Gerry Green Reserve (Parkdale - \$3.2M);
 - Outer oval redevelopment at EE Gunn Reserve (Ormond - \$1.6M); and
 - Upgrade of Dunlop Pavilion at Lucas Oval with new home and away change rooms, umpires facilities and public and kitchen amenities (Malvern East - \$4.6M).



2. THE STRATEGY



VISION

Collectively enhance, improve and develop facilities that increase the capacity of the Region to support the significant identified growth of AFL activities in Melbourne's South



STRATEGIC FRAMEWORK

The following presents the recommended strategic framework and structure required to achieve the vision for football facilities in the Melbourne South region. The PCG have worked together to develop the Strategy based on this framework. Three priorities have been identified to guide future facility provision and will be underpinned by regional strategies and actions that can be implemented at the local level. These are consistent with AFL Victoria’s *Growing the Heartland Strategy*.

VISION FOR THE MELBOURNE SOUTH REGION

“Collectively enhance, improve and develop facilities that increase the capacity of the Region to support the significant identified growth of AFL activities in Melbourne’s South”

PRIORITY 1 EXISTING FACILITIES

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

PRIORITY 2 NEW FACILITIES

Plan and develop new facilities in key growth areas across the Region, considering regional needs, program, competitions and talent pathways at key locations.

PRIORITY 3 ENHANCE RELATIONSHIPS

Continue to enhance the relationship between football, government and other key stakeholders in the planning and provision of facilities and programs.

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



PRIORITY 1

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

Significant facility investment has historically occurred across the Melbourne South Region. Pending capital works and funding availability, all project partner LGAs are planning further upgrades whilst continuing their commitment to essential maintenance and renewal requirements to football infrastructure.

Current funding programs do not adequately meet infrastructure investment needs and LGAs face reduced financial capacity to address facility renewal costs.

This Priority identifies opportunities to strategically sustain and grow football through improved lighting provision, access to alternate venues such as schools and open space, supporting female participation, grounds management and continued collaboration between project partners.

This will ensure facility upgrade needs are prioritised and investment is targeted.

HOW CAN PRIORITY 1 BE ACHIEVED?

A number of opportunities are available to the Region to support the delivery of Priority 1 to improve amenity provision, address ground capacity issues and support participation diversity, particularly female football:

- **Investment in oval upgrades and use of synthetic fields and spaces** to improve carrying capacity
- **Improved lighting provision** to Australian Standard to increase access options
- **Use of school facilities and alternate venues** to manage ground shortages
- **Unisex amenities including modular designs and temporary structures** to retain and grow female participation

AFL Victoria has expressed a desire for existing facilities to meet preferred minimum provision as outlined in the *AFL Preferred Facilities Guidelines*.

Based on AFL National Audit Program outcomes and extraordinary participation growth, the AFL is currently reviewing these guidelines to better advise on preferred provision that can accommodate the now known gaps in facilities and player amenities and meet increased demand for oval access.

BUILDING GROUND CAPACITY

Oval conditions across the Region are excellent with all grounds meeting preferred minimum playing standards. The relatively dry winter in Season 2017 supported increased ground access requirements triggered by 10.9% growth in participation. However, where Melbourne experienced ongoing inclement weather, ground usage would be severely affected and impact football competition and training capabilities.

Providing guidance to clubs and LGA parks and grounds staff and continuing to use alternate options to oval surface provision such as synthetic surfaces and hybrid turf, particularly in high traffic areas, to further extend carrying capacity would address some of these challenges.

The value of expansive oval upgrades such as installing new sub-surface drainage, automatic irrigation and new turf is still being measured. However, anecdotal evidence from LGAs with rolling upgrade programs like Ballarat City Council indicates that ovals previously regarded as 'unplayable' mid season are now accessible all year round.

Ballarat reference the Marty Busch Oval Redevelopment (Sebastopol), 2017 winner of the AFL Victoria Best Community Facility Award. The oval quality is now regarded as state of the art, accommodating increased usage from not only community club football but VFL and TAC Cup training. The ground hosted a total of 82 games in Season 2017 compared to only 57 games pre upgrade in Season 2016.

Continued participation growth is having an immediate impact on LGA capacity to meet ground access demands. For example, due to overuse of grounds and varying surface quality, Bayside LGA is capping oval use at between 22 to 28 hours per week for Season 2018. Whilst priority of access will continue to be given to community club football, this situation highlights an urgent need for AFL Victoria, Leagues and LGAs to collaborate in identifying initiatives to increase ground capacity. In response to capping, the SMJFL has initiated reduced game and break times. This is to ensure more games can be scheduled in a day with the same amount of ground usage hours. Innovative fixturing and game modification supported by other initiatives like ground upgrade investment and use of alternate venues will continue to be critical to meet access demands. Establishing a focus group to identify these initiatives, particularly in land locked municipalities, will be critical in the short term.

SYNTHETIC FIELDS AND SPACES

AFL endorsed synthetic fields offer the equivalent of three natural turf fields and can cater for growing demand for sports fields in both football and partner sports like cricket. Synthetic turf technology is constantly evolving and is now commonly used by many major sports globally. Synthetic turf also relieves pressure on natural turf fields which are less likely to be impacted by overuse problems where synthetic is available.

Reinforced natural turf (hybrid turf) combines the positive properties of natural grass with the strength of synthetic turf to create a consistent, higher quality year-round playing surface. Hybrid turf is able to sustain wear, increasing carrying capacity from approximately 25 to 40 hours per week, has multiple uses and can be installed at approximately half the cost of a full synthetic field.

In Melbourne's climate, a mix of synthetic fields, hybrid and natural turf would best meet the Region's future need in the most efficient manner. Growth LGAs should continue to consider the use of synthetic multi purpose AFL fields, combined with hybrid turf to provide capacity to cater for existing demand and future proof projected ground requirements.

Options should also be investigated to use synthetic or hybrid turf in high traffic areas such as goal squares, rather than full investment into synthetic oval installation or oval resurfacing, where funds are limited.

Pre-season training requirements and participation growth also provides opportunity to identify public or open space areas that could benefit from synthetic installation to better support growing access needs. For example, to address ground capacity issues, Bayside have been in discussions with SMJFL regarding options for a multi-lined synthetic field for competition. The proposed field would have different colours for different sports that could be shared across a number of users if required.

Additional education tools for the use of synthetic ovals for football were to LGAs by the AFL industry early 2018. These tools will support LGAs to advocate to elected members and Government for increased investment into synthetic surfaces.



LIGHTING

Gaps in lighting provision lead to lost opportunity for expansion of competition structures to build on participation growth, overuse of ovals that are well lit and premature wearing of grounds where players are restricted to training in certain areas.

A basic requirement for illumination of a football field is that the ball is adequately illuminated at all times while in play. The Australian Standards specific to the lighting of Australian Rules football deals with training and competition, and takes into consideration spectator viewing requirements. 50 lux is the recognised standard suitable for training at a local club level. 100 lux is the minimum requirement suitable for club competition and match practice but provides minimal viewing distances for spectators. Spectator viewing is better accommodated at 150 lux.

SRV's *Community Sporting Facility Lighting Guide* recommends that where a club night football venue is being developed, a minimum of 150 lux should be considered if contemporary viewing expectations of spectators are to be taken into account.

Whilst LED lighting attracts an additional 30-40% in capital costs from traditional metal halogen lights, use of this type of lighting future proofs lighting maintenance costs for decades, increases lighting life spans and ensures lighting uniformity across ovals. LED lights also provide dimmable options that ensure uniform lighting around the playing area and are user friendly reducing volunteer hours.

Specific to the Melbourne South Region, lighting upgrades should consider facility usage levels based on current player and team numbers, prioritising those venues with high facility usage, those that are recognised regional and/or finals venues and those that cater for junior and/or female competition.

Planning for lighting upgrades should also extend beyond core infrastructure to include additional power requirements and associated installation and permit costs. AFL Victoria have a process to assist clubs and LGAs in planning and costing lighting projects that considers these additional requirements.

In order to better determine lighting upgrade priorities for the Region, the SMJFL under the guidance of AFL Victoria, will work with project partner LGAs to implement formal lux level testing of recognised Regional and State level ovals as a key strategic direction from this Strategy. Further assistance to train LGA staff in the assessment of lux levels and taking requested venues to a design and costing phase at minimum cost (cost of equipment and LGA staff time) can be arranged through AFL Victoria.

AFL Victoria are also reviewing options to launch a pilot program to retrofit lighting structures to LED lights. This is a significant opportunity for the Region to identify an appropriate venue for the pilot which can be actively supported at a regional level by all project partners.

SCHOOL AND ALTERNATE VENUE ACCESS

Limitations in LGA capacity to meet facility renewal gaps and resourcing participation growth has increased the need to access alternative venues such as schools. Schools are also continuing to expand in some areas and require access to existing municipal community assets to support school activities and initiatives.

Improving access to appropriately developed school facilities provides opportunity to capitalize on participation growth, implement flexible competition structures and address access issues, particularly in land locked municipalities or where ground shortages exist due to rapid participation growth.

Partnerships with schools to improve access and identify mutually beneficial facility projects at the local level is a key strategic focus for AFL Victoria. To this end, AFL Victoria has been invited to work with the School Building Authority to reform the way school ovals and associated amenities are designed so that they may be of more value to community football. This is an opportunity for project partners to collaborate with AFL Victoria and identify investment opportunities at school sites that will support participation growth.

School venue access could be expanded further through collaboration with School Sport Victoria to assist in the delivery of the State Government's new directive to increase student physical activity by 20% over the next 10 years. This could be supported through the implementation of AFL introductory programs where AFL is given access to school sites for community club use.

Partnerships with schools at the local level to improve access and identify mutually beneficial facility projects will be a key focus for AFL Victoria moving forward.

AFL Victoria have strategically committed to pilot projects that demonstrate the benefit of joint facility investment. This investment opportunity should be harnessed by project partners who are currently accessing school venues to support football participation or alternatively provide access for school competitions that impact community club use. For example, Bayside LGA capping of oval use in 2018 provides the perfect circumstance for AFL Victoria, Leagues and Bayside LGA to identify a public school within the municipality that could be used as a pilot project for joint facility investment.

Where possible, AFL Victoria also intends to include school venues accessed for football as part of the AFL National Facility Audit Program. Site audits and understanding current provision at schools will support co-planning and investment of school facility upgrades to ensure they are accessible and fit for football.

Pre-season creep also places increased demands on venues and contributes to overuse and potential conflict with tenant sports. This can be addressed through encouraging club acceptance of non traditional venues for pre-season training such as gyms, trails and pools and the continued promotion of the *AFL Victoria's Pre-season Training Guidelines for Community Football*.

Project partners should also collaborate on identifying required facility and ground provision at under-utilised venues that could support increased oval demands. Section 4 (Facility Maps) of this Strategy highlights currently under-utilised venues as identified by project partner LGAs during consultation. Further discussion on existing provision, options and barriers to accessing these venues and Leagues and Clubs participating across municipal boundaries to support demand is essential.

It is critical that key stakeholders and potential funding providers adopt a coordinated approach to the scoping and delivery of actions and recognise the need for joint funding and resourcing. Continued collaboration across key sport, government and community stakeholder groups will enable project partner LGAs to secure funding for facility renewal and upgrades identified through this Strategy.



FEMALE FOOTBALL

Female Football Participation Changes

Female participation across the Melbourne South Region has proliferated, growing by 103% in Season 2017 alone with 5,768 females participating in football.

This was an increase of 2,927 female players from Season 2016. Interestingly 35% of these players fell into the senior player category, indicating the strong desire from women to play a sport previously viewed as unattainable to them.

Leagues have successfully assimilated female football players into mainstream competition structures and clubs with all project partner LGAs seeing growth in female football player numbers in Season 2017.

Growth in female participation is being accelerated by the success and promotion of the AFLW and strengthening of national pathways. These factors, combined with League participation programs and the creation of dedicated female Leagues by SFNL and VAFA in Season 2017 and the new AFLW Masters competition launched season 2018, will continue to promote interest in the game across the Region.

By League, SMJFL saw 121% growth in female player numbers (+925 players). The most significant growth was in the junior player category (aged 10-14) with an extra 638 females playing. SMJFL have had girls only teams and mixed competitions for girls to participate in since 2003, acting as a feeder league into senior female football.

To grow player retention outcomes, the SMJFL recently amalgamated their interleague academy with St Kilda Football Club's academy program. The League has also introduced a new Umpire Academy to provide a pathway to aspiring female umpires.

In Season 2017 a new women's league, the South Eastern Women's League was created. This new league is a collectively governed regional women's competition by the SFNL, AFL South East, AFL Yarra Ranges and the Eastern Football League. Teams competing in the league came across from the now defunct Victorian Women's Football League and play in Divisions 1 and 2. The Southern Football Netball League Women's Development League hosts 10 teams aligned within existing SFNL club structures.

Whilst the VAFA Women's League has grown organically, some transition occurred from the Victorian Women's Football League in Season 2017.

Any SFNL and VAFA participation analysis should consider growth in female participation within the South Eastern Women's League and VAFA Women's and their predecessor the Victorian Women's Football League as an indicator of current and future facility requirements. Between these 2 new leagues female participant numbers grew by 232% from the Victorian Women's Football League final season in 2016, with an additional 1,160 females participating in football.

The South Eastern Women's League attracted 931 players, while VAFA Women's saw 729 female players competing.

Facility Provision

Providing suitable facilities to adequately accommodate the extraordinary growth in female football, new teams and leagues is critical to their sustained success.

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.

As female participation continues to grow, competition structures will need to accommodate additional games. Reduced training hours and innovative fixturing should be considered for female football competitions where ground usage capacity and night competition lighting is available.

By 2026, should female participation increase by just 2% from 15% to 17% of total player numbers, an estimated 1,463 female players (the equivalent of 58 extra teams) would require access to female friendly facilities if they are to be actively supported to participate in football.

Game scheduling to meet increasing female football demand continues to be an issue for LGAs and Leagues. Reviewing competition structures to cope with this demand and continued collaboration with LGAs to ensure ground access availability is essential.

A lack of appropriate facility provision and ground availability to accommodate the Regions female football participants further highlights the critical need to grow ground capacity, access alternate venues, review lighting provision and consider innovative options to address unisex change room provision.

The retro fitting of change rooms to unisex provision has exposed inadequate building structures that lead to increased costs. Options to utilise modular change rooms to meet unisex amenity shortages may be more cost effective for LGAs than retrofitting of existing structures. Estimated cost for relocatable change rooms which include 2 player change rooms and 1 umpire change room with toilets and showers is approximately \$320,000. Amenities meet AFL preferred provision and support capacity for a venue to host back to back male and female competitions if required.



Female friendly infrastructure grants available through AFL Victoria and Sport and Recreation Victoria provide an opportunity for the Region to target change room upgrades based on existing and projected female participation on a facility by facility basis. Collaboration with Cricket Victoria to identify venues with high participation across both cricket and football provides further opportunity to maximise these funding options.

AFL Victoria has also reformed its funding program for Metropolitan Melbourne, allowing larger grants of up to \$100,000, an increase of \$50,000 and giving female football a greater focus in the criteria. There is also potential for a new AFL Victoria endorsed funding program that provides temporary and portable change rooms to support the immediate need for female participation until more permanent structures can be built.

AFL Victoria is also advocating for a new funding program that will address ground capacity regarding female participation in high needs areas of Victoria. This may ultimately provide some benefit to the region through investment into increased ground usage options.

Accessing funding to support unisex change room provision, targeted lighting upgrades at venues supporting female football with complimentary competition structures, innovation in unisex amenity and ground surface provision with consideration for modular design, temporary structures, synthetic surfaces and hybrid turf are all options that support and sustain female football and will conversely increase ground capacity across the Region.

Recommendations to increase the quality and functionality and maximise the use and carrying capacity of existing facilities:

- 1.1 **Critical: Prioritise change room upgrades for application to SRV and AFL Victoria Grants Programs to cater for unisex use.**
- 1.2 **Critical: Project partners establish a focus group to investigate ground capacity issues in land locked LGAs.**
- 1.3 **Critical: Commit to developing options to increase existing ground capacity through the use of synthetic surfaces, oval upgrades and lighting provision.**
- 1.4 **Critical: Explore all opportunities to advocate for access to school facilities and develop ongoing partnerships with schools.**
- 1.5 Project partners identify options for temporary change room structures with supporting funding models for key locations that will, in the short term, address player amenity provision for female football.
- 1.6 SMJFL support identification of lighting priorities at Regional and State level venues through implementation of a structured lux level testing program of oval lighting.
- 1.7 Project partners work collaboratively to bring facilities with no or low lighting up to minimum standards and where possible to 100 lux to support alternate fixturing.
- 1.8 AFL Victoria, leagues and Bayside LGA identify a public school within the municipality for a potential joint facility investment pilot project.
- 1.9 Project partners collaborate on options for access of under-utilised venues that could support increased oval demands.
- 1.10 AFL Victoria provide education tools to LGAs that support increased grounds management and capacity including the use of AFL synthetic fields.
- 1.11 Sport continue to investigate innovative competition and fixturing models to support participation growth.
- 1.12 AFL Victoria continue to foster partnerships with the School Building Authority to identify opportunities for school facility access and joint investment.
- 1.13 Project partners reference Universal Design Principles as outlined in SRV's Design for Everyone Guide for all new and existing facility upgrades.





PRIORITY 2

Plan and develop new facilities in key growth areas across the Region, considering regional needs, program, competitions and talent pathways at key locations.

Rapid population growth is predicted for the Melbourne South Region particularly in the municipalities of Casey, Greater Dandenong and Port Phillip. This will affect future football participation, placing further pressure on existing facilities and grounds that are, in some cases, already at capacity.

Project partner LGAs have expressed their commitment to supporting football in their municipalities and have a strong understanding of and appreciation for the social value sport brings to their communities beyond participation.

This Priority outlines projected demand and planning and development opportunities to ensure facility and ground provision aligns to this demand and encourages broad use, multi-purpose provision and inclusion.

HOW CAN PRIORITY 2 BE ACHIEVED?

Delivery of Priority 2 can be achieved through collaboration in the planning of new developments in growth areas, considering regional, umpire and talent pathway needs and supporting new development in amenity and ground surface provision:

- **Collective support** of identified regional level projects
- **New facility and amenity developments** that consider unisex and Universal Design, capacity for club growth, lighting and regional facility needs
- **Planning facility needs** that include umpire and talent bodies requirements
- **Continuing to support innovation** in facility design and ground surface provision
- **Planning to match** projected ground requirements

Anticipated population growth will see the establishment of new clubs in growth areas. New infrastructure has been planned for and will be created to service these new clubs. AFL Victoria will play a key role in club establishment through providing seed funding, guiding governance processes and identifying potential facility user partners.

These new developments should consider regional level provision that incorporates two ovals at the site, or capacity to plan for an additional oval into the future, unisex player and umpire rooms, suitably sized pavilion and night competition level lighting. Provision to this level would better support the 14% projected future participation growth in the region, serve wider catchment areas and create economic efficiencies by catering for more than one sport or activity. Regional venues provide opportunity to share facilities and administration and help maximise stakeholder return on investment through shared overheads and financial contributions.

Pending developer and funding partner contributions, the Region's largest growth area, Casey has planned for participation growth with 23 new sites planned to increase usage opportunities. 6 of these will potentially be AFL sized synthetic fields.

Of regional importance is delivery of Stage 2 at Moorrabbin Oval. Stage 2 includes the creation of a function room and secondary training ground, the surface of which is still being examined. Approximately \$30M is already being invested at the site with a further \$13M committed for investment into grandstand, hydrotherapy pool and indoor sports facility. Investment will create a valuable community sports hub and surrounding parkland that will house AFL Victoria regional staff, SMJFL, SFNL and Sandringham Dragons with relocation scheduled for November 2018. The hub will also support talent pathways from the amalgamated SMJFL interleague and St Kilda Football Club academies (11-15 year olds) to the Sandringham Dragons (16-18 year olds).

PRIORITY 2

Plan and develop new facilities in key growth areas across the Region, considering regional needs, program, competitions and talent pathways at key locations.

Valued at \$4.3M, Casey Council have a new site with oval, floodlighting and pavilion planned at the Hunt Club Cranbourne which will be ready for use by winter 2019. To increase ground capacity, Casey also have lighting upgrades planned for Kalora Park (50+ lux) and Marriott Waters (100+ lux).

Also of regional significance is the planned new sports hub by Hawthorn Football Club in Dingley (Kingston LGA). The Club plans to relocate to the site by 2021 and deliver a multi-purpose community hub that also houses their elite training and administration facilities. The development will include at least two new ovals, one specifically for community use. The Etihad sized oval will have a community pavilion that will house purpose-built women's facilities, four community changerooms, a 250-seat function centre, coaches boxes, lights and broadcast facilities. The Club is also investigating the option of a multi-purpose centre on the site that could facilitate netball, basketball and other indoor sports such as volleyball and badminton.

Hawthorn Football Club have actively engaged many, varied stakeholders in the planning process to ensure they have a broad understanding of community needs. The Club is proposing that the facility remain non-club aligned to ensure all participation pathways (from grass roots through to elite) have the opportunity to utilise the facilities with the intent of supporting community sport. The stakeholders engaged to-date include, but are not limited to, Kingston and Greater Dandenong LGAs, AFL and AFL Victoria, Netball Victoria and Netball Australia, Basketball Victoria, SMJFL, SFNL and Dingley Dingoes Football Club. Funding will be sought by the Club to support project delivery and commence detailed design by 2019.

Kingston Council is looking to provide two additional ovals and associated infrastructure within the Dingley Village region and are investigating options to either develop former landfill sites, purchase land or long term lease a site. Kingston are also seeking SRV funding support to complete \$700,000 worth of investment into the conversion of existing change rooms to unisex provision at Keeley Park East, Bonbeach Reserve and Southern Road Reserve. Drainage and irrigation works are also planned at a number of sites around the municipality.

To alleviate the overuse of many nearby grounds and provide capacity for increased participation in sport through the addition of new teams, particularly juniors and women, Stonnington will deliver upgrades to Gardiner Park by early 2018. The project will see the conversion of the existing natural turf oval to all weather synthetic turf, floodlighting upgrades, installation of a new pavilion, improved public amenities and landscaping.

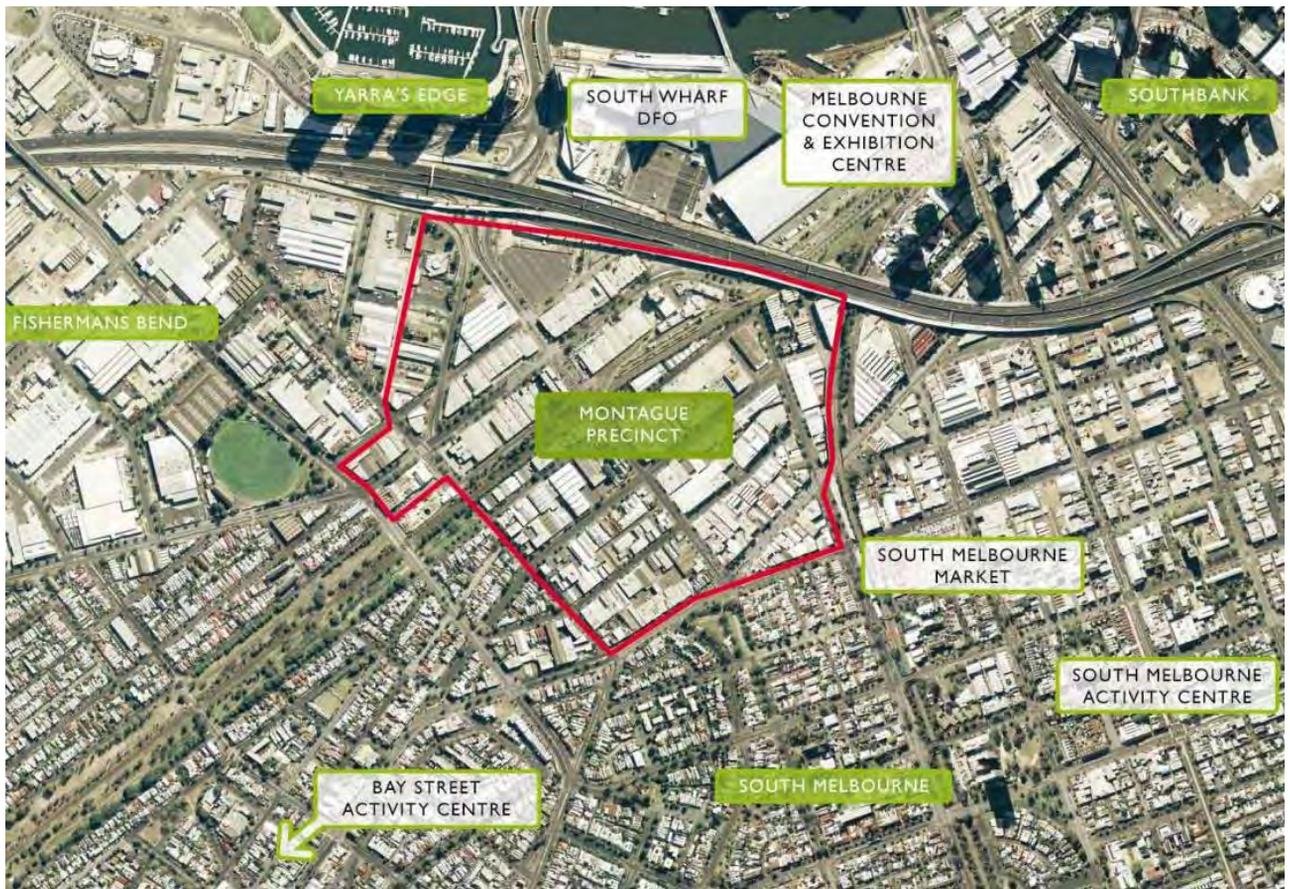


Partly funded by SRV, Glen Eira will be completing \$1.6M female friendly amenity upgrades at King George VI Memorial Reserve. SRV funding of \$100,000 per project has also been approved for female friendly amenity provision at McKinnon Reserve and Koornang Park

Bayside Council has partnered with the Victorian Government, VAFA, AFL, AFL Victoria and Old Melburnians Football Club on the \$6.4M redevelopment of the Pavilion and No. 1 Oval at Elsternwick Park. Features include unisex change rooms, umpire and trainer rooms, all abilities access, social space and kitchen facilities, appropriate office amenities for the VAFA administration including tribunal rooms, public amenities and reconstruction of the oval. LGA investment is \$1.2M with works scheduled for completion mid 2018

Bayside is also seeking to complete pavilion upgrades at a number of venues including Brighton Beach Oval, Castlefield Reserve, William Street Reserve, Chisholm Reserve, Boss James Reserve, Donald McDonald Reserve, Moorabbin West Reserve and Peterson Reserve. The municipality have resolved to investigate the possibility of activating Ovals 3 and 4 at Elsternwick Park South for competition based sport. This may be an opportunity for facility development pending planning and community consultation outcomes. Sportsground reconstructions and lighting upgrades are also planned at a number of sites.

Parks Victoria is in the process of developing a Master Plan for Albert Park (Port Phillip) which will set a 25-year vision for the precinct to help shape the future of one of Victoria's great urban parks. Public consultation on the Draft Master Plan was completed in January 2018 with final outcomes still being developed.



GROWTH CORRIDOR PLANNING AND THE LOCAL LEVEL IMPACT – AN EXAMPLE

The urban renewal project Fishermans Bend covers approximately 480 hectares and will be home to an estimated 80,000 residents by 2050. The project consists of five precincts across two municipalities, the City of Melbourne and the City of Port Phillip and connects Melbourne's CBD to the bay. Three of these precincts are based in Port Phillip including Montague which is in the advanced planning stage. The Montague Precinct Structure Plan has established strategic directions specifically relating to the creation of new parks and open space.

When considering oval provision per head of population, Port Phillip ranks the lowest of all 31 metropolitan LGAs, accommodating over 14,000 residents per oval.

These findings from the *Sport Facility Provision Report 2015* prepared by Victoria University, reinforced that facility provision and access were key factors impacting 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.

Despite low oval provision Port Phillip has seen 59% growth in football participation in the last 3 years.

At the local level Port Melbourne Colts JFC have had 144% growth in player numbers since 2015. In Season 2017 an extra 80 participants joined the club (the equivalent of 3 teams).

In Season 2018 the Club plans to expand their female participation offering. In partnership with Port Melbourne Football Club they will launch a Girl's and Women's Football Pathway.

\$2.7M of pavilion and lighting upgrades are planned for the Club's home base JL Murphy Reserve. Improving these reserve facilities will have some impact on addressing immediate land access requirements in Port Phillip but long term, other options that grow capacity need to be considered.

Synthetic oval provision to meet projected demand across known growth corridors like Fishermans Bend will be key to meeting ground access requirements into the future.



Artist impression of Moorabbin Oval

UMPIRE VENUES

Over a third of umpire facilities in the Region are in poor condition and a further 41% do not cater for female participation. This directly impacts on the capacity of Leagues to attract and retain umpires.

SFNL umpires are currently based at Bricker Reserve (Kingston) but will be moving to Moorabbin Reserve when redevelopment is completed. The SMJFL umpires home base is Moorleigh Reserve (Glen Eira), while the VAFA Umpire Association is based at the VAFA administration base, Elsternwick Park (Bayside) with satellite training venues throughout Melbourne.

Growth in participation directly correlates to growth in umpire numbers. At the end of the 2017 season, SMJFL had 350 registered umpires at over 3,500 games. In 2018, due to the continued growth of player and team registrations (particularly girls teams), numbers grew to 500+ active umpires. Operating out of Moorleigh Reserve, the SMJFL's new Umpiring Academy provides a pathway for junior and senior umpires.

With these additional umpire numbers, Moorleigh Reserve is stretched and the SMJFL is now accessing St Bede's College and Elsternwick Oval to cope with growth. Currently, two sessions on a Wednesday night are dedicated to umpires with the other days used for Interleague training. SMJFL plans to further expand the Umpiring Academy to 800+ umpires. This will see the need for a permanent alternate venue to accommodate umpire training or increased ground capacity at Moorleigh Reserve.

Similarly, whilst SFNL umpires will have access to state of the art facilities at the redeveloped Moorabbin Reserve, competing ground access needs between resident users is an ongoing concern for the League. Options to find alternate venues for SFNL umpires need to be considered.

The VAFA Umpires Association will be satisfactorily looked after with a new facility at Elsternwick Park. However, umpire growth generally and ground access limitations provides opportunity to develop a dedicated umpiring venue in the Region that can be accessed by all Leagues.

With unisex change room availability and good ground and pavilion quality, the current base for the SMJFL umpires, Moorleigh Reserve, is one facility option that should be considered by project partners where umpire facility limitations are realised. However, investment to grow ground capacity through synthetic or hybrid turf would be required to address increased oval usage requirements.

Planning of new facilities, particularly in growth areas, should consider umpire needs such as unisex rooms to recommended size and lighting to minimum standards. This would ensure suitable provision for the anticipated growth in umpire numbers and opportunity for advocacy to support a dedicated umpire venue in the Region.

PLANNING CONSIDERATIONS

Facility and greenfield site planning should consider recommendations from the *AFL Preferred Facility Guidelines* 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.

Where a new facility is to be considered for regional level classification, the preferred minimum facility requirements would extend to provision of two ovals (where possible) or capacity to plan for an additional oval into the future, unisex change rooms and umpire rooms, sports lighting at night competition level on one oval and a suitably sized pavilion.

TALENT PATHWAY VENUES

The issues surrounding the provision of appropriate facilities to support talent pathways is two pronged. There are the operational challenges of balancing needs for elite pathway teams against facility provision and then harnessing investment and access opportunities that benefit the widest audience. Currently these challenges are not being met with talent bodies often working alone to identify opportunities for the talent pool they represent. Better facility and pathway outcomes may be realised where partnerships are truly developed.

Talent bodies in the Region include the VFLW team the Southern Saints, three VFL teams, the Port Melbourne Football Club, the Casey Demons and the Sandringham Zebras and three TAC Cup Clubs, the Sandringham Dragons, Oakleigh Chargers and Dandenong Stingrays. TAC Cup teams are supported by AFL Victoria female and male development leagues. Like community clubs, talent bodies have expanded to now include TAC Cup Girls teams, while the Casey Demons will figure in the VFL Women's expanded competition in Season 2018 after taking over Cranbourne Women's Football Club licence.

Expectation for clubs entering the VFL Women's competition has been the development of talent in their regions, continuing to expand the pathway from the TAC Cup Girls competition and Next Generation Academies.

Talent development starts early with girls and boys interleague shared between the SMFJL and St Kilda Football Club in the 11-15 age group. Representative football for SMJFL is substantial. It includes U12 boys and girls teams competing for the Community Cup, U13 boys and girls Interleague teams competing against other Leagues and U14 boys and U15 boys and girls teams competing in the AFL Victorian Metropolitan Championships with two divisions in each age group.

From 2018, AFL Victoria have charged AFL Clubs to take over responsibility of talent across their regions. The SMJFL has established a partnership with the St Kilda Football Club within its combined Next Generation Academy and Interleague Academy to deliver talent programs from Under 12s to Under 15s for both boys and girls. At Under 16 and 17 boys and girls, St Kilda Football Club will work in partnership with the Sandringham Dragons to deliver the older age talent program.

This expansion of elite pathways places further pressure on ground availability and usage levels, while unisex facility provision presents additional challenges when attempting to support female participation.



Currently none of the Region's talent bodies are based at facilities that are fit for purpose and address all player development requirements. These requirements include competition level lighting, unisex change room provision, access to two or more grounds, a pool, gym and allied health professionals. For example, recognised State level venue Trevor Barker Beach Oval currently hosts the Sandringham Zebras who will also have a VFLW team from 2019. The Sandringham Dragons TAC Cup boys and girls teams utilise the venue for training and matches, while St Kilda Next Generation Academy host their girls development program there. While the venue accommodates considerable female football offerings, it lacks unisex amenities or lighting to support night competition requirements. Improvement in this infrastructure would support both community use and the continued growth in female football.

The co-location of regional personnel across partner sports, site capacity for growth and consideration of player catchment areas, accommodation and education opportunities are also key factors when identifying suitable locations for elite level facilities.

AFL Victoria is delivering venue improvement programs at second tier (State level) venues to investigate facility gaps, facility development and funding opportunities to support player pathways and the implementation of female football at the elite level.

If these funding opportunities and purpose built facilities are to become a reality, collaboration between player talent governing bodies and project partner LGAs is critical.

PRIORITY 2

Plan and develop new facilities in key growth areas across the Region, considering regional needs, program, competitions and talent pathways at key locations.

LGA INNOVATION

Project partner LGAs have shown a willingness to accommodate participation growth, be innovative and investigate other amenity and oval surface options. Monash are investigating hybrid and synthetic turf in high wear areas and Glen Eira, who access a turf consultant to review ground usage capacity on an annual basis, will be installing LED lighting at venues. Kingston has installed modular buildings at venues to address unisex provision. The synthetic oval at Carlisle Park (Casey) is considered by some as the best in Victoria and the redevelopment at Gardiner Park by Stonnington will see the conversion of the existing natural turf ground to synthetic turf. Hybrid turf to the goal squares at Peanut Farm Reserve will also be installed by Port Phillip following oval redevelopment at the site.

Innovations like these help to alleviate the overuse of grounds, provide capacity for increased participation in football and associated training activities and support partner sports such as cricket.

These innovations will be further supported by the establishment of a new focus group in the Melbourne South region dedicated to investigating options to increase ground capacity.

CLUB SUSTAINABILITY

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.

Prioritisation of investment into facilities should consider clubs who have or are committed to actively implementing diversity initiatives (female participation, multi-cultural or indigenous programs or access all abilities teams) and have the necessary structures in place to manage these initiatives.

Consideration needs to be given to the impact of growth on club volunteers. Increased workloads and governance expectations create new pressures for clubs affecting their capacity to manage growth. Club volunteers must be supported to ensure growth is balanced against their capacity to ensure long term sustainable outcomes.

AFL Victoria recognises the financial pressures faced by Local Government and are educating their clubs around this and other issues to increase the sport's capacity to contribute to volunteer support and facility development.

To support this a *Framework for Funding Allocation* that could be used by LGAs to determine infrastructure investment has been developed as part of this Strategy (refer Appendix 3). This Framework considers identified facility need together with club service levels governance, financial management, ability to support infrastructure investment and commitment to sports development initiatives.



PRIORITY 2

Plan and develop new facilities in key growth areas across the Region, considering regional needs, program, competitions and talent pathways at key locations.

PROJECTED GROUND REQUIREMENTS

AFL Victoria recommend that ideally no more than 7 teams use one natural turf ground at one time, however localised factors such as the ages of those teams and the condition and maintenance regime of the natural turf should be taken into account at each venue. The estimated growth of 14% in football participation by 2026 equates to the need for an additional 29 grounds under this rule of thumb across the Melbourne South Region as a whole.

Participation growth however, is centred in Casey, Kingston, Port Phillip, Glen Eira and Stonnington. Increases in participation based on current penetration rates for these municipalities would result in the need for an additional 9 grounds in Casey, 5 grounds in Port Phillip, 4 grounds in Stonnington and 3 grounds in both Glen Eira and Kingston. These figures are based on population rates derived from State Government's Victoria in the Future data from 2016. These are conservative estimates and do not include localised information or future projects which LGAs have indicated will generate additional population growth.

Finally, an increase of individual LGA penetration rates of just 1% would result in an additional 428 players with all project partner LGAs projected to see growth in participation. This may be achieved through the growth in female football participation. This increase would result in access to 2 additional ground being required across the Region by 2026.

PROJECTED GROUND REQUIREMENTS SMJFL, SNFL AND VAFA

Participation projections for the SMFJL will require access to 3 additional ovals in Port Phillip, 2 ovals in Stonnington and one additional oval for the remaining LGAs except Bayside.

With SNFL participation spread across municipalities, projected growth will see the league require access to 2 additional ovals across the Region with no specific identification of access requirements by LGA.

Similarly, VAFA participation is spread across the Region resulting in oval estimates of 3 additional ovals, with 1 oval each in Bayside and Stonnington and the remaining oval region based.

PROJECTED GROUND PLANNING

Proposed planning of greenfield sites by LGAs does not currently addresses projected need. For land locked municipalities with significant projected growth like Glen Eira, Port Phillip and Stonnington, consideration of synthetic multi purpose AFL fields to provide capacity to cater for growth and existing demand will be critical. This need is further compounded by the current capping of ground access by some project partner LGAs.

As a minimum, identified growth LGAs should consider installation of at least one synthetic field combined with options for hybrid turf at other venues to meet increased demand.

LGAs should also investigate opportunities to cross promote venue usage in other municipalities that have existing oval capacity and provide synthetic public spaces to support training and pre-season needs.

Importantly project stakeholders will need to continue to monitor football participation and plan accordingly. Initiating annual State of Play Reports to ensure a collective understanding of participation across the Region will be essential to support identification of facility investment priorities.

Whilst new facility investment is crucial to meet projected participation growth, Leagues will continue to be challenged by ground access and capacity issues. Alternate formats of the game such as AFL 9s and AFL X also present new scheduling demands. Options that encourage and accommodate participation through changes to the coordination and delivery of AFL activities will require ongoing exploration by Leagues in partnership with AFL Victoria and LGAs. These options include match scheduling, use of non traditional AFL venues and game modifications to lessen ground access requirements.





Recommendations to plan and develop new facilities in key growth areas across the Region, considering regional needs and talent pathways, programs and competitions at key locations.

2.1 Critical: Collectively lobby for investment into identified regional level venues that support wider catchment areas, events, league finals and player pathways.

2.2 AFL Victoria, leagues and project partner LGAs investigate options for the installation of one synthetic oval in each Melbourne South municipality with supporting funding models.

2.3 Project partner LGAs and AFL Victoria investigate facility and ground capacity requirements for elite pathways to support competition expansion.

2.4 Project partners continue to monitor growth in umpiring numbers and collaborate on the potential development of a dedicated umpiring venue when need is identified.

2.5 Collaboration to continue between AFL Victoria, leagues and Melbourne South Region LGAs 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.

2.6 Innovations in facility materials and products continue to be considered by project partners to increase carrying capacity and reduce ongoing maintenance costs.

2.7 AFL Victoria continue to provide a Club Establishment Fund to provide seed funding for the establishment of new football clubs.

2.8 AFL Victoria to maintain a strong relationship with the Victorian Planning Authority (VPA) and growth area LGAs to provide sport specific information, spatial requirements and design expertise to inform all current and future Precinct Structure plans being developed.

2.9 Project partners reference principles outlined in SRV's *Design for Everyone Guide* and *Female Friendly Sport Infrastructure Guidelines* for all new and existing facility upgrades.



PRIORITY 3

Continue to enhance the relationship between football, government and other key stakeholders in the planning and provision of facilities and programs

As the majority of football facilities are provided on land owned and/or managed by local government they carry the burden of funding the renewal and upgrade of these assets. The introduction of rate capping, ageing infrastructure and continued growth in sport presents new challenges for local government. Reliance on additional funding through State and Federal government, clubs and peak sports bodies and sourcing alternate funding streams will be paramount if funding shortfalls and facility renewal and investment gaps are to be met.

As the land manager of Albert Park, Parks Victoria also play a key role in supporting facility renewal to meet football growth, balanced against the challenge of competing sports interests across the Albert Park precinct.

This Strategy formalises the steps project partners have taken to collaboratively plan future investment and facility upgrades that consider the conflicting needs of sport and government. Strategic initiatives are targeted to direct investment priorities that will provide facilities and amenities beyond club 'desires', to what is actually required to sustain and grow football participation from community club to regional level provision.

HOW CAN PRIORITY 3 BE ACHIEVED?

Enhancing existing relationships into the future will be achieved through:

- Implementation of a **local level Local Government Reference Group** to review implementation of this Strategy.
- **Continued LGA support** of the AFL Victoria Local Government Forum
- Initiating regular **State of Play Reports**

These initiatives will ensure strategic directions remain current and reflect the Regions' facility needs moving forward.

Beyond this Strategy collaboration between the Region's Leagues, LGAs, Parks Victoria and AFL Victoria should continue through the establishment of a local level Local Government Reference Group. This would be the key consultative group for issues affecting football that relate to local government facility provision, ground access and services in the Region.

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.

PRIORITY 3

Continue to enhance the relationship between football, government and other key stakeholders in the planning and provision of facilities and programs

To reduce overall capital investment requirements, cross municipal funding options need to be considered. There is potential to address regional level venue redevelopment through the implementation of a sinking fund. Such a fund currently has in principle support from the Region's LGAs. This, however, is with the understanding that any fund would be invested in regional venues that are multi-user and service wide catchment areas, ensure ongoing cross municipal access and ultimately reduce the significant investment required to meet higher level venue provision in neighbouring LGAs that make such an investment.

Collaboration will need to extend beyond current project partners to include other key stakeholders including Cricket Victoria, Sport and Recreation Victoria, VicHealth and the Department of Education and Training.

Partnerships with Cricket Victoria to investigate facility investment priorities based on joint identified need in the female participation space will be important. Such partnerships enhance funding opportunities to government and ensure facility investment considers multi-users across a number of sports

AFL Victoria continues to support investment into its sport through increased staff resources at the regional level, implementation of its *Heartland Strategy* which has seen the roll out of regional planning across the State, the implementation of specific funding programs and subsequent facility development and renewal into known facility gaps.

The implementation of the AFL Victoria's *Community Club Sustainability Program* across the Region is educating clubs on the value of re-directing funds into facility investment and supporting renewal, particularly where investment is required beyond core amenity provision.

It is recognised that LGAs have a strategic commitment to providing for all sport and recreation in their area. Competition for funding is high between sporting codes. Pressure exists to balance the needs of a diverse range of sport and recreation opportunities often with limited funds and funding options that do not meet identified need.

Initiating annual State of Play Reports to ensure a collective understanding of participation across the Region will be essential if a continued strategic approach to facility investment, that is based on participation growth and identified need, is to be ensured.

LGA investment could be further supported by State Government with provision of alternate funding models. New funding models could consider the capacity of LGAs to combine existing multiple applications, provision of alternate funding streams and support of investment that recognises current participation and supports 'retention and stability' of participation not just participation growth. AFL Victoria is currently working with State Government to review funding models and LGAs should be prepared to capitalise on any new funding opportunities that SRV may provide following this consultation.





Recommendations to continue to enhance the relationship between football, government and other key stakeholders in the planning and provision of facilities and programs

- 3.1 **Critical: Implement a Melbourne South Local Government Forum that meets as a minimum twice yearly to review the initiatives from the Melbourne South Football Facilities Strategy and to act as a further consultative process for football and LGAs in the Region.**
- 3.2 AFL Victoria, leagues and Cricket Victoria collaborate to identify venues accessed by female participants across both sports to maximise funding opportunities
- 3.3 Project partners work collaboratively to identify alternate funding streams to support infrastructure investment.
- 3.4 Melbourne South LGAs investigate options to develop a sinking fund that supports facility investment requirements at recognised regional level venues which service cross municipality need.
- 3.5 Melbourne South LGAs continue to support the AFL Victoria Local Government Forum held every two years.
- 3.6 Initiate annual football State of Play reports, ensuring collective understanding and progress of participation, sports development, facility improvement and new development activities.



UMPIRE
AFL

3. STRATEGY IMPLEMENTATION

STRATEGY IMPLEMENTATION



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

IMPLEMENTATION ACTIVITIES

The following Implementation Plans are provided to guide football and LGAs financial and human resource commitment into the future. 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.

Competing investment priorities, funding pressures on local government and the broader focus of local government to accommodate a range of sports in facility renewal and development, will require football to continue to advocate for and on behalf of their sports in the Region.

Identification of funding streams beyond traditional funding partners and a coordinated approach to accessing funding will be critical to strategic outcomes.

The Region's LGAs and leagues should look to implement a planned approach to State Government for funding provision, particularly relating to the Female Friendly Facilities Program, Better Indoor Stadiums Fund, State and Regional Level facilities and any new funding programs that may be made available in response to female participation growth.

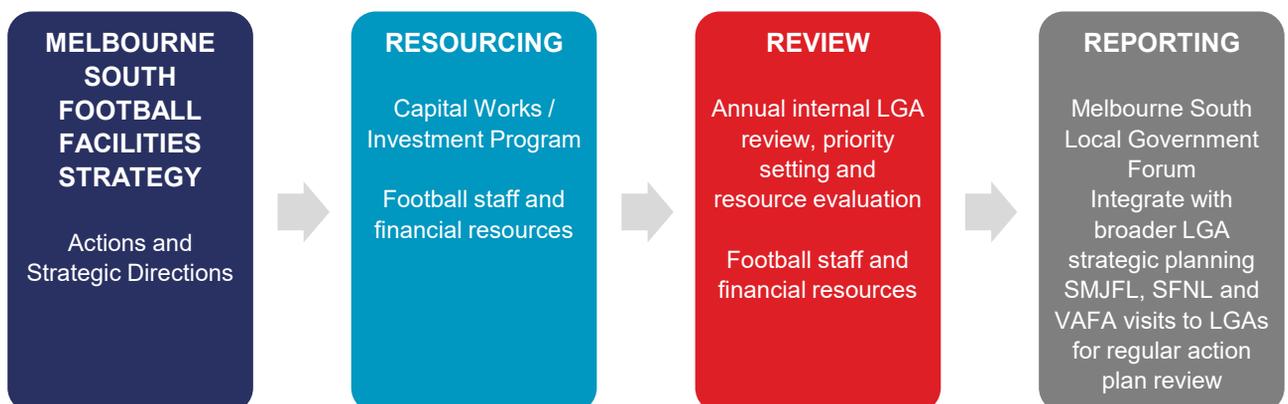
Other funding options available to achieve facility improvements will be the AFL Victoria Female Facilities Change Room Fund and any new funding streams under development by AFL Victoria, LGA Capital Works Programs, Club contributions and the AFL Victoria Football Development Fund to fill the gap in infrastructure renewal generally overlooked by other funding bodies. Non traditional funding partners such as Community Bank Programs, commercial investment and sponsorship should also be investigated.

Implementation objectives are set out in a priority framework. However, annual goal and target setting will be required by Strategy partners. Formal evaluation of the Strategy by the project partners will be required to ensure ongoing and consistent alignment with football and LGA objectives. Strategy implementation will also need to recognise and accommodate the differing decision making processes and priorities of each project partner within the Region.



MONITORING, MEASURING AND EVALUATING

To ensure stakeholders are successful in achieving mutual objectives in an efficient and effective manner, regular reviews of strategic directions are paramount. To this end the following implementation, monitoring and reporting system is provided for stakeholder guidance and participation in Strategy measurement.



CRITICAL ACTIONS



The Melbourne South Football Facilities Strategy has been prepared to guide the development of football within the Melbourne South 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 football are met in the short, medium and longer-term, **six Critical Actions** have been identified. These Critical Actions are high priorities and should be used to inform each project partners long term planning. It is not expected that all project partners will be able to deliver all Critical Actions in the short and medium term.



CRITICAL ACTION #1

Prioritise change room upgrades for application to SRV and AFL Victoria Grants Programs to cater for unisex use.



CRITICAL ACTION #2

Project partners establish a focus group to investigate ground capacity issues in land locked LGAs.



CRITICAL ACTION #3

Commit to developing options to increase existing ground capacity through the use of synthetic surfaces, oval upgrades and lighting provision.



CRITICAL ACTION #4

Explore all opportunities to advocate for access to school facilities and develop ongoing partnerships with schools.



CRITICAL ACTION #5

Collectively lobby for investment into identified regional level venues that support wider catchment areas, events, league finals and player pathways.



CRITICAL ACTION #6

Implement a Melbourne South Local Government Forum that meets as a minimum twice yearly to review the initiatives from the Melbourne South Football Facilities Strategy and to act as a further consultative process for football and LGAs in the Region.



KEY STAKEHOLDER IMPLEMENTATION RESPONSIBILITIES

AFL VICTORIA

AFL Victoria will play a lead role in Strategy implementation and continued collaboration with project partners.

AFL Victoria will need to drive collaboration between elite pathway stakeholders to identify facility development options, support infrastructure projects and identification of funding opportunities.

AFL Victoria will provide advice on facility requirements that meet the needs of football, identifying new developments in sports infrastructure materials and technology that improves facility investment outcomes and continue to take a leadership role in sourcing funding that supports LGA investment in community facilities.

Managing State wide strategies that support participation projections, improved club governance, financial management and sustainability processes, maintaining strong partnerships with State and Federal Governments to support facility investment, sourcing alternate funding streams and providing a Club Establishment Fund for new clubs in growth areas will also be essential to grow participation.

SMJFL / SFNL / VAFA

League commitment to the delivery of football in a changing environment is critical. Leagues will need to participate in facility planning and provide information and advice to LGAs on participation trends, strategic directions and goal setting.

Leagues will need to continue to coordinate sport development related initiatives through directing their staff work plans and priorities. Implementation of female football and introductory and junior program expansion will continue to be core development opportunities for leagues to expand participation and grow their base. Innovative methods will be required to manage growth such as reviews of competition structures and fixturing and modifications to training and game times. Leagues will also need to support school and alternate venue access opportunities at the local level to address capacity issues.

LOCAL GOVERNMENT

Project partner LGAs have a core responsibility to support sport and recreation and infrastructure planning, improvement and sport development initiatives across all sports, including football. LGAs will need to consider the implementation of Critical Actions and use Strategy directions 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 planning regarding facility provision.



CLUBS

Clubs will continue to remain the deliverers of football services to their communities. Specific to Strategy implementation will be their commitment to adapting to the changing environment of sport, implementing policies and processes from their State and Regional bodies, harnessing participation opportunities and supporting facility renewal through planning and direct investment.

Also essential to Strategy implementation will be developing Club understanding regarding core facility provision that directly supports participation growth against provision that is 'nice to have' and the reduced capacity for LGAs to invest in facility renewal outside of this core provision.

SCHOOLS

Schools in the Region will have a key role in growing participation through embracing participation opportunities provided by football and supporting facility access and investment where gaps in provision exist at the local level.

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 Melbourne South community. As a funding partner, SRV's Community Infrastructure Team plays a role during the design phase to develop facilities that are fit for purpose, consider environmentally sustainable and accessible design principles and serve the needs of the community.



IMPLEMENTATION PLAN

DELIVERING THE MELBOURNE SOUTH FOOTBALL FACILITIES STRATEGY

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

INITIATE

Planning and scoping 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 Melbourne South community.

SUPPORT

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

The Melbourne South 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. The level of priority should be used to inform each project partner of the relative importance of a particular action as opposed to an expected delivery timeframe. A description of each priority level is provided below:

CRITICAL ACTION

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 the 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.

PRIORITIES

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

RECOMMENDATIONS	PRIORITY	STAKEHOLDER RESPONSIBILITY		
		INITIATOR	DELIVERER	SUPPORTERS
1.1 Prioritise change room upgrades for application to SRV and AFL Victoria Grants Programs to cater for unisex use.	Critical	AFL Victoria, Leagues & LGAs	LGAs	AFL Victoria, Leagues & State Government
1.2 Project partners establish a focus group to investigate ground capacity issues in land locked LGAs.	Critical	AFL Victoria, Leagues & LGAs	AFL Victoria, Leagues & LGAs	State Government
1.3 Commit to developing options to increase existing ground capacity through the use of synthetic surfaces, oval upgrades and lighting provision.	Critical	AFL Victoria, Leagues & LGAs	AFL Victoria & LGAs	Leagues & State Government
1.4 Explore all opportunities to advocate for access to school facilities and develop ongoing partnerships with schools.	Critical	AFL Victoria, Leagues & LGAs	AFL Victoria, State Government & Leagues	LGAs
1.5 Project partners identify options for temporary change room structures with supporting funding models for key locations that will, in the short term, address player amenity provision for female football.	Medium	AFL Victoria, Leagues & LGAs	AFL Victoria & LGAs	Leagues & State Government
1.6 SMJFL support identification of lighting priorities at Regional and State level venues through implementation of a structured lux level testing program of oval lighting.	Medium	SMJFL & LGAs	SMFJL	AFL Victoria & LGAs
1.7 Project partners work collaboratively to bring facilities with no or low lighting up to minimum standards and where possible to 100 lux to support alternate fixturing.	Medium	AFL Victoria	AFL Victoria & LGAs	State Government & Leagues
1.8 AFL Victoria, leagues and Bayside LGA identify a public school within the municipality for a potential joint facility investment pilot project.	Medium	AFL Victoria, Leagues & Bayside LGA	AFL Victoria & State Government	Leagues & Clubs
1.9 Project partners collaborate on options for access of under-utilised venues that could support increased oval demands.	Medium	AFL Victoria, Leagues & LGAs	LGAs & Leagues	AFL Victoria, Clubs & State Government
1.10 AFL Victoria provide education tools to LGAs that support increased grounds management and capacity including the use of AFL synthetic fields.	Medium	AFL Victoria	AFL Victoria	Leagues & LGAs
1.11 Sport continue to investigate innovative competition and fixturing models to support participation growth.	Medium	AFL Victoria & Leagues	AFL Victoria & Leagues	LGAs
1.12 AFL Victoria continue to foster partnerships with the School Building Authority to identify opportunities for school facility access and joint investment.	Medium	AFL Victoria	AFL Victoria	Leagues & LGAs
1.13 Project partners reference Universal Design Principles as outlined in SRV's Design for Everyone Guide for all new and existing facility upgrades.	Ongoing	State Government & LGAs	LGAs	AFL Victoria, Leagues & Clubs

Priority 2: Plan and develop new facilities in key growth areas across the Region, considering regional needs, program, competitions and talent pathways at key locations.

RECOMMENDATIONS	PRIORITY	STAKEHOLDER RESPONSIBILITY		
		INITIATOR	DELIVERER	SUPPORTERS
2.1 Collectively lobby for investment into identified regional level venues that support wider catchment areas, events, league finals and player pathways.	Critical	AFL Victoria, Leagues & LGAs	AFL Victoria, LGAs & State Government	Leagues & Clubs
2.2 AFL Victoria, leagues and project partner LGAs investigate options for the installation of one synthetic oval in each Melbourne South municipality with supporting funding models.	Medium	AFL Victoria, Leagues & LGAs	AFL Victoria, LGAs & State Government	Leagues & Clubs
2.3 Project partner LGAs and AFL Victoria investigate facility and ground capacity requirements for elite pathways to support competition expansion.	Medium	AFL Victoria & LGAs	AFL Victoria & LGAs	Leagues & Clubs
2.4 Project partners continue to monitor growth in umpiring numbers and collaborate on the potential development of a dedicated umpiring venue when need is identified.	Medium	AFL Victoria & Leagues	AFL Victoria, LGAs & State Government	Leagues & Clubs
2.5 Collaboration to continue between AFL Victoria, leagues and Melbourne South Region LGAs 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.	Medium	AFL Victoria, Leagues & LGAs	LGAs	State Government
2.6 Innovations in facility materials and products continue to be considered by project partners to increase carrying capacity and reduce ongoing maintenance costs.	Medium	AFL Victoria	LGAs	Leagues & State Government
2.7 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	Leagues & LGAs
2.8 AFL Victoria to maintain a strong relationship with the Victorian Planning Authority (VPA) and growth area LGAs to provide sport specific information, spatial requirements and design expertise to inform all current and future Precinct Structure plans being developed.	Ongoing	AFL Victoria	AFL Victoria	LGAs
2.9 Project partners reference principles outlined in SRV's <i>Design for Everyone Guide</i> and <i>Female Friendly Sport Infrastructure Guidelines</i> for all new and existing facility upgrades.	Ongoing	State Government & LGAs	LGAs	AFL Victoria, Leagues & Clubs

Priority 3: Continue to enhance the relationship between football, government and other key stakeholders in the planning and provision of facilities and programs

RECOMMENDATIONS	PRIORITY	STAKEHOLDER RESPONSIBILITY		
		INITIATOR	DELIVERER	SUPPORTERS
3.1 Implement a Melbourne South Local Government Forum that meets as a minimum twice yearly to review the initiatives from the Melbourne South Football Facilities Strategy and to act as a further consultative process for football and LGAs in the Region.	Medium	Leagues	AFL Victoria & LGAs	Clubs
3.2 AFL Victoria, leagues and Cricket Victoria collaborate to identify venues accessed by female participants across both sports to maximise funding opportunities	Medium	AFL Victoria & Leagues	AFL Victoria, Leagues & Cricket Victoria	LGAs
3.3 Project partners work collaboratively to identify alternate funding streams to support infrastructure investment.	Medium	AFL Victoria & Leagues	AFL Victoria, Leagues & LGAs	Clubs & State Government
3.4 Melbourne South LGAs investigate options to develop a sinking fund that supports facility investment requirements at recognised regional level venues which service cross municipality need.	Medium	LGAs	LGAs	AFL Victoria & Leagues
3.5 Melbourne South LGAs continue to support the AFL Victoria Local Government Forum held every two years.	Medium	AFL Victoria	AFL Victoria	LGAs
3.6 Initiate annual State of Play reports, ensuring collective understanding and progress of participation, sports development and facility improvement activities.	Ongoing	Leagues	Leagues	AFL Victoria & LGAs



4. FACILITY MAPS

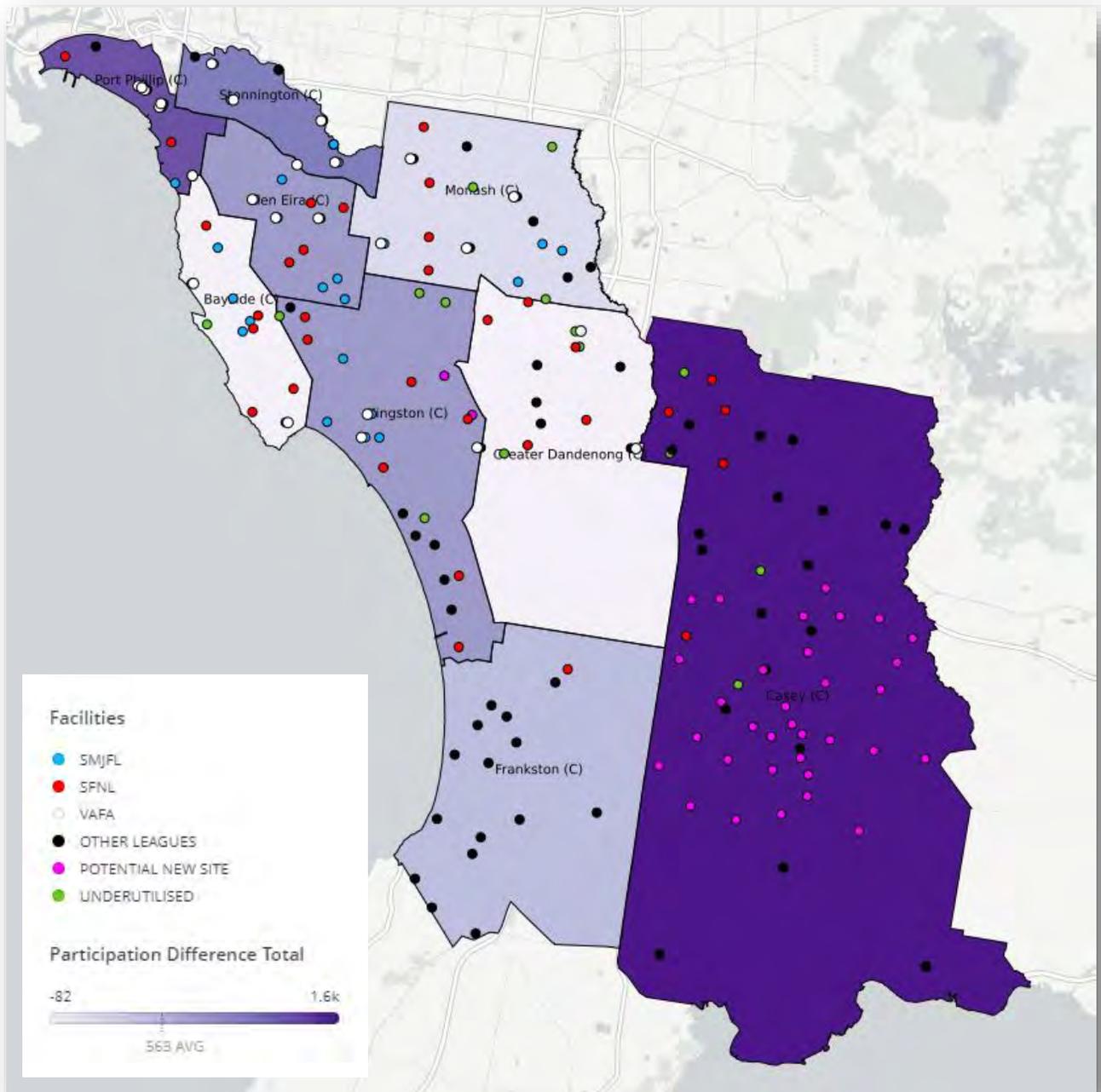


MELBOURNE SOUTH REGION FACILITIES AND POSSIBLE FOOTBALL MARKET

The map below identifies the location of all Melbourne South region football facilities. Venues are highlighted according to:

- which League they are accessed by – SMJFL, SFNL, VAFA or other Leagues operating within the Region
- underutilised venues - these may be venues that either have ground access capacity or have a lack of amenities/facilities which prevents football from utilising the ground
- potential new venues - new oval developments as identified by project partner LGAs.

Facility locations are mapped against the change in projected future football demand to 2026.

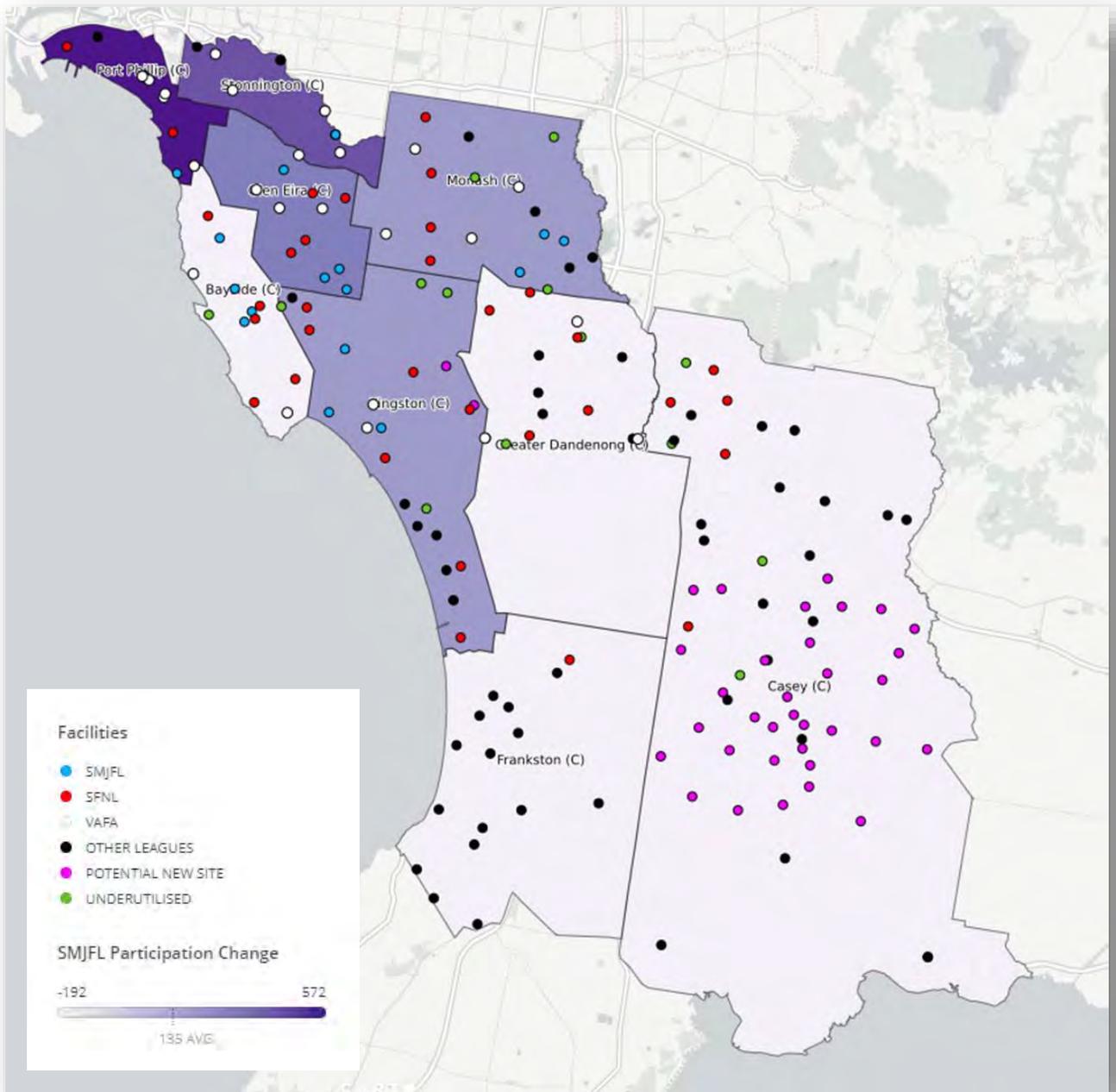


SMJFL FACILITIES AND POSSIBLE FOOTBALL MARKET TO 2026

The map below identifies the location of all accessed by the SMFJL. The map also highlights:

- underutilised venues - these may be venues that either have ground access capacity or have a lack of amenities/facilities which prevents football from utilising the ground
- potential new venues - new oval developments as identified by project partner LGAs.

Facility locations are mapped against projected SMJFL future football demand to 2026.

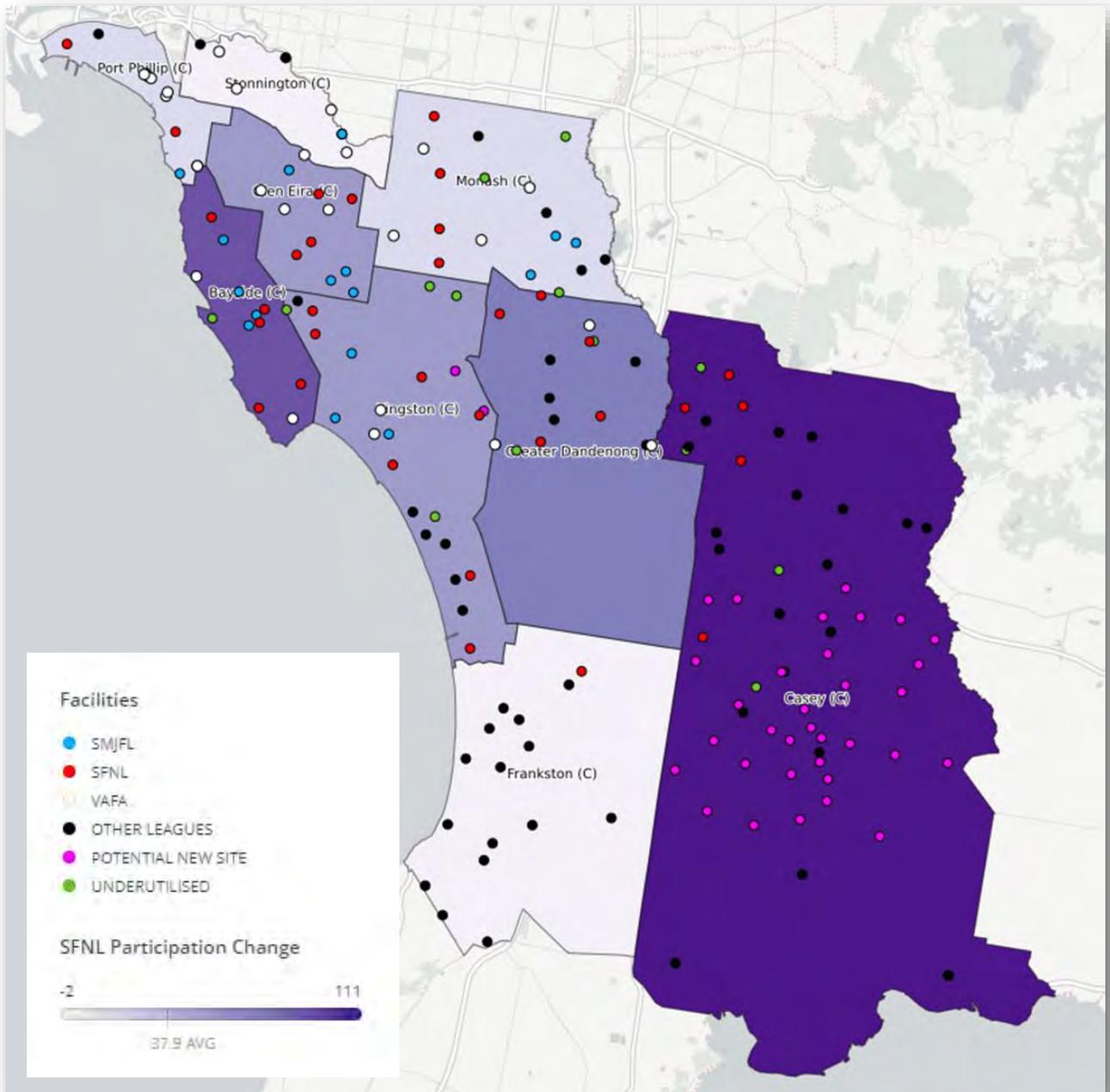


SFNL FACILITIES AND POSSIBLE FOOTBALL MARKET TO 2026

The map below identifies the location of all accessed by the SFNL. The map also highlights:

- underutilised venues - these may be venues that either have ground access capacity or have a lack of amenities/facilities which prevents football from utilising the ground
- potential new venues - new oval developments as identified by project partner LGAs.

Facility locations are mapped against projected SFNL future football demand to 2026.

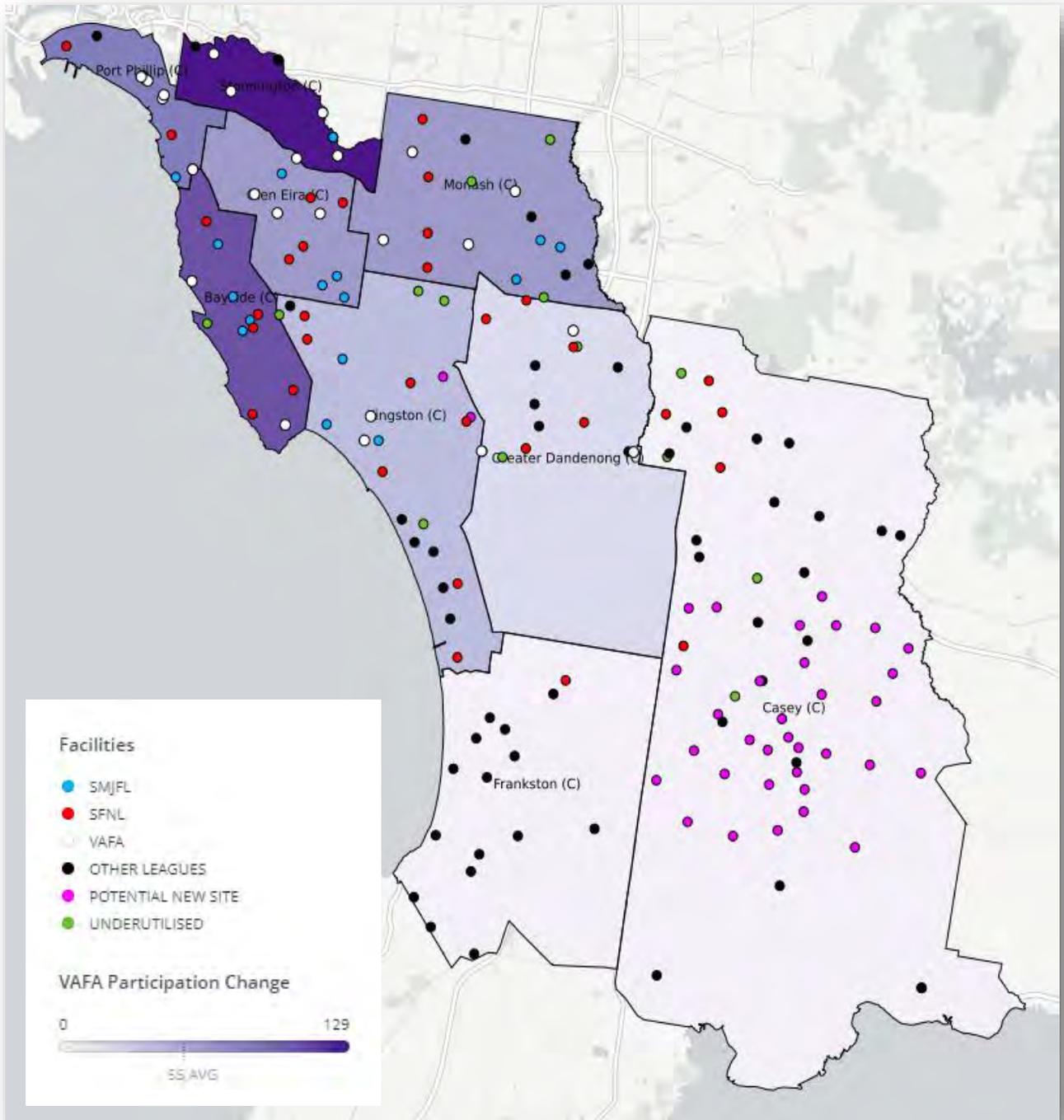


VAFA FACILITIES AND POSSIBLE FOOTBALL MARKET TO 2026

The map below identifies the location of all accessed by the VAFA. The map also highlights:

- underutilised venues - these may be venues that either have ground access capacity or have a lack of amenities/facilities which prevents football from utilising the ground
- potential new venues - new oval developments as identified by project partner LGAs.

Facility locations are mapped against projected VAFA future football demand to 2026.



BAYSIDE - FOOTBALL FACILITIES AND POSSIBLE MARKET FOR OVAL DEMAND TO 2026

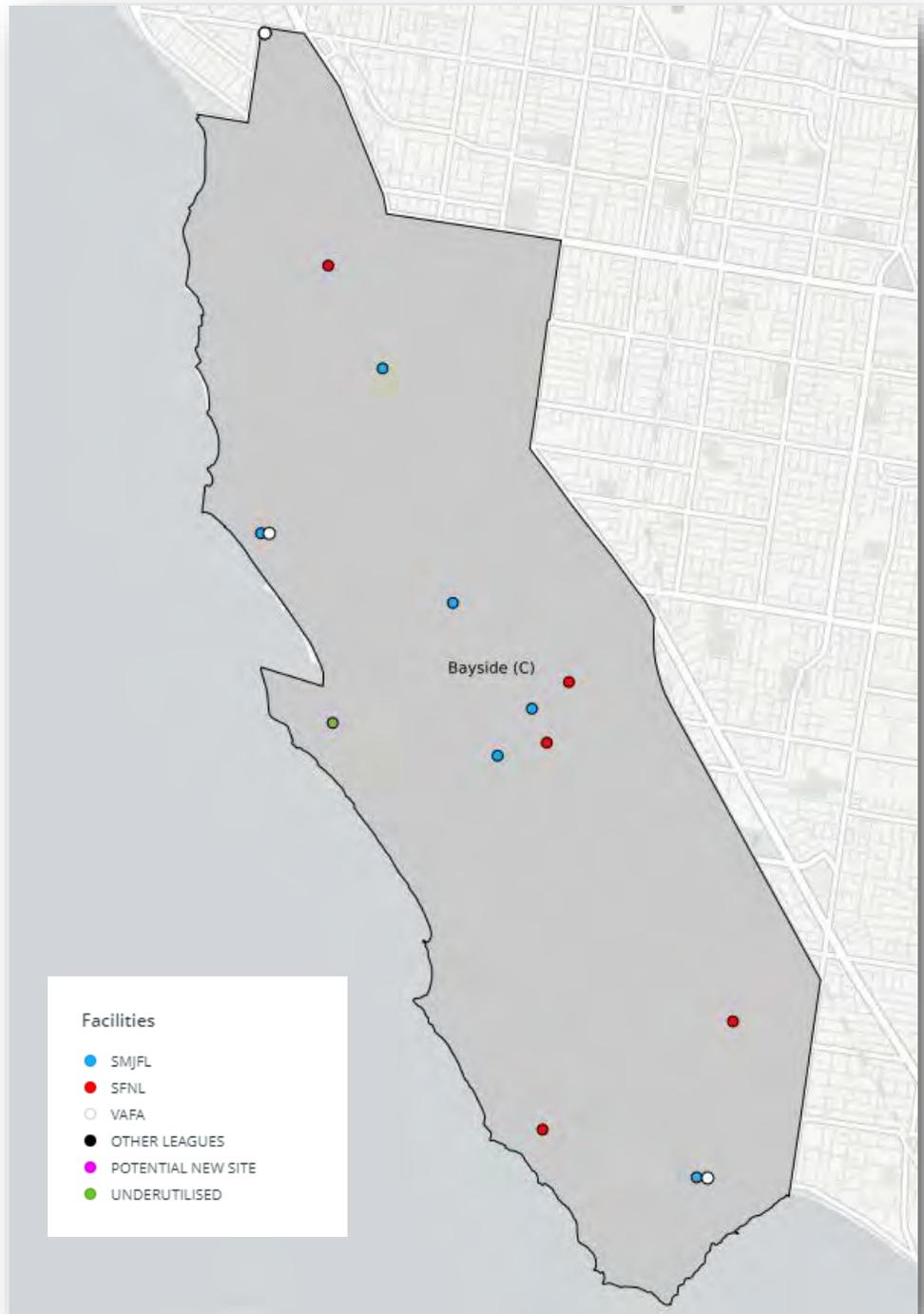
The map below identifies the location of all football facilities. Venues are highlighted according to:

- which League they are accessed by – SMJFL, SFNL, VAFA or other Leagues operating within the Region
- underutilised venues - these may be venues that either have ground access capacity or have a lack of amenities/facilities which prevents football from utilising the ground
- potential new venues - new oval developments as identified by project partner LGAs.

Facility locations are mapped against projected future football demand to 2026.

Participation
Projection 2026: -82
Oval access: 0 ovals

Whilst projections indicate decline, current trend data shows strong growth in Bayside with ground access currently at capacity. Based on these trends and access shortages, investment into ground infrastructure to support capacity should be a priority supported by fixturing and game modification initiatives to reduce usage impact.

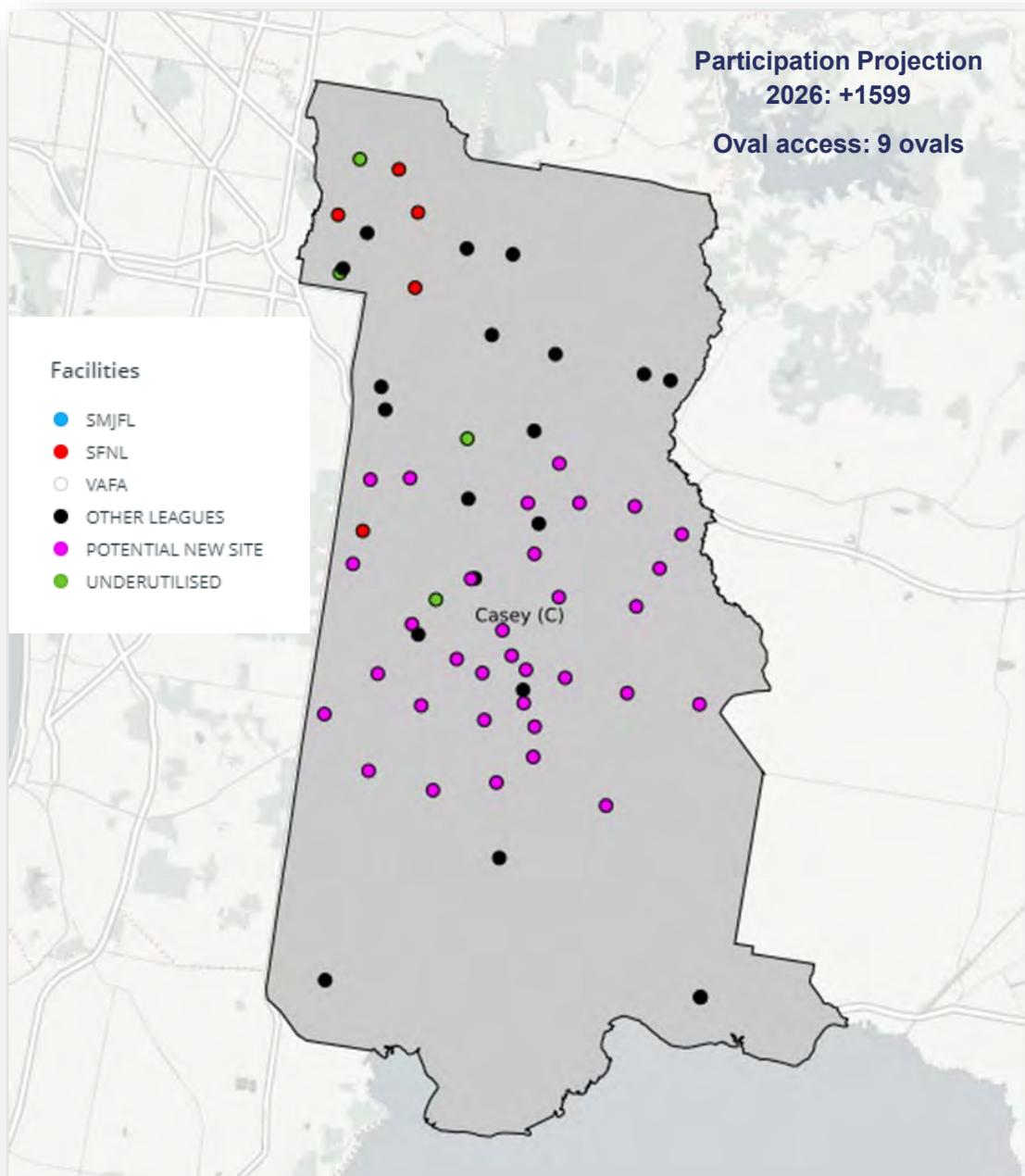


CASEY - FOOTBALL FACILITIES AND POSSIBLE MARKET FOR OVAL DEMAND TO 2026

The map below identifies the location of all football facilities. Venues are highlighted according to:

- which League they are accessed by – SMJFL, SFNL, VAFA or other Leagues operating within the Region
- underutilised venues - these may be venues that either have ground access capacity or have a lack of amenities/facilities which prevents football from utilising the ground
- potential new venues - new oval developments as identified by project partner LGAs.

Facility locations are mapped against projected future football demand to 2026.

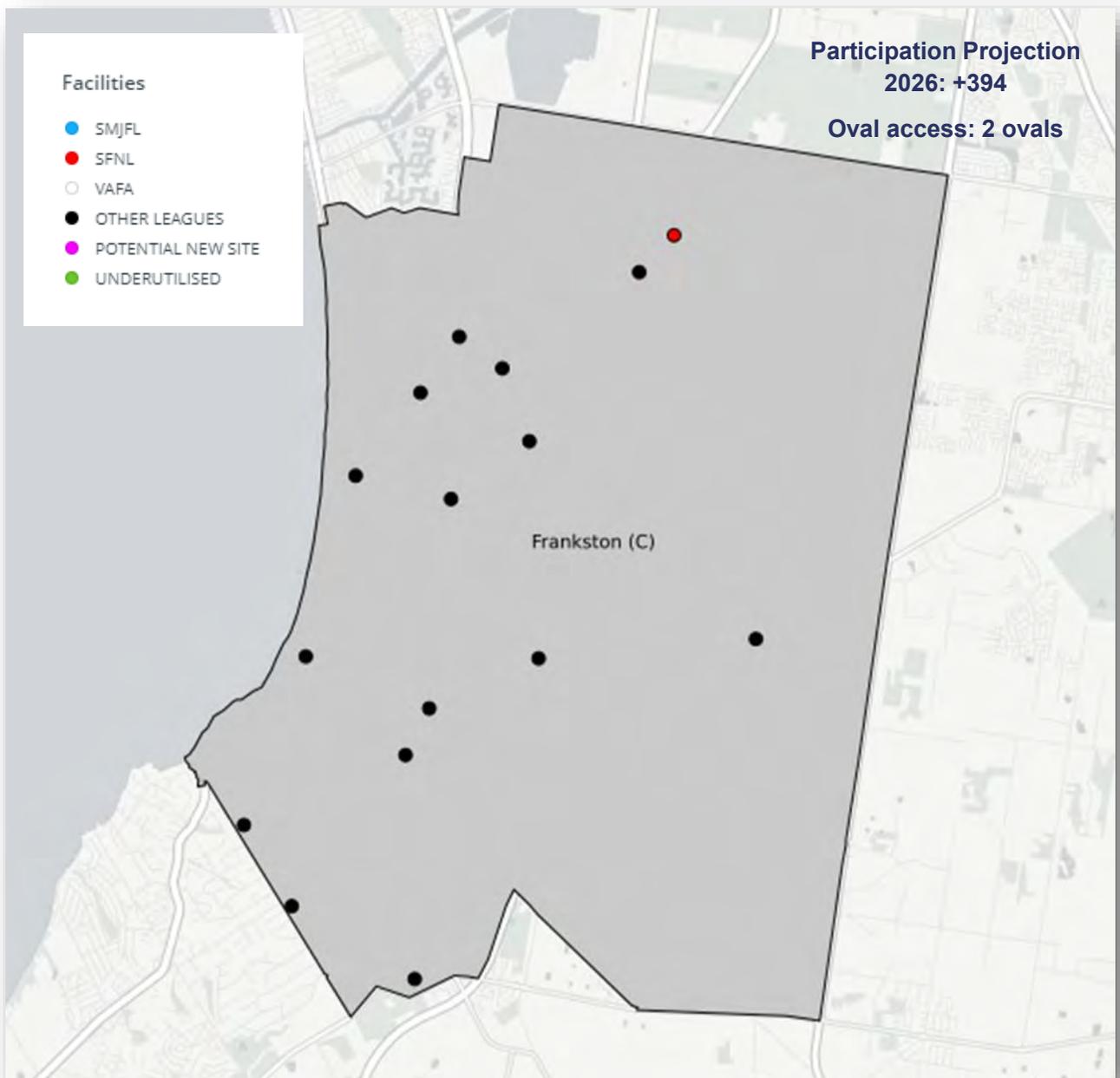


FRANKSTON - FOOTBALL FACILITIES AND POSSIBLE MARKET FOR OVAL DEMAND TO 2026

The map below identifies the location of all football facilities. Venues are highlighted according to:

- which League they are accessed by – SMJFL, SFNL, VAFA or other Leagues operating within the Region
- underutilised venues - these may be venues that either have ground access capacity or have a lack of amenities/facilities which prevents football from utilising the ground
- potential new venues - new oval developments as identified by project partner LGAs.

Facility locations are mapped against projected future football demand to 2026.

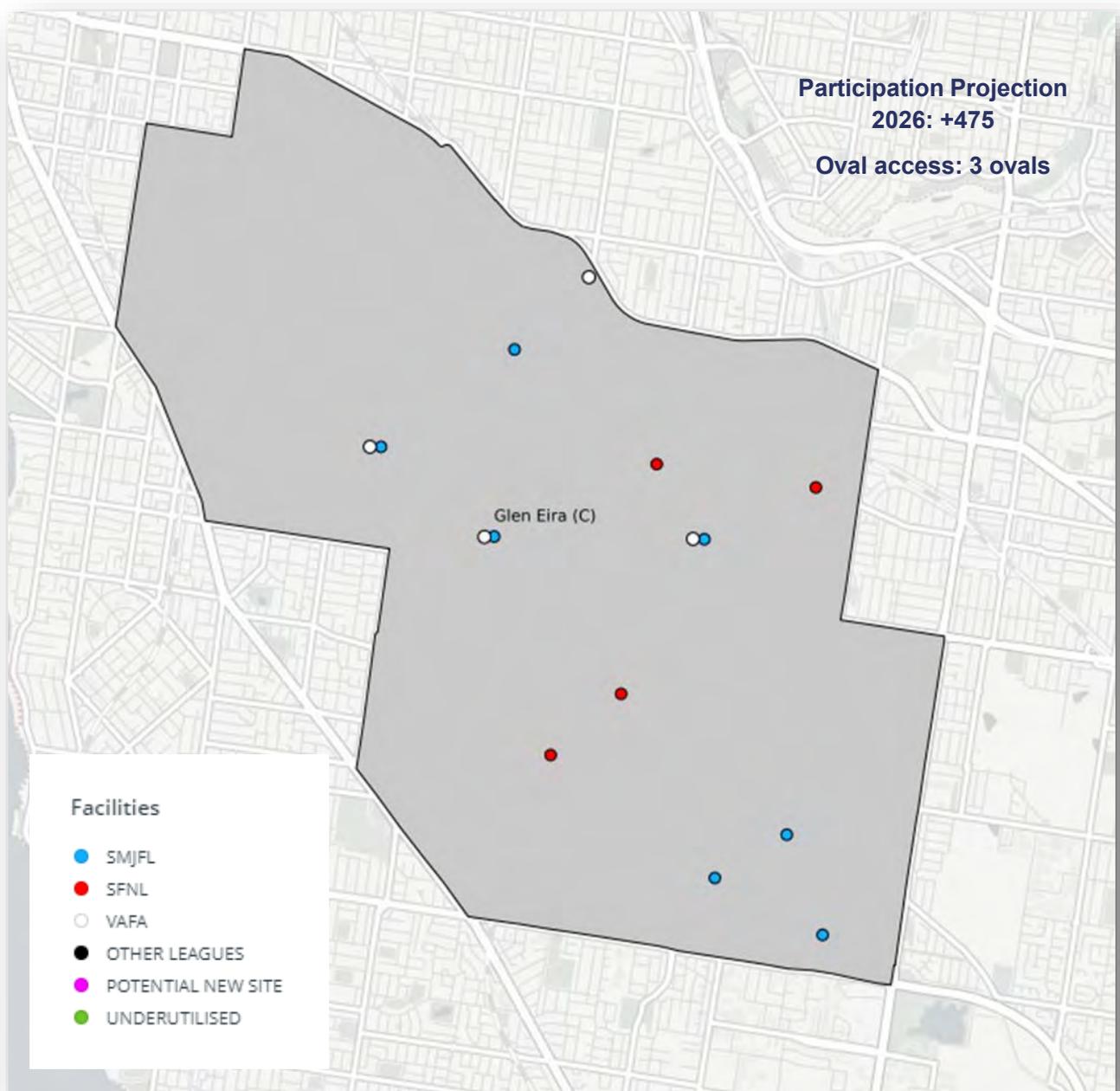


GLEN EIRA - FOOTBALL FACILITIES AND POSSIBLE MARKET FOR OVAL DEMAND TO 2026

The map below identifies the location of all football facilities. Venues are highlighted according to:

- which League they are accessed by – SMJFL, SFNL, VAFA or other Leagues operating within the Region
- underutilised venues - these may be venues that either have ground access capacity or have a lack of amenities/facilities which prevents football from utilising the ground
- potential new venues - new oval developments as identified by project partner LGAs.

Facility locations are mapped against projected future football demand to 2026.

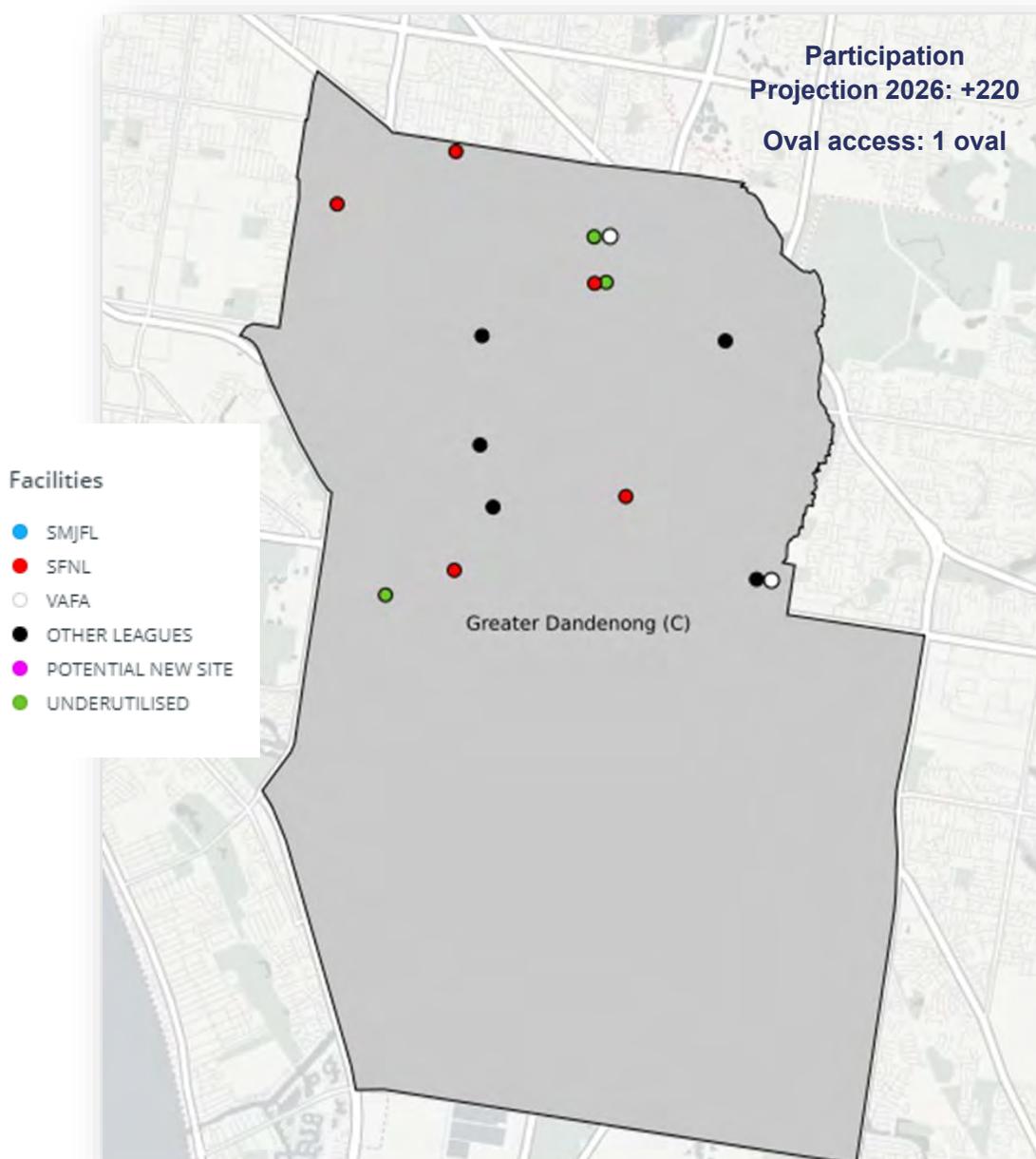


GREATER DANDENONG - FOOTBALL FACILITIES AND POSSIBLE MARKET FOR OVAL DEMAND TO 2026

The map below identifies the location of all football facilities. Venues are highlighted according to:

- which League they are accessed by – SMJFL, SFNL, VAFA or other Leagues operating within the Region
- underutilised venues - these may be venues that either have ground access capacity or have a lack of amenities/facilities which prevents football from utilising the ground
- potential new venues - new oval developments as identified by project partner LGAs.

Facility locations are mapped against projected future football demand to 2026.

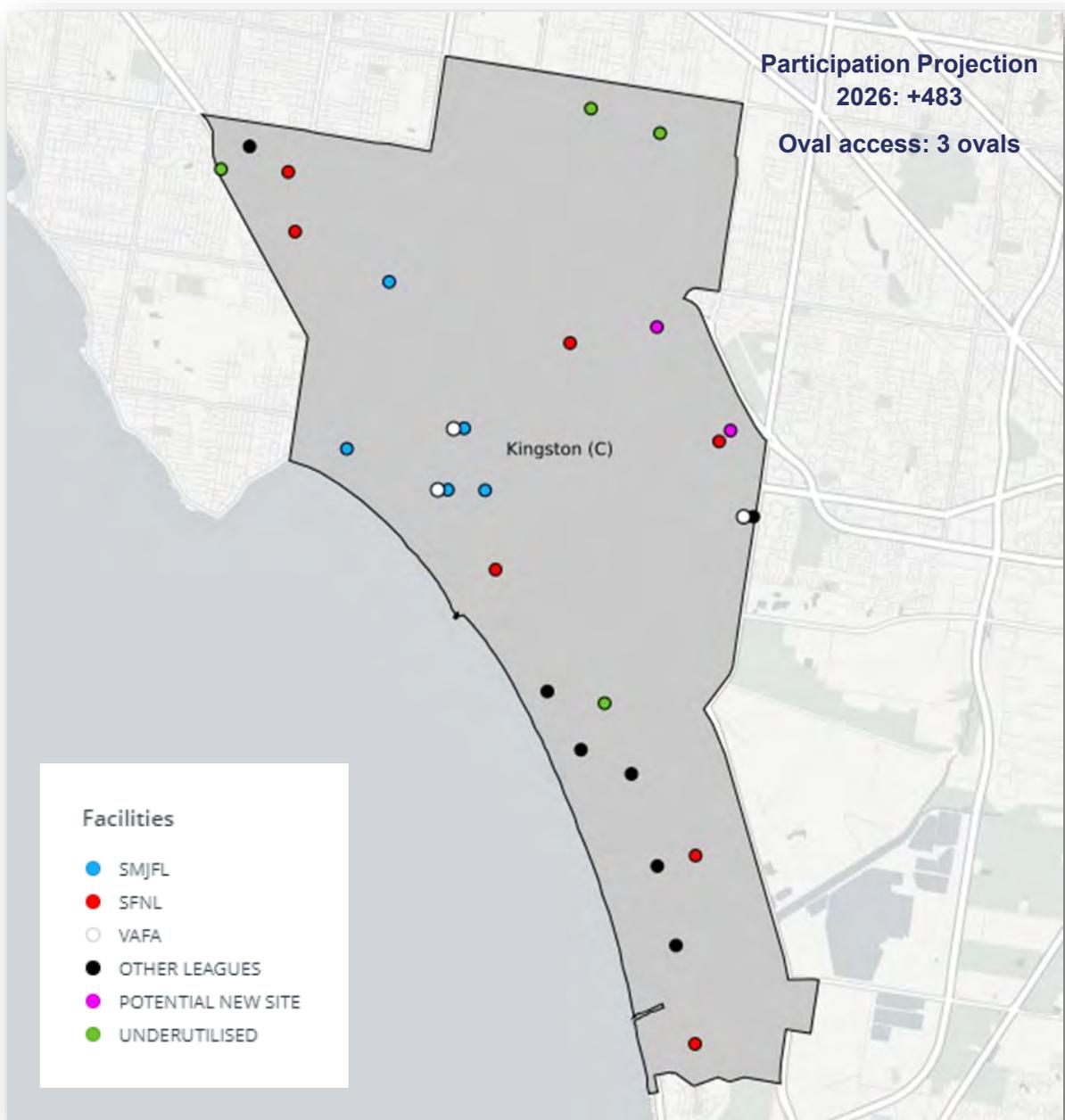


KINGSTON - FOOTBALL FACILITIES AND POSSIBLE MARKET FOR OVAL DEMAND TO 2026

The map below identifies the location of all football facilities. Venues are highlighted according to:

- which League they are accessed by – SMJFL, SFNL, VAFA or other Leagues operating within the Region
- underutilised venues - these may be venues that either have ground access capacity or have a lack of amenities/facilities which prevents football from utilising the ground
- potential new venues - new oval developments as identified by project partner LGAs.

Facility locations are mapped against projected future football demand to 2026.

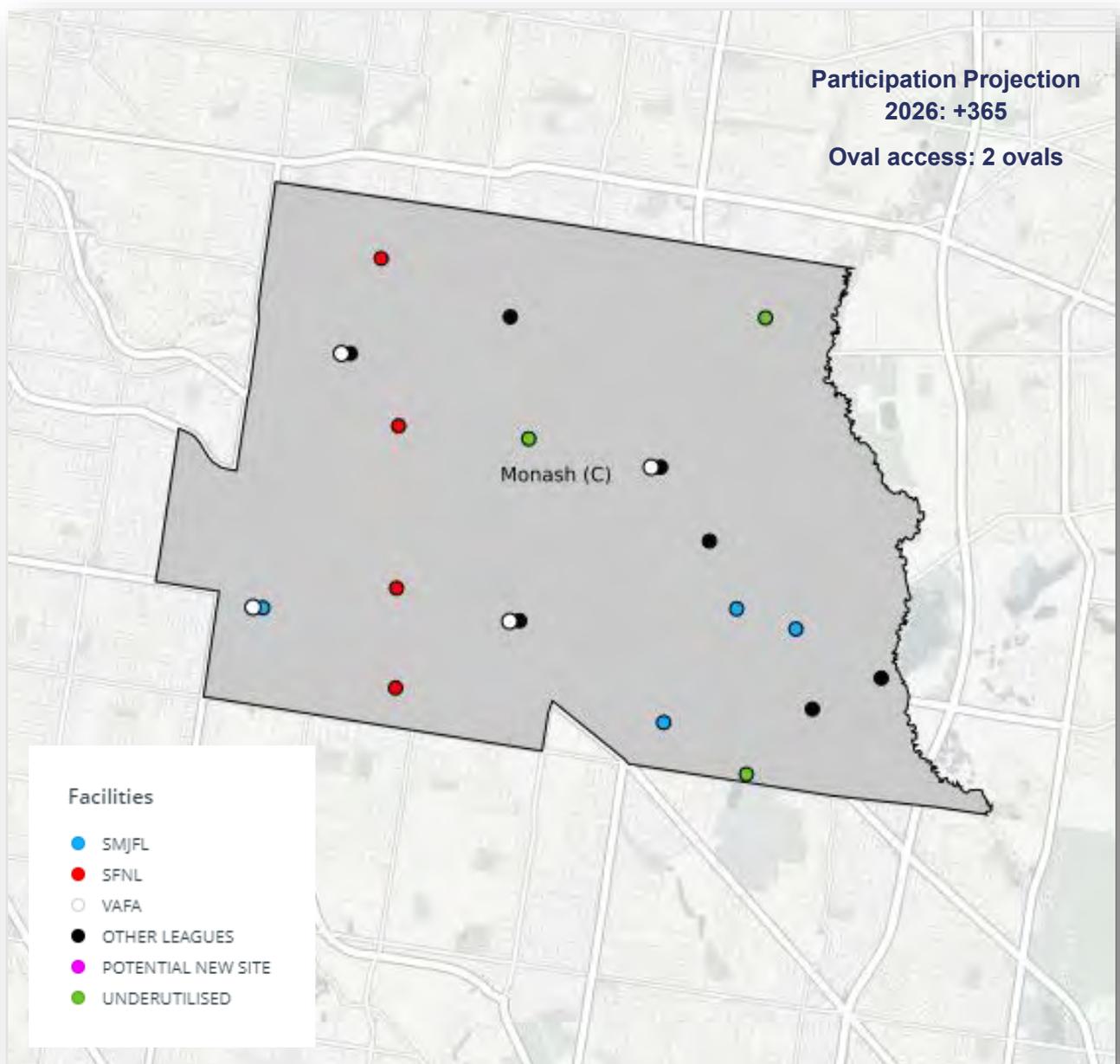


MONASH - FOOTBALL FACILITIES AND POSSIBLE MARKET FOR OVAL DEMAND TO 2026

The map below identifies the location of all football facilities. Venues are highlighted according to:

- which League they are accessed by – SMJFL, SFNL, VAFA or other Leagues operating within the Region
- underutilised venues - these may be venues that either have ground access capacity or have a lack of amenities/facilities which prevents football from utilising the ground
- potential new venues - new oval developments as identified by project partner LGAs.

Facility locations are mapped against projected future football demand to 2026.

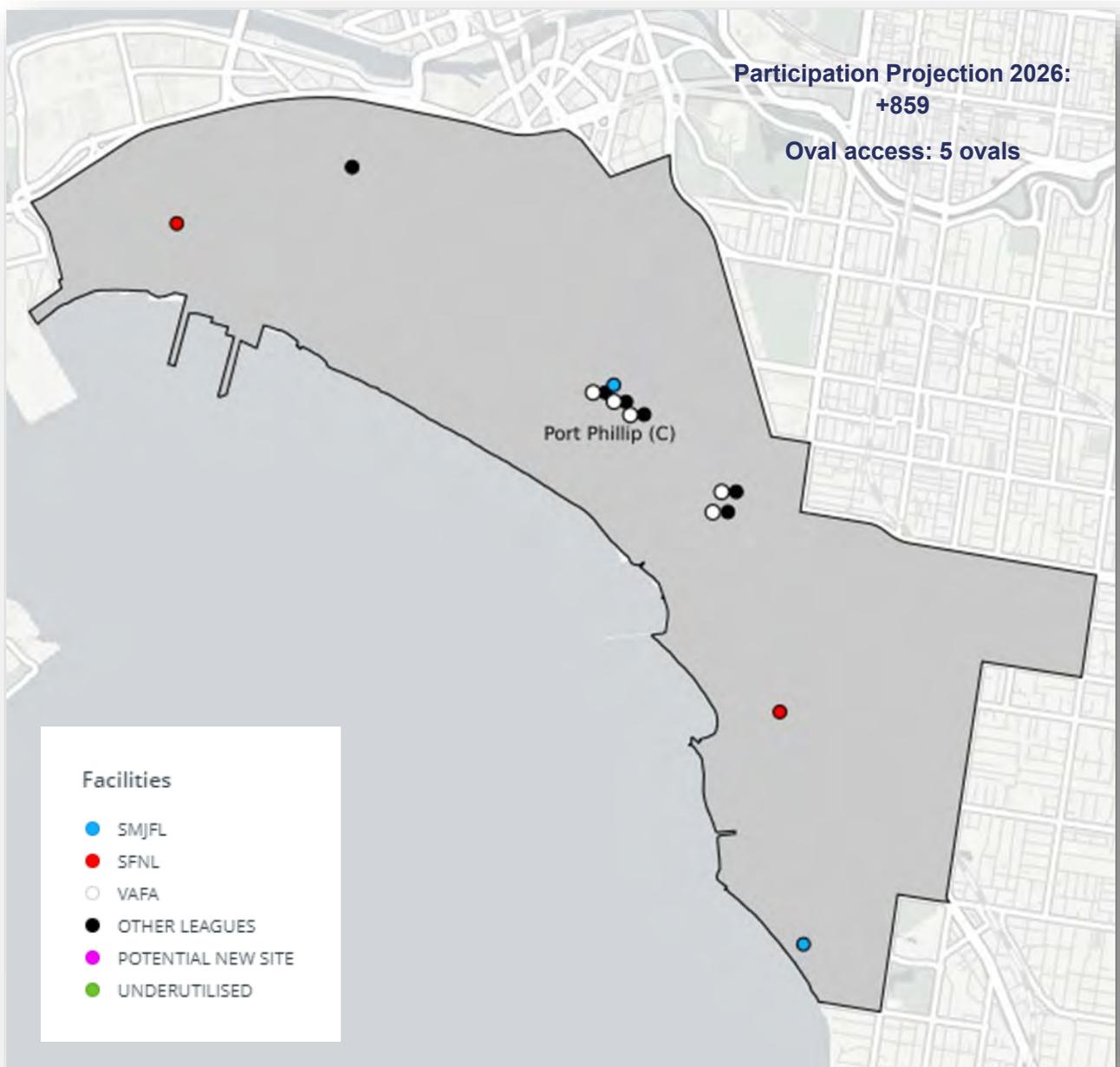


PORT PHILLIP - FOOTBALL FACILITIES AND POSSIBLE MARKET FOR OVAL DEMAND TO 2026

The map below identifies the location of all football facilities. Venues are highlighted according to:

- which League they are accessed by – SMJFL, SFNL, VAFA or other Leagues operating within the Region
- underutilised venues - these may be venues that either have ground access capacity or have a lack of amenities/facilities which prevents football from utilising the ground
- potential new venues - new oval developments as identified by project partner LGAs.

Facility locations are mapped against projected future football demand to 2026.

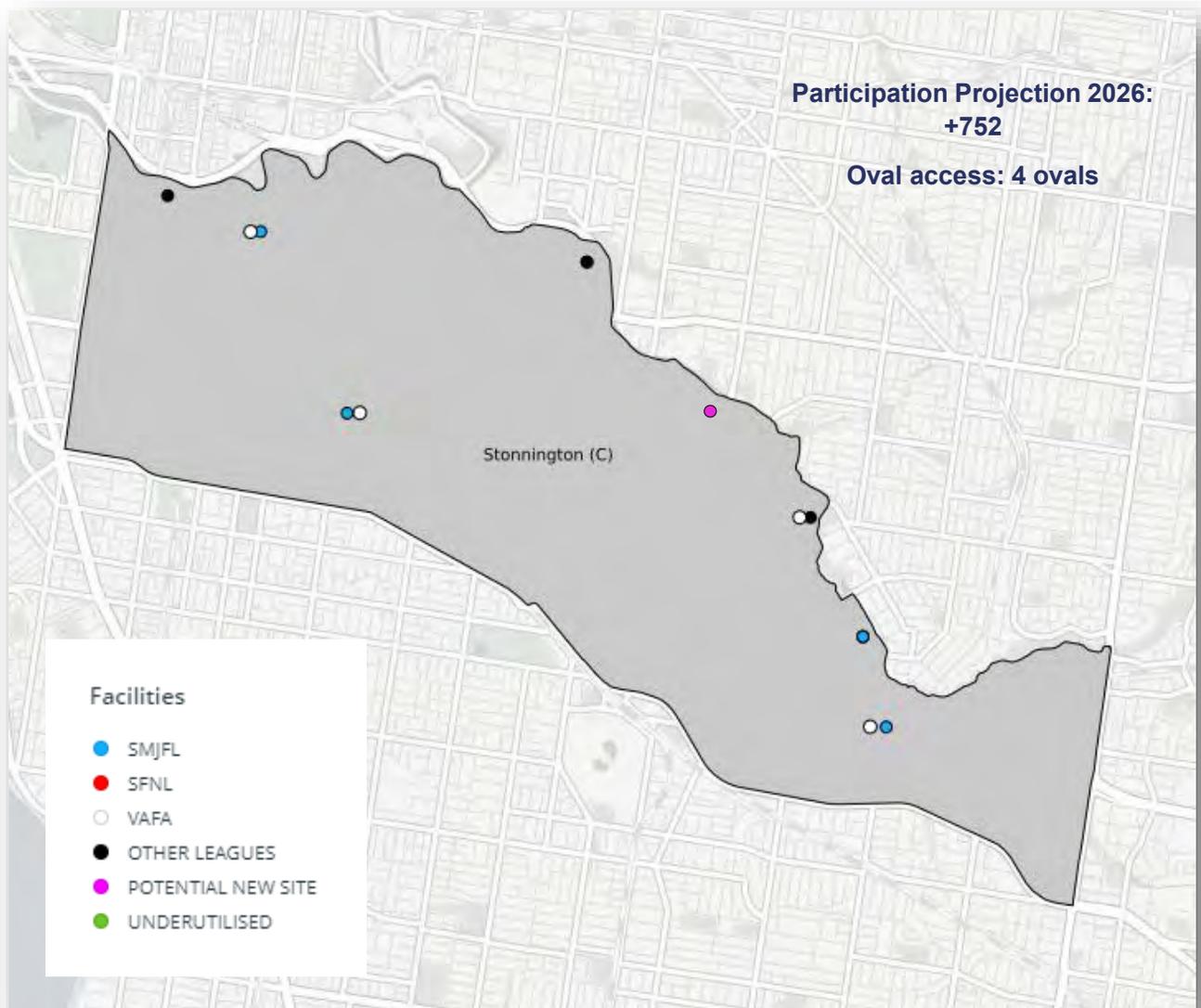


STONNINGTON - FOOTBALL FACILITIES AND POSSIBLE MARKET FOR OVAL DEMAND TO 2026

The map below identifies the location of all football facilities. Venues are highlighted according to:

- which League they are accessed by – SMJFL, SFNL, VAFA or other Leagues operating within the Region
- underutilised venues - these may be venues that either have ground access capacity or have a lack of amenities/facilities which prevents football from utilising the ground
- potential new venues - new oval developments as identified by project partner LGAs.

Facility locations are mapped against projected future football demand to 2026.





6. APPENDICES

APPENDIX 1 | CASE STUDIES

Carlisle Park

Multi Sport Synthetic Field Installation

Project Value:

\$1.65M

LGA:

City of Casey

Relevant Sports:

AFL and Cricket



Project Benefits:

- Significant increase in capacity and year round ground usage
- Multi user venue between AFL, cricket, schools and community
- Reduced ongoing maintenance costs
- Reduced impact on surrounding sports fields

The installation of a premium synthetic AFL / Cricket surface has received wonderful feedback from the community and has increased community sport participation, as we can now offer all-weather playing surface that provides a great facility all year round -Wright Paterson, City of Casey

In 2015 the City of Casey developed a new multi-sport facility Carlisle Park with the intention to provide an additional AFL and Cricket facility to cater for the fast growing municipality.

Polytan were contracted to install a synthetic playing surface for the AFL field incorporating a state of the art hydraulically operated cricket wicket system, the first of its kind in Victoria. The synthetic Liga Turf Hybrid 50 surfacing system was installed over a shock pad and patented 30mm drainage cell system over the 18,700 square metre field (same size as the MCG).

The surface was completed with a sand based stabilisation layer to ensure a highly durable surface, offering optimal playing conditions catering for increased performance and player safety.

Carlisle Park has enabled compliant sports performance while providing effective drainage across the entire field area even during high rainfall events to minimise disruption of play.

The facility is managed as an overflow ground for AFL South East and has an average of 21 football teams (3 times recommended limit on natural turf) training on the facility throughout the football season.

In summer the venue is used for a range of community cricket programs and matches. The venue is also located near a school who have access to the facility during school hours throughout the year. Outside of sport bookings the park is utilised by the community for active recreation annually.

Two years since installation the oval remains unaffected by the high volume participation and remains 100% compliant with the AFL/Cricket Australia synthetic performance testing regime.

Synthetic ovals require grooming to ensure longevity of the surface. This costs the City of Casey approximately \$10K annually which is approximately a quarter of the cost of maintenance compared to natural turf surfaces.

It is estimated that Carlisle Park over its lifespan will cost approximately \$25 per person per hour where a natural turf surface would cost \$100 per person per hour.

APPENDIX 1 | CASE STUDIES

Hurlingham Park

The Value of Catering for Diversity and Providing Lighting to Increasing Capacity

Clubs:

East Brighton Football Netball Club & East Brighton Vampires Junior Football Club

Club Council:

Bayside City Council

Facility Partners:

Bayside City Council, East Brighton Football Netball Club, East Brighton Vampires Junior Football Club & Brighton Union Cricket Club



Partnership Benefits:

- Collaboration between football, cricket and Council
- Improved facility provision that caters for club growth and sustainability
- Improved ground capacity

The transformation of the venue into a inviting, accessible community facility that caters for diversity and club growth into the future on and off the field.

The Hurlingham Park redevelopment saw extensive collaboration between tenant users and Bayside City Council to plan the transformation of the facility into a state of the art community venue that supports diversity and club growth.

The pavilion design incorporates 4 unisex change rooms, unisex umpire amenities, elevated scorer room, first aid room, accessible public amenities, extensive storage, regional level social spaces and office accommodation. Lighting upgrades of 100 lux on oval 1 and 50 lux on oval 2 were also actioned.

The pavilion was designed to create a “heart” for the 800+ members based at the venue between football and cricket. It acknowledged the need for appropriate infrastructure to support community sports, not only with the sport specific requirements, but also the need to create a space for people to gather and foster a sense community.

The new pavilion accommodates game day luncheons and fundraising events, assisting to support tenant ongoing sustainability. The four unisex change rooms cater for the dual oval site and dividing roller shutters allow flexible use of change amenities. Unisex umpire facilities and elevated scorer areas ensure officials and volunteers are appropriately catered for.

The pavilion has supported growth in participation of 140+ players during the winter tenancy. The inclusion of 100 lux lighting on Oval 1, facilitated night matches for women’s football home matches and supported the expansion of female and junior participation within the Bayside community.

The installation of 50 lux lighting on Oval 2 has increased the training capacity of the reserve by 100% to support participation growth into the future.

Also of interest is the 64 strips of low-energy LED lights that circle the building and illuminate it at night. The low cost, energy efficient lighting, enables Bayside City Council to change the colours of the building to reflect the team colours of the different sports clubs who operate out of the new facility or even to reflect the season. While the lights help to add visual appeal and club spirit to the building, their real purpose is far more practical. Underpinning the lighting are principles of Safety by Design which helps to reduce anti-social behaviour and makes the area around the pavilion a nicer place to be after hours.

The commitment of Bayside City Council to the \$3.39M redevelopment exemplifies their commitment to developing multipurpose community spaces that maximise the potential of their facilities and sportsgrounds and meet the needs of community sports clubs by allowing training and games to continue after dark.

APPENDIX 1 | CASE STUDIES

Hybrid Turf

Increasing Ground Capacity - the New Zealand Experience

Clubs:

Community Rugby and Lacrosse

Council:

Auckland Council

Facility Partners:

Rugby and Lacrosse



Project Benefits:

- Increased ground capacity with year round oval availability
- Improved grounds management processes
- Reduced investment need

The use of hybrid turf has provided Auckland Council with improved oval capacity options that are multi use, allow for participation growth, are able to cope with inclement weather lessening impact on users and raise the bar on oval quality.

The Auckland Council experience regarding sports field provision was intensive with limited space zoned for active recreation, high built assets and infrastructure, high energy consumption and water use and a high carbon footprint. This resulted in an estimated 3,000+ hour shortfall in sports field access requirements per week.

In 2012, Auckland Council committed to a 10 year, \$190M rolling program to address oval ground capacity. Investment included oval surface refurbishment, lighting provision, irrigation and drainage upgrades, synthetic ovals and two hybrid turf installations.

In the last 5 years this investment has added over 1,200 hours per week of ground capacity, averaging \$46,000 of investment per hour of capacity growth. The two hybrid turf projects are estimated to have added 54 hours per week of increased capacity at an average cost of \$38,000 per hour.

The two hybrid projects were implemented at Gribblehirst Park and at Nixon Park. Gribblehirst Park was Auckland's first hybrid pitch for community sport. The park is in a central location with low oval provision and high demand for access. The park is a single sports field and is used for rugby with one resident club. Nixon Park is also centrally located with low oval provision and high access demand. Again the Park houses a single sports field and has both rugby and lacrosse based at the site. Both venues opened the new oval surfaces in April 2017.

Auckland Council identifies the benefits of hybrid turf as being multi faceted. They include lower investment requirements than a synthetic pitch, increased capacity compared to sand carpet and natural turf, visually the field looks like a natural field with a quality, multi-use and year round accessible playing surface. Council estimates investment is half the cost of a full synthetic pitch and provides two thirds the increased playing capacity

The Auckland Council experience indicates that even with low level maintenance, high levels of usage (approximately 50hrs per week) and inclement weather factors (Auckland experienced its wettest winter on record in 2017) the hybrid turf still aesthetically looks good and green, the surfaces are firm, level and very stable. There is no surface water, worm casts or muddy areas and therefore the pitches are safe and perfectly playable.

The Council are that delighted with the results that they have approved the installation of 3 more hybrid pitches over the coming year.

APPENDIX 2 – 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 Melbourne South Region and provide meaningful analysis on existing and projected regional and local football participation, facility and development information.

ANALYSIS

Football participant data was provided by AFL Victoria and reflects registrations for Season 2017.

As League based participant data does not fully represent participation within the Melbourne South region and to enable population and penetration analysis, analysis has been conducted on all known participant data across project partner LGAs, regardless of League association.

Analysis has been provided based on age and gender cohorts. Participant data also does not include football school participation.

League data may differ from AFL Victoria data. AFL Victoria data is based not on registrations but on actual games played. Participants are only counted where they have played 6 or more games during the Season. League participation data currently does not allow for or require this higher level of analysis.

POPULATION AND FACILITY DATA

Population and penetration analysis has been based on population data grouped by recognised player categories. Population and demographic information has been sourced through the Department of Environment, Land, Water and Planning Victoria in Future 2016 data release. This was to ensure consistency in population data between project partner LGAs, as not all LGAs subscribe to online population forecasting tools.

It is still the preference for some LGAs however, to utilise online tools to complete their own forecasting. This is the case for Bayside who accesses forecast.id for population demographics and are planning facility provision based on these forecasts and current participation trends.

Facility location data and renewal / development investment information was sourced from AFL Victoria and from available LGA and club information. Upon completion of the AFL National Audit Program, AFL Victoria intends to develop Metropolitan and Regional Facility Frameworks to identify facility hierarchy levels and better inform regional planning infrastructure priorities into the future.

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.

APPENDIX 3 | FRAMEWORK FOR FUNDING ALLOCATION

The following table outlines proposed club management, participation and governance ratings to determine priorities in funding allocation. It is suggested that this Framework be applied where facility upgrade requirements are similar between a number of clubs, but LGA investment capabilities are limited and cannot support all investment requirements simultaneously, or through the one funding pool.

COMPONENT / CAPABILITY	WEIGHTING	CLUB RATING
1. Facility condition rating from the Melbourne South Football Facilities Strategy	35	
2. Club has the ability to financially co-contribute (financial and/or in kind) to identified infrastructure upgrade.	15	
3. Club has a detailed five year strategic plan and produces, operates and reports to an annual budget.	15	
4. Club has implemented the required policies and procedures as set by AFL Victoria, associated leagues and LGAs.	10	
5. Club supports diversity (for example junior, youth and/or senior female football team, FIDA, AAA or indigenous players).	10	
7. Club is aligned with or supports NAB AFL Auskick Centre.	5	
8. Club actively participates in industry training, club development and accreditation initiatives.	5	
9. Club is financially up to date with relevant Council accounts.	5	
TOTAL	100	/100

APPENDIX 4 | FACILITY CLASSIFICATIONS AND IDENTIFIED GAPS

Classifying facilities is important when assessing provision against proposed facility use. Classification provides direction for the development of new facilities and/or those being considered for upgrades and ensures facility provision is fit for purpose.

Facility Hierarchies

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 to restrict vehicle and pedestrian access, amenities with 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.

Currently a number of State and regional level venues are hosting AFLW competition due to a lack of facility availability and competing summer sport requirements.

In order to meet the **preferred minimum local level facility** requirements, core facility amenities should reflect minimum provision as outlined in the AFL Preferred Facilities Guidelines. 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 Classifications

The **Current Facility Classifications and Identified Gaps** chart located on pages 73 to 76 of this Strategy, detail facility condition and provision based on audit outcomes.

The chart groups venues into one of four categories following assessment against preferred minimum provision from the *AFL Preferred Facilities Guidelines*.

Facility condition categories are:

- **Facility Gaps:** core amenity provision is below *AFL Preferred Facilities Guidelines* according to facility classification;
- **Local:** venue meets preferred minimum provision for Local level classification;
- **Regional:** venue meets preferred minimum provision for Regional level classification; and
- **State:** venue meets preferred minimum provision for State level classification.

Generally the majority of facilities across the Region have been identified as requiring some improvement, in order to reach preferred provision according to the nominated hierarchy classification.

It is important to note that facility ratings reflect a point in time.

Whilst facility information was collected by SMJFL and AFL Victoria staff, further review is required by all project stakeholders prior to formalising commitments to infrastructure upgrades and/or renewal and determining strategic directions for the Melbourne South Region.

BAYSIDE, CASEY AND FRANKSTON LGAS

CURRENT FACILITY CLASSIFICATION AND IDENTIFIED GAPS

JUNIOR GROUNDS AND LOCAL LEVEL VENUES

JUNIOR GROUND CLASSIFICATION		LOCAL LEVEL CLASSIFICATION		
SATISFACTORY		FACILITY GAPS		SATISFACTORY
Arch Brown Reserve	Baden Powell	Banksia Reserve <i>(under development)</i>	Karingal Football Club <i>(under development)</i>	Boss James Reserve
Berwick Springs Park	Banyan Reserve	Brighton Beach Oval (UR)	Lloyd Park (CR, UR)	Hurlingham Park
Cairns Reserve	Bruce Park	Castlefield Reserve (MP)	Overport Park (MP, FL)	Glover Reserve
Carlisle Park	Kananook Reserve	Donald McDonald Reserve (UR)	RF Miles Reserve (CR, UR, MP)	Kalora Park
Charles Green Reserve	Norm Cathie Oval	Moorabbin West (UR)		Marriott Waters Reserve
Clyde Reserve	Pat Rollo Reserve	Peterson Street Reserve		Robinson Reserve
J & P Cam Reserve		RG Chisholm Reserve (UR, MP)		Rutter Park Reserve
Lawson Poole Reserve		William Street Reserve (UR, MP, FL)		Baxter Park
Max Pawsey Reserve		Elsternwick Park #2 (CR, UR, MP, FL, OS)		Belvedere Reserve
Narre Warren North Reserve		Barry Simon Reserve (MP)		Carrum Downs Reserve
Strathaird Reserve		Berwick Football Club (MP)		Eric Bell Reserve
Sweeney Reserve		Hallam Reserve (MP)		John Coburn Oval
Timbarra Community Stadium		Pearcedale Recreation Reserve (UR, FL)		
Tooradin Recreation Reserve		Power Reserve (UR, FL)		
		Robert Booth Reserve (FL)		
		Singleton Reserve (FL)		

LGA COLOUR CODE

 Bayside
 Casey
 Frankston

CODES IDENTIFYING FACILITY GAPS

The following abbreviations have been applied to facilities where there is a gap in facility amenities, highlighted under FACILITY GAPS. This is according to outcomes of facility audits conducted in May-August 2017 where facilities were rated against preferred provision from the AFL Preferred Facilities Guidelines.

CR – Change Rooms

UR – Umpire Rooms

OS – Oval Surface Condition

MP – Main Pavilion

FL – Flood Lighting (Oval)

GLEN EIRA, GREATER DANDENONG AND KINGSTON LGAS CURRENT FACILITY CLASSIFICATION AND IDENTIFIED GAPS JUNIOR GROUNDS AND LOCAL LEVEL VENUES

JUNIOR GROUND CLASSIFICATION	LOCAL LEVEL CLASSIFICATION			
SATISFACTORY	FACILITY GAPS		SATISFACTORY	
Frederick Wachter Reserve	Bentleigh Recreation Reserve (FL)**	Barry Powell Reserve (UR)	East Caulfield Reserve	Beazley Reserve
Lois Twohig Reserve	Centenary Park (FL)**	Pat Wright Senior Oval (MP)	Edinburgh Reserve	Bonbeach Reserve Oval 1
Ross Reserve	E.E. Gunn Reserve (FL)**	WJ Turner Reserve (OS, FL)	Springvale Reserve	Chelsea Recreation Reserve
Edithvale Common	Glen Huntly Park (FL)**	Bricker Reserve (CR, MP, FL)	Thomas Carroll Reserve	Keeley Park
Glenn Street Reserve	King George Reserve (FL)**	Edithvale Aspendale Sporting Club (UR)		Gerry Green Reserve
	Koornang Park (UR, FL)**	Highett Reserve (UR, MP)		Mentone Reserve
	McKinnon Reserve (FL)**	Heatherton Recreational Reserve (CR, UR, FL)		Mentone Grammar - Keysborough
	Murrumbeena Park (UR, FL)	Le Page Oval (UR)		Roy Dore Reserve
	Packer Park (FL)**	Southern Road Reserve (CR, UR)		
	Princes Park (FL)**	Walter Galt Reserve (UR)		

LGA COLOUR CODE

	Glen Eira
	Greater Dandenong
	Kingston

CODES IDENTIFYING FACILITY GAPS

The following abbreviations have been applied to facilities where there is a gap in facility amenities, highlighted under FACILITY GAPS. This is according to outcomes of facility audits conducted in May-August 2017 where facilities were rated against preferred provision from the AFL Preferred Facilities Guidelines.

CR – Change Rooms

UR – Umpire Rooms

OS – Oval Surface Condition

MP – Main Pavilion

FL – Flood Lighting (Oval)

MONASH, PORT PHILLIP AND STONNINGTON LGAS CURRENT FACILITY CLASSIFICATION AND IDENTIFIED GAPS JUNIOR GROUNDS AND LOCAL LEVEL VENUES

JUNIOR GROUND CLASSIFICATION	LOCAL LEVEL CLASSIFICATION		
SATISFACTORY	FACILITY GAPS	SATISFACTORY	
Righetti Oval	Brentwood Reserve (CR)	Elwood Park – Wattie Watson Oval	Essex Heights Reserve
Stanley Grose Reserve (Darling Park)	Columbia Park (CR, UR)	Gary Smorgan Oval (Oval 9)	Frearsen Oval
	Jordan Reserve (FL)	Lindsay Hasset Oval (Oval 11)	Mount Waverley Reserve
	Lum Reserve (West) (MP)	Ross Gregory Oval	Mulgrave Reserve
	Mayfield Reserve (CR, UR, FL)	Melbourne High School	Pinewood Reserve
	Harry Trott Oval (CR)	TH King Oval	Princes Highway Reserve
	Peanut Farm Reserve (under development)	Toorak Park	Wellington Reserve
	Bill Woodful Oval (Oval 20) (MP)		
	Warwick Armstrong Oval (Oval 12) (CR, UR, MP)		
	Basil Reserve (UR, FL)		
	Como Park (UR)		
	DW Lucas Oval (under development)		
	Waverley Oval (UR)		
	McAuliffe Oval** (CR, UR, OS, FL)		
	Fritsch Holzer Oval** (CR, UR, OS, FL)		

LGA COLOUR CODE

	Monash
	Port Phillip
	Stonnington
	Other LGAs**

CODES IDENTIFYING FACILITY GAPS

The following abbreviations have been applied to facilities where there is a gap in facility amenities, highlighted under FACILITY GAPS. This is according to outcomes of facility audits conducted in May-August 2017 where facilities were rated against preferred provision from the AFL Preferred Facilities Guidelines.

CR – Change Rooms

UR – Umpire Rooms

OS – Oval Surface Condition

MP – Main Pavilion

FL – Flood Lighting (Oval)

** Facilities are accessed by the SFNL and have been included in analysis for SFNL planning purposes. LGAs listed are not project partners to the Strategy.

ALL MELBOURNE SOUTH LGAS

CURRENT FACILITY CLASSIFICATION AND IDENTIFIED GAPS

REGIONAL AND STATE LEVEL FACILITIES

REGIONAL LEVEL CLASSIFICATION			STATE LEVEL CLASSIFICATION	
FACILITY GAPS		SATISFACTORY	FACILITY GAPS	SATISFACTORY
Cheltenham Recreation Reserve <i>(under development)</i>	Toorak Park (UR)	Marriott Waters Reserve	RSEA Park (Moorabbin Oval) <i>(under development)</i>	Trevor Barker Beach Oval
Elsternwick Park - Sportscover Arena <i>(under development)</i>	Waverley Oval (UR, FL)		Warrawee Park Oval (FL)	VFL Oval Casey Fields
Greaves Reserve (CR, FL)	JL Murphy Reserve (UR, FL)		Shepley Oval (FL)	Waverley Park
Rowley Allen Reserve (CR, UR, FL)			Frankston Park (FL)	North Port Oval
Springvale Reserve (CR, UR, FL)				
Moorleigh Reserve (UR, FL)**				
Ben Kavanagh Reserve (CR, UR)				
Souter Reserve (CR, UR, FL)				
Central Reserve (CR)				
Meade Reserve (CR, FL)				
Scammell Reserve <i>(under development)</i>				

LGA COLOUR CODE

	Bayside
	Casey
	Frankston
	Glen Eira
	Greater Dandenong
	Kingston
	Monash
	Port Phillip
	Stonnington

CODES IDENTIFYING FACILITY GAPS

The following abbreviations have been applied to facilities where there is a gap in facility amenities, highlighted under FACILITY GAPS. This is according to outcomes of facility audits conducted in May-August 2017 where facilities were rated against preferred provision from the AFL Preferred Facilities Guidelines.

CR	Change Rooms
UR	Umpire Rooms
OS	Oval Surface Condition
MP	Main Pavilion
FL	Flood Lighting (Oval)

APPENDIX 5 | PARTICIPATION

- Across the Melbourne South region, there were 37,470 registered football participants in Season 2017.
- The highest participation rate is in the 5-9 age cohort with 11,369 participants or 30% of total registrations.
- This is followed by the 10-14 age cohort with 10,657 participants or 28% of total registrations.
- Across all player categories, the Melbourne South region average penetration rate is 3.3% of the total population.
- The recognised football participation ages are 5-39. Within this age cohort, the Melbourne South region average penetration rate is 5.4% of the total population aged 5-39. This is slightly below the metropolitan average of 5.84%.
- Participation is generally evenly spilt across project partner LGAs except Greater Dandenong. Only 3% of participants reside in Greater Dandenong.
- Most of the remaining participants live in Casey or Kingston (both 16% of participants) followed by Glen Eira (14%), Bayside (13%), Stonnington (11%), Frankston (10%), Monash (9%) and Port Phillip (7%).
- The Melbourne South **region junior (age cohort 10-14)** average penetration rate of 13.54% **sits well above** the Victorian metropolitan average penetration rate of 10.65%.
- The Melbourne South region **youth (age cohort 15-19)** average penetration rate of 7.63% also **sits above** the Victorian metropolitan average penetration rate of 6.9%.
- **Junior and youth** penetration rates are **significantly higher** than Victorian metropolitan averages in some project partner LGAs.
- For the 10-14 age cohort, Stonnington (24.31%), Kingston (21.38%), Bayside (21.05%), Port Phillip (20.16%), Glen Eira (17.34%) and Frankston (15.96%) municipalities have higher penetration rates than the metropolitan region average of 10.65%.
- In the 15-19 age cohort the municipalities of Stonnington (12.40%), Bayside (12.26%), Port Phillip (11.82%), Kingston (10.72%) and Frankston and Glen Eira (both 9.75%) have higher penetration rates than the Victorian metropolitan average of 6.9%.
- The Melbourne South region average senior football penetration rate of 1.91% is below the Victorian metropolitan average penetration rate of 2.54%.





KNOWN PARTICIPATION – FEMALE PARTICIPATION TRENDS ACROSS THE MELBOURNE SOUTH REGION

- There were 5,768 registered female football participants across the Melbourne South region in Season 2017.
- This was an increase of 103% from Season 2016 with an additional 2,927 females participating in football for Season 2017.
- The most significant growth was in the Senior age cohort (age 20-39) with 236% growth (+1,028 participants).
- This was followed by the junior age cohort (age 10-14) with 110% growth (+949 participants), then 15-19 age cohort (+540 participants), 5-9 age cohort (+391 participants) and 40+ age cohort (+19 participants).
- The majority of female football participants in the Melbourne South region reside in Kingston with 16.2% or 932 participants. This is closely followed by Casey with 15.8% or 910 participants.
- 91 female participants or 2% of all Melbourne South female participant numbers reside in Greater Dandenong.
- All project partner LGAs saw growth in female football participation between Season 2016 and Season 2017.
- The most significant growth was in Monash with 222% growth or an additional 344 females participating in football.
- Bayside saw 166% growth (+490 participants), Port Phillip 148% growth (+334 participants), Stonnington 145% growth (+386 participants), Frankston 90% growth (+263 participants), Glen Eira 88% growth (+367 participants), Kingston 78% growth (+409 participants), Casey 52% growth (+311 participants) and Greater Dandenong 34% growth (+23 participants).
- The Region's average for female penetration is at 1.7% of the Region's female population aged 5-39. **This is well above the State metropolitan female penetration average of 0.84%.**

Refer to Figure 02 (page 80) for further female participation information

FIGURE 01 | ALL MELBOURNE SOUTH FOOTBALL PARTICIPANT REGISTRATIONS SEASON 2017
(BY PLAYER CATEGORY AND LGA)

LGA	AGE 5-9	AGE 10-14	AGE 15-19	AGE 20-39	AGE 40+	Total
Bayside	1693	1500	801	952	111	5,057
Casey	1770	1870	1105	1222	128	6,095
Frankston	1098	1238	782	571	70	3,759
Glen Eira	2032	1440	795	922	49	5,238
Greater Dandenong	222	194	232	581	26	1,255
Kingston	2103	1821	876	985	260	6,045
Monash	673	814	578	1097	100	3,262
Port Phillip	687	661	375	990	78	2,791
Stonnington	1091	1119	606	1116	36	3,968
TOTAL	11,369	10,657	6,150	8,436	858	37,470

FIGURE 02 | ALL MELBOURNE SOUTH FEMALE FOOTBALL PARTICIPANT REGISTRATIONS SEASON 2017
(BY PLAYER CATEGORY AND LGA) AND CHANGE FROM SEASON 2016

LGA	AGE 5-9	AGE 10-14	AGE 15-19	AGE 20-39	AGE 40+	CHANGE FROM SEASON 2016
Bayside	179	266	168	166	6	+490
Casey	171	214	187	331	7	+311
Frankston	101	165	173	114	3	+263
Glen Eira	268	226	130	157	2	+367
Greater Dandenong	34	28	25	4	0	+23
Kingston	276	384	164	104	4	+409
Monash	63	104	99	226	7	+344
Port Phillip	111	162	71	210	5	+334
Stonnington	100	264	134	152	3	+386
AVERAGE	1,303	1,813	1,151	1,464	37	+2,927

Source: AFL Victoria registered participant data to 30 June 2017

APPENDIX 6 | PARTICIPATION SMJFL

- In 2017 the SMJFL reported 10,241 registered football players across all clubs and junior program types. This was an increase of 1,026 players or 11.1% from Season 2016.
- This growth is indicative of the continued trend in participation growth for the SMJFL. From Seasons 2014 to 2015 the SMJFL saw 0.5% growth (+41 participants), 4.7% growth (+417 participants) in Season 2016 and now 11.1% in Season 2017.
- The average member age for a SMJFL player is aged 12 for males and aged 13 for females.
- The highest number of participants play football in the junior category (10-14 age cohort) with 5,702 players.
- 1,686 females participated in football with SMJFL based clubs in 2017 (16.4% of total players numbers) spread across player age categories from 5-19.
- From Seasons 2016 to 2017 female participation grew by 121% with an additional 925 females participating in football at SMJFL clubs.
- Whilst female participation growth was spread across all age cohorts, the highest growth was in the 10-14 age cohort with 151% growth or +638 females participants.
- Male participation grew by 1.2% overall or an additional 101 participants. This growth was centred in the youth age category of 15-19 with +59 participants or 3.4% growth.
- The male 10-14 age cohort had a slight decline in participation from Season 2016 to 2017 with -12 participants. This however was balanced against the significant growth in female participation within this age cohort.

FIGURE 03 | SOUTH METRO JUNIOR FOOTBALL LEAGUE PARTICIPATION BY AGE COHORT AND GENDER AND CHANGE FROM SEASON 2016 TO SEASON 2017

SEASON 2016	AGE 5-9	AGE 10-14	AGE 15-19	Total	Total Participants
Female	61	421	279	761	9,215
Male	2,085	4,655	1,714	8,454	
SEASON 2017	AGE 5-9	AGE 10-14	AGE 15-19	Total	Total Participants
Female	143	1059	484	1,686	10,241
Male	2139	4643	1773	8,555	
FEMALE CHANGE	+82	+638	+205	+925	+1,026
MALE CHANGE	+54	-12	+59	+101	

APPENDIX 7 | PARTICIPATION SFNL

- The SFNL reported 2,872 football participants for Season 2017. This was an overall decrease of 1.7% from Season 2016 with 49 less participants.
- The participation decrease was limited to the senior age player cohort (age 20-39) and was spread across 56% of SFNL clubs. The decrease is indicative of a continuing plateau in Thirds competition team numbers. The Thirds competition experienced an unprecedented spike in teams numbers in Season 2014 with approximately 16 new teams. Since then, Thirds competition team numbers have steadily decreased to be now more aligned with participation expectations pre 2014.
- The youth age player cohort (age 15-19) saw a slight increase in participation with +28 participants in Season 2017.
- 14 SFNL clubs saw an increase in participant numbers in Season 2017. Increases ranged from 2 extra participants up to 34 participants, the result of the creation of a new Thirds team at one club.
- The highest participation rate is in the Senior participant player category (20-39 age cohort) with 2,444 participants or 85% of total registrations.
- The SFNL also hosts 106 masters participants (40+ age cohort) with most SFNL clubs having at least one participant aged 40 or over.
- The SFNL netball competition structure is currently limited to senior netball only with 1,012 netball participants spread across 81 netball teams in Season 2017.
- Senior netball has enjoyed consistent growth with a 57% increase in participant numbers since Season 2015. There was 12% growth in participant numbers between Seasons 2016 to 2017 with an additional 52 participants.
- In Season 2017 a new women's league, the South Eastern Women's League was created. This new league is a collectively governed regional women's competition by the SFNL, AFL South East, AFL Yarra Ranges and the Eastern Football League. Teams competing in the league came across from the now defunct Victorian Women's Football League and play in Divisions 1 and 2. This also led to the creation of the VAFA Women's League in Season 2017.
- Based on high demand, two new development competitions were also created within the South Eastern Women's League, called the Southern Football Netball League Women's Development League (governed by the SFNL) and South East Development League (governed by AFL South East). These development competitions consist mainly of new teams with a focus on assisting clubs through the initial establishment phase to ensure each team's future sustainability. The Southern Football Netball League Women's Development League hosts 10 teams aligned within existing SFNL club structures.
- Any SFNL participation analysis should consider growth in female participation within the South Eastern Women's League, it's predecessor the Victorian Women's Football League and the VAFA Women's League as an indicator of current and future facility requirements.
- Between the 2 new women's leagues created by the SFNL and VAFA, female participant numbers grew by 232% from the Victorian Women's Football League final season in 2016, with an additional 1,160 females participating in football.
- The South Eastern Women's League saw 931 female players competing in Season 2017, spread across both youth and senior player categories. The senior player category (20-39 age cohort) had the highest participation with 774 participants. There were also 24 participants aged 40+ playing within the League.



FIGURE 04 | SNFL AND SOUTH EASTERN WOMEN'S LEAGUE PARTICIPATION BY AGE COHORT AND GENDER AND CHANGE FROM SEASON 2016 TO SEASON 2017

SOUTHERN FOOTBALL NETBALL LEAGUE	AGE 15-19	AGE 20-39	AGE 40+	Total Participants
Season 2016	294	2529	98	2,921
Season 2017	322	2444	106	2,872
CHANGE	+28	-85	+8	-49
SOUTH EASTERN WOMENS LEAGUE	AGE 15-19	AGE 20-39	AGE 40+	Total Participants
Season 2016 (Victorian Womens Football League)	54	428	18	500
Season 2017 (South Eastern Womens League)	133	774	24	931
CHANGE	+79	+346	+6	+431

Note: SFNL participation figures do not include 2017 women's football participants. These are reflected in SEWL numbers.

APPENDIX 8 | PARTICIPATION VAFA

- The VAFA reported 4,526 football participants for Season 2017 (combined male and female participants). This was an overall increase of 6% from Season 2016 with 258 more participants.
- The youth age player cohort (age 15-19) saw a 9% increase in participation with +73 participants in Season 2017.
- The highest participation rate is in the Senior participant player category (20-39 age cohort) with 2,929 participants or 77% of total registrations.
- 24 VAFA clubs saw an increase in participant numbers in Season 2017, mostly through female participation growth.
- In Season 2017, VAFA launched a new women's league, the VAFA Women's League.
- Like the South Eastern Women's League, the VAFA Women's League absorbed players competing in the defunct Victorian Women's Football League.
- 17 VAFA clubs within the Melbourne South region host VAFA Women's League teams, successfully aligned within existing VAFA club structures.
- Any VAFA participation analysis should consider growth in female participation within the VAFA Women's League and it's predecessor the Victorian Women's Football League as an indicator of current and future facility requirements.
- Between the 2 new women's leagues created by the SFNL and VAFA, female participant numbers grew by 232% from the Victorian Women's Football League final season in 2016, with an additional 1,160 females participating in football.
- VAFA Women's saw 729 female players competing, spread across both youth and senior player categories.
- The senior player category (20-39 age cohort) had the highest participation with 608 participants. There were also 9 participants aged 40+ playing within the League in Season 2017.

FIGURE 05 | VAFA AND VAFA WOMEN'S LEAGUE PARTICIPATION BY AGE COHORT AND GENDER AND CHANGE FROM SEASON 2016 TO SEASON 2017

VAFA	AGE 15-19	AGE 20-39	AGE 40+	Total Participants
Season 2016	750	2964	54	3,768
Season 2017	823	2929	45	3,797
CHANGE	+73	-35	-9	+29
VAFA Women's League	AGE 15-19	AGE 20-39	AGE 40+	Total Participants
Season 2016 (Victorian Women's Football League)	54	428	18	500
Season 2017 (VAFA Women's League)	112	608	9	729
CHANGE	+58	+180	-9	+229

PROJECTED POPULATION

- The estimated Melbourne South region population aged 5–39 (typically the key football playing age) in 2016, was 684,280. By 2026 the region’s population within this age cohort is forecast to increase by 13% to 769,900 people.
- The majority of growth will be in the municipalities of Casey, Greater Dandenong and Port Phillip.
- Casey’s 5-39 year old population is forecast to increase by approximately 36,900 people, Greater Dandenong by 10,700 people and Port Phillip by 6,900 people by 2026.
- Population projections for other project partner LGAs range from 3% growth in Frankston (+1,900 people) to 10% growth for both Stonnington (+5,800 people) and Monash (+9,000 people) in the 5-39 age cohort.
- Whilst overall population increases are projected for all project partner LGAs, across the junior sports age cohort of 5-14, Bayside is projected to see a 12% population decline or -1,630 people. It should be noted that some project partner LGAs utilise alternate population data tools such as forecast.id (refer Appendix 2 Study Limitations). This is the case for Bayside who accesses forecast.id for population demographics. Projections within forecast.id indicate growth of 2.1% for 5-19 age cohorts in the Bayside municipality who are accordingly planning for more neutral growth in this demographic.
- Similarly, Frankston is projected to have some minor population decline of 2% or 1,000 people in 20-39 age cohort to 2026.

POTENTIAL FOOTBALL MARKET ACROSS THE MELBOURNE SOUTH REGION

- The potential football market to 2026 is developed by analysing population projections against current (2017) individual LGA penetration rates.
- By 2026 the football market across the Melbourne South region is projected to be 42,535 participants. This is a 14% increase or +5,065 participants.
- Participation increases ranging from 9% growth in Glen Eira to 31% growth in Port Phillip.
- Translating to participant numbers, the most significant participation increases are projected for Casey (+1,599), Port Phillip (+859) and Stonnington (+752).
- These are followed by Kingston (+483), Glen Eira (+475), Frankston (+394), Monash (+365) and Greater Dandenong (+220).
- Bayside is projected to have a minor overall participation decrease of 2% or -82 participants. This decrease will be limited to the 5-14 age cohort. A possible market increase of +295 participants however, is projected for the youth and senior cohorts.



- Football participation increase estimates to 2026 are across all age cohorts. By LGA, the greatest increase is anticipated in the 10-14 age cohort for Casey (+525 participants), Port Phillip (+326 participants) and Stonnington (+208 participants).
- Across player categories, the most significant growth is anticipated in the 15-19 age cohort with 21% growth projected (+1,304 participants), followed by 15% in the 10-14 age cohort (1,577 participants).

APPENDIX 9 | PARTICIPATION PROJECTED TO 2026

FIGURE 06 | FOOTBALL PARTICIPANT NUMBERS BY 2026 ACROSS ALL MELBOURNE SOUTH LGAS

- PROJECTED CHANGE FROM SEASON 2017 BY AGE COHORT
- PROJECTED CHANGE WITH A 1% INCREASE IN PARTICIPATION

LGA	AGE 5-9	AGE 10-14	AGE 15-19	AGE 20-39	AGE 40+	CHANGE FROM 2017	1% INCREASE
Bayside	-208	-169	130	164	1	-82	+49
Casey	524	525	239	276	35	+1,599	+78
Frankston	85	245	76	-16	4	+394	+43
Glen Eira	151	111	141	69	3	+475	+58
Greater Dandenong	81	69	29	36	5	+220	+15
Kingston	46	158	204	49	26	+483	+66
Monash	72	104	91	89	9	+365	+37
Port Phillip	210	326	263	38	22	+859	+36
Stonnington	341	208	131	64	8	+752	+46
TOTAL	1,302	1,577	1,304	769	113	+5,065	+428

FIGURE 07 | FOOTBALL PARTICIPANT NUMBERS BY 2026 BY LEAGUE - PROJECTED INCREASE BY 2026 AND PROJECTED CHANGE IN PARTICIPATION FROM SEASON 2017

SMJFL	PROJECTED PARTICIPANTS 2026	CHANGE FROM 2017
Bayside	2494	-192
Glen Eira	2766	+251
Kingston	2020	+199
Monash	960	+113
Port Phillip	1713	+572
Stonnington	1505	+274
TOTAL	11,458	+1,217

VAFA	PROJECTED PARTICIPANTS 2026	CHANGE FROM 2017
Bayside	734	+106
Glen Eira	843	+74
Greater Dandenong	167	+9
Kingston	313	+31
Monash	603	+52
Port Phillip	876	+94
Stonnington	1485	+129
TOTAL	5,021	+495

SFNL	PROJECTED PARTICIPANTS 2026	CHANGE FROM 2017
Bayside	558	+77
Casey	566	+111
Frankston	130	-2
Glen Eira	345	+31
Greater Dandenong	490	+35
Kingston	520	+32
Monash	340	+26
Port Phillip	190	+26
Stonnington	74	+5
TOTAL	3,213	+341

Note: Projections on participant numbers by 2026 are based on current individual LGA penetration rates and population growth projections to 2026 as identified in the DPCD Victoria in Future 2016 data release. Refer Study Limitations for further information regarding data sources.

APPENDIX 10 - 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 from the *AFL Preferred Facilities Guidelines*.

- The chart below is a summary of total points required for each amenity within a venue. **Appendix 3** provides full detail on minimum preferred provision and associated ratings for each amenity.
- Ratings shaded in blue indicate that the amenity is below the preferred minimum provision for the nominated hierarchy level and highlights an area for upgrade / renewal.
- The Hierarchy percentage is the **Total Score** a venue receives based on scores within the **Summary of Amenity Provision**, against the **Total Possible Score** available based on the venue's hierarchy level. For example:
 - a Local Level venue that receives a total score of 67 will have a percentage of 64.4% ($67 / 104 = 64.4\%$)
 - A Junior Ground that has exceptional provision with a total score of 29 will have a percentage of 170.6% ($29 / 17 = 170.6\%$)
- The purpose of weighting percentages is to identify those venues that may have amenities above the preferred provision level for their nominated hierarchy.

Hierarchy Level	SUMMARY OF AMENITY PROVISION									Total Possible Score	Hierarchy %	Female Suitable Required?
	Home Player Change Rooms	Away Player Change Rooms	Doctor / Gym	Umpire Amenity	Kitchen / Kiosk	Pavilion Clubroom	Playing Field	Field Lighting	Support & Public Amenities			
State Level	23	19	4	12	4	28	57	20	15	182	100%	Yes
Regional Level	20	16	0	12	3	22	49	15	13	150	100%	Yes
Local club level	14	12	0	11	2	20	27	10	8	104	100%	Yes
Junior Ground	0	0	0	0	0	0	12	5	0	17	100%	NA
Primary/Secondary School Ground	0	0	0	0	0	0	12	0	0	12	100	NA

CURRENT FACILITY CONDITION RATINGS – BAYSIDE CITY COUNCIL

Facility	Club at venue	Hierarchy level	Home Player Change Rooms	Away Player Change Rooms	Doctor / Gym	Umpire Amenity	Kitchen / Kiosk	Pavilion Clubroom	Playing Field	Field Lighting	Support & Public Amenities	Total Score	Hierarchy %	Female Suitable	Female Football Played at Venue
Banksia Reserve*	Beaumaris AFC ^{^^}	Local club level	0	0	0	0	0	0	22	10	2	34	32.7%	N	Y
Boss James Reserve	Hampton Rovers AFC ^{^^}	Local club level	18	13	2	8	4	14	35	10	3	107	102.9%	N	Y
Brighton Beach Oval	Old Brighton Grammarians AFC ^{^^}	Local club level	12	8	2	0	1	17	31	10	10	91	87.5%	N	Y
Castlefield Reserve	Hampton Rovers JFC	Local club level	12	10	0	6	2	0	26	5	1	62	59.6%	N	Y
Cheltenham Recreation Reserve **	Cheltenham Football Club ^{^^}	Regional	0	0	0	0	0	0	34	10	0	44	29.3%	N	N
Donald McDonald Reserve	Black Rock Football Club ^{^^}	Local club level	12	10	0	0	2	12	33	5	1	75	72.1%	N	N
Elsternwick Park-Sportscover Arena***	VAFA Administration & Old Melburnians AFC	Regional	11	7	0	8	2	14	43	10	13	108	72.0%	N	N
Elsternwick Park (Elsternwick Park #2)	Elsternwick AFC	Local club level	9	7	0	0	0	8	16	0	1	41	39.4%	N	N
Hurlingham Park	East Brighton Football Club ^{^^}	Local club level	18	14	0	12	4	19	30	10	5	112	107.7%	Y	Y
Moorabbin West	Moorabbin Kangaroos Football Club ^{^^}	Local club level	14	12	0	0	1	13	30	5	1	76	73.1%	Y	N
Peterson Street Reserve	Hampton Hammers Football Club ^{^^}	Local club level	15	12	2	3	2	11	29	5	4	83	79.8%	N	Y
RG Chisholm Reserve	East Sandringham JFC	Local club level	13	11	0	5	3	0	26	10	4	72	69.2%	N	Y
Trevor Barker Beach Oval	Sandringham Zebras FC ^{^^}	State	17	13	4	10	2	18	51	10	14	139	76.4%	N	N
William Street Reserve	East Sandringham JFC	Local club level	10	8	0	0	1	0	18	0	3	40	38.5%	N	N

Note 1: *Banksia Reserve was undergoing a significant pavilion upgrade at the time of auditing. Full assessment will be done once the upgrade is completed.

Note 2: **Cheltenham Recreation Reserve was undergoing a facility upgrade at the time of auditing. Full assessment will be done once the upgrade is completed

Note 3: *** Elsternwick Park sports ground development and pavilion upgrade valued at \$6M scheduled for completion 2018.

Note 4: Current Facility Condition Ratings are based on outcomes from facility audits conducted from May to August 2017.

Note 5: ^^Venue hosts clubs other than club identified in the "Club at venue" column.

CURRENT FACILITY CONDITION RATINGS – CASEY CITY COUNCIL

Facility	Club at venue	Hierarchy level	Home Player Change Rooms	Away Player Change Rooms	Doctor / Gym	Umpire Amenity	Kitchen / Kiosk	Pavilion Clubroom	Playing Field	Field Lighting	Support & Public Amenities	Total Score	Hierarchy %	Female Suitable	Female Football Played at Venue
Arch Brown Reserve	Berwick JFC	Junior ground	15	13	0	10	3	19	24	5	10	99	582.4%	Y	Y
Barry Simon Reserve	Endeavour Hills Football Club	Local club level	14	12	1	10	3	9	30	5	11	95	91.3%	Y	N
Berwick Football Club	Berwick FC	Local club level	19	17	0	7	3	1	33	5	12	97	93.3%	Y	N
Berwick Springs Park	Berwick Springs JFC	Junior ground	17	13	2	10	3	17	37	10	3	112	658.8%	Y	N
Cairns Reserve	Hampton Park JFC	Junior ground	14	12	0	4	4	14	33	5	7	93	547.1%	Y	Y
Carlisle Park		Junior ground	16	14	2	9	2	14	27	15	4	103	605.9%	Y	N
Charles Green Reserve	Endeavour Hills JFC	Junior ground	9	7	0	4	2	11	21	5	8	67	394.1%	N	Y
Clyde Reserve		Junior ground	10	7	0	4	1	8	26	0	3	59	347.1%	N	N
Glover Reserve	Devon Meadows Football Club	Local club level	16	13	0	9	1	18	39	5	6	107	102.9%	N	N
Hallam Reserve	Hallam Football Club	Local club level	14	13	0	11	4	8	38	10	9	107	102.9%	Y	N
J & P Cam Reserve	Cranbourne JFC	Junior ground	17	13	0	10	3	15	34	5	11	108	635.3%	Y	Y
Kalora Park	Narre Warren Football Netball Club	Local club level	17	9	0	7	4	14	39	5	9	104	100.0%	N	N
Lawson Poole Reserve		Junior ground	11	9	0	0	1	9	18	5	3	56	329.4%	Y	N
Marriott Waters Reserve	Lyndhurst Football Club	Regional	18	14	0	10	4	18	44	10	6	119	79.3%	Y	N
Max Pawsey Reserve	Fountain Gate JFC	Junior ground	14	10	0	6	2	12	21	5	3	73	429.4%	N	Y

Note 1: Current Facility Condition Ratings are based on outcomes from facility audits conducted from May to August 2017.

CURRENT FACILITY CONDITION RATINGS – CASEY CITY COUNCIL (CONTINUED)

Facility	Club at venue	Hierarchy level	Home Player Change Rooms	Away Player Change Rooms	Doctor / Gym	Umpire Amenity	Kitchen / Kiosk	Pavilion Clubroom	Playing Field	Field Lighting	Support & Public Amenities	Total Score	Hierarchy %	Female Suitable	Female Football Played at Venue
Narre Warren North Reserve	Narre North Foxes FC	Junior ground	15	11	2	8	2	15	39	10	5	107	629.4%	N	Y
Pearcedale Recreation Reserve	Pearcedale Baxter Junior Football Club	Local club level	17	9	0	0	3	17	37	5	8	96	92.3%	N	N
Power Reserve**	Doveton Eagles Football Club	Local club level	15	13	0	0	3	11	37	5	11	95	91.3%	Y	N
Robert Booth Reserve	Hampton Park Football Club	Local club level	12	9	0	9	3	16	37	5	10	101	97.1%	N	N
Robinson Reserve	Doveton Football Club	Local club level	19	14	0	9	4	14	31	10	8	109	104.8%	Y	N
Rutter Park Reserve	Tooradin Dalmore Football Netball Club	Local club level	13	11	0	9	1	12	34	5	5	90	86.5%	Y	N
Singleton Reserve	Endeavour Hills Football Club	Local club level	14	12	0	10	3	11	28	5	6	89	85.6%	Y	N
Strathaird Reserve	Narre South Junior Football Club	Junior ground	14	10	0	4	3	17	35	5	7	95	558.8%	Y	Y
Sweeney Reserve	Narre Warren JFC	Junior ground	14	11	0	10	2	10	31	5	5	88	517.6%	N	Y
Timbarra Community Stadium	Berwick North Junior Football Club	Junior ground	13	11	0	0	3	0	40	5	4	76	447.1%	Y	N
Tooradin Recreation Reserve	Tooradin - Delmore FC	Junior ground	14	12	2	0	3	5	31	5	11	83	488.2%	N	Y
VFL Oval Casey Fields	Casey Demons	State	18	16	4	10	3	25	55	15	14	160	87.9%	N	Y

Note 1: **SFNL finals venue

Note 2: Current Facility Condition Ratings are based on outcomes from facility audits conducted from May to August 2017.

CURRENT FACILITY CONDITION RATINGS – CITY OF GREATER DANDENONG

Facility	Club at venue	Hierarchy level	Home Player Change Rooms	Away Player Change Rooms	Doctor / Gym	Umpire Amenity	Kitchen / Kiosk	Pavilion Clubroom	Playing Field	Field Lighting	Support & Public Amenities	Total Score	Hierarchy %	Female Suitable	Female Football Played at Venue
Barry Powell Reserve	Lyndale Football Club	Local club level	14	10	0	4	2	12	37	10	10	99	95.2%	N	N
Edinburgh Reserve	Sandown Cobras Football Club	Local club level	17	15	2	10	3	15	32	10	13	117	112.5%	Y	N
Frederick Wachter Reserve	Parkmore Junior Football Club	Junior ground	14	10	0	0	3	13	27	0	7	74	435.3%	N	Y
Greaves Reserve	Dandenong Football Club	Regional	11	9	2	6	4	11	25	0	8	76	50.7%	N	N
Lois Twohig Reserve	North Dandenong JFC	Junior ground	17	13	0	3	4	12	21	5	6	81	476.5%	Y	N
Pat Wright Snr Oval	Noble Park	Local club level	14	12	0	9	3	8	35	10	8	99	95.2%	N	N
Ross Reserve	Noble Park Junior Football Club	Junior ground	12	9	0	0	1	4	24	10	3	63	370.6%	N	N
Rowley Allen Reserve	Keysborough Football Club^^	Regional	14	11	0	5	2	13	37	0	4	86	57.3%	N	N
Shepley Oval	Dandenong Southern Stingrays FC	State	18	16	4	11	1	18	47	5	14	134	73.6%	Y	Y
Springvale Reserve	Springvale Districts Football Club^^	Regional	18	13	1	6	4	13	39	5	11	110	73.3%	N	N
Thomas Carroll Reserve	St Johns OC AFC	Local club level	16	14	0	6	2	16	25	5	4	88	84.6%	N	N
WJ Turner Reserve	Masala AFC	Local club level	7	7	0	7	1	10	13	0	3	48	46.2%	N	N

Note 1: Current Facility Condition Ratings are based on outcomes from facility audits conducted from May to August 2017.

Note 2: ^^Venue hosts clubs other than club identified in the "Club at venue" column.

CURRENT FACILITY CONDITION RATINGS – FRANKSTON CITY COUNCIL

Facility	Club at venue	Hierarchy level	Home Player Change Rooms	Away Player Change Rooms	Doctor / Gym	Umpire Amenity	Kitchen / Kiosk	Pavilion Clubroom	Playing Field	Field Lighting	Support & Public Amenities	Total Score	Hierarchy %	Female Suitable	Female Football Played at Venue
Baden Powell	Frankston Dolphins JFC	Junior ground	8	4	0	0	0	0	12	0	5	29	170.6%	N	N
Banyan Reserve	Currently not in use by AFL	Junior ground	0	0	0	0	0	5	15	0	2	22	129.4%	N	N
Baxter Park	Frankston Bombers FNC	Local club level	16	12	0	9	3	20	30	5	13	108	103.8%	Y	N
Belvedere Reserve	Seaford Junior Football Club	Local club level	15	10	0	10	3	18	41	0	7	104	100.0%	N	Y
Bruce Park	Frankston Rovers Junior Football Club	Junior ground	7	5	0	4	1	16	25	5	5	68	400.0%	N	Y
Carrum Downs Recreation Reserve	Skye Football Club^^	Local club level	11	10	0	6	2	13	17	10	5	74	71.2%	N	N
Eric Bell Reserve	Pines Football Netball Club	Local club level	13	10	0	8	1	18	38	5	5	98	94.2%	N	N
Frankston Park	Frankston FC	State	18	15	0	9	1	19	52	5	13	132	72.5%	N	Y
John Coburn Oval	Frankston YCW Football Netball Club	Local club level	12	6	0	7	1	17	45	5	9	102	98.1%	N	Y
Kananook Reserve	Kananook Bulls Football Club	Junior ground	6	4	0	4	1	4	16	5	4	44	258.8%	N	Y
Karingal Football Club**	Karingal Bulls JFC	Local club level	0	0	0	0	0	0	30	5	4	39	37.5%	N	Y
Lloyd Park	Langwarrin Football Netball Club	Local club level	14	3	0	2	2	13	39	5	9	87	83.7%	N	Y
Norm Cathie Oval (East Seaford Reserve)	Seaford	Junior ground	12	10	0	8	1	8	31	0	3	73	429.4%	Y	N
Overport Park	Frankston Dolphins JFC	Local club level	7	6	0	7	1	8	26	0	4	59	56.7%	N	Y
Pat Rollo Reserve	Pines Junior Football Club	Junior ground	8	0	0	2	1	4	28	5	3	51	300.0%	N	N
RF Miles Recreation Reserve	Seaford	Local club level	11	2	0	4	1	9	34	5	6	72	69.2%	N	Y

Note 1: **Karingal Football Club is currently undergoing a facility upgrade including new pavilion, change rooms and umpire rooms, impacting audit outcomes. Full assessment will be done once the upgrade is completed.

Note 2: Current Facility Condition Ratings are based on outcomes from facility audits conducted from May to August 2017.

Note 3: ^^Venue hosts clubs other than club identified in the "Club at venue" column.

CURRENT FACILITY CONDITION RATINGS – GLEN EIRA CITY COUNCIL

Facility	Club at venue	Hierarchy level	Home Player Change Rooms	Away Player Change Rooms	Doctor / Gym	Umpire Amenity	Kitchen / Kiosk	Pavilion Clubroom	Playing Field	Field Lighting	Support & Public Amenities	Total Score	Hierarchy %	Female Suitable	Female Football Played at Venue
Bentleigh Recreation Reserve	Bentleigh Football Club^^	Local club level	16	12	0	7	3	16	34	0**	5	93	89.4%	Y	Y
Centenary Park	St Peters FC	Local club level	18	14	0	10	2	15	28	0**	7	94	90.4%	Y	Y
E.E. Gunn Reserve	Ormond AFC^^	Local club level	19	14	0	7	2	14	36	0**	10	102	98.1%	Y	Y
East Caulfield Reserve	Monash Gryphons AFC^^	Local club level	18	15	0	11	2	11	29	5	7	98	94.2%	Y	N
Glen Huntly Park	Caulfield Grammarians AFC	Local club level	15	10	0	8	1	14	35	0**	4	87	83.7%	N	Y
King George Reserve	Bentleigh JFC	Local club level	14	10	0	8	3	11	22	0**	3	71	68.3%	N	Y
Koorngang Park	Caulfield Football Club^^	Local club level	14	12	0	5	2	13	33	0**	11	90	86.5%	N	Y
McKinnon Reserve	St Pauls Football Club^^	Local club level	16	13	0	6	3	14	39	0**	9	100	96.2%	Y	Y
Moorleigh Reserve	SMJFL Umpires / Other	Regional	12	10	0	4	1	11	30	0**	4	72	48.0%	Y	Y
Murrumbeena Park**	Murrumbeena Football Club^^	Local club level	19	17	2	0	2	14	28	0**	10	92	88.5%	Y	Y
Packer Park	Glen Eira Saints AFC	Local club level	18	14	2	10	2	17	30	0**	7	100	96.2%	Y	Y
Princes Park	Old Haileybury AFC^^	Local club level	18	14	2	8	3	10	35	0**	3	93	89.4%	Y	N

Note 1: ** Lighting is present at these venues but lux levels are unknown.

Note 2: Current Facility Condition Ratings are based on outcomes from facility audits conducted from May to August 2017.

Note 3: ^^Venue hosts clubs other than club identified in the "Club at venue" column.

CURRENT FACILITY CONDITION RATINGS – KINGSTON CITY COUNCIL

Facility	Club at venue	Hierarchy level	Home Player Change Rooms	Away Player Change Rooms	Doctor / Gym	Umpire Amenity	Kitchen / Kiosk	Pavilion Clubroom	Playing Field	Field Lighting	Support & Public Amenities	Total Score	Hierarchy %	Female Suitable	Female Football Played at Venue
Beazley Reserve	Chelsea Heights Football Club	Local club level	13	11	0	6	2	13	40	5	11	101	97.1%	N	N
Ben Kavanagh Reserve++	Mordialloc Football Club^^	Regional	13	7	0	0	2	13	31	10	9	85	56.7%	N	N
Bonbeach Reserve Oval 1	Bonbeach Football Club	Local club level	18	12	2	12	2	20	34	10	6	116	111.5%	Y	N
Bricker Reserve	SFNL Umpires	Local club level	0	0	0	7	0	7	18	0	2	34	32.7%	N	N
Chelsea Recreation Reserve	Chelsea Football Club	Local club level	14	8	1	11	2	16	40	5	13	110	105.8%	N	N
Edithvale Aspendale Sporting Club	Edithvale Aspendale FC	Local club level	10	7	0	0	3	12	32	5	6	75	72.1%	N	N
Edithvale Common	Edithvale Rovers Junior Football Club	Junior ground	0	0	0	0	2	8	14	0	1	25	147.1%	N	N
Gerry Green Reserve++	Parkdale Vultures AFC	Local club level	16	14	2	9	3	13	38	10	12	117	112.5%	Y	N
Glenn Street Reserve	Edithvale Junior Football Club	Junior ground	9	7	0	0	2	10	24	10	3	65	382.4%	Y	N
Heatherton Recreational Reserve**	Heatherton Football Club	Local club level	16	10	0	11	3	16	36	5	11	108	103.8%	N	N
Highbett Reserve	Highbett Football Club	Local club level	14	10	0	2	2	8	32	10	2	80	76.9%	N	N
Keeley Park1	Dragons Football Club	Local club level	8	6	2	9	1	14	21	0	8	69	66.3%	N	N
Le Page Oval	Cheltenham JFC	Local club level	11	6	0	2	2	11	26	10	13	81	77.9%	Y	N
Mentone Reserve++	St Bedes / Mentone Tigers AFC^^	Local club level	13	10	0	6	2	15	37	5	12	100	96.2%	N	N
Mentone Grammar	Old Mentonians AFC	Local club level	11	10	0	7	2	15	42	5	10	102	98.1%	N	Y
Roy Dore Reserve	Carrum Patterson Lakes Football Club^^	Local club level	12	11	0	8	2	12	29	10	9	93	89.4%	N	N
Souter Reserve	Dingley Football Netball Club	Regional	9	7	2	5	3	16	30	5	14	91	60.7%	N	Y
Southern Road Reserve	St Bedes / Mentone Tigers AFC^^	Local club level	0	0	0	0	2	10	22	10	4	48	46.2%	N	N
Walter Galt Reserve	Mordialloc Braeside JFC	Local club level	9	7	0	4	3	18	33	10	4	88	84.6%	N	N

Note 1: **SFNL finals venue

Note 2: RSEA Oval (Moorrabbín Oval), home to St Kilda FC, is currently undergoing a \$30M redevelopment and has not been included in the audit process.

Note 3: ++Ben Kavanagh Reserve and Gerry Green Reserve pavilions are currently undergoing significant redevelopments while the pavilion at Mentone Reserve is scheduled for major redevelopment in 2018.

Note 4: Current Facility Condition Ratings are based on outcomes from facility audits conducted from May to August 2017.

Note 5: ^^Venue hosts clubs other than club identified in the "Club at venue" column.

CURRENT FACILITY CONDITION RATINGS – MONASH CITY COUNCIL

Facility	Club at venue	Hierarchy level	Home Player Change Rooms	Away Player Change Rooms	Doctor / Gym	Umpire Amenity	Kitchen / Kiosk	Pavilion Clubroom	Playing Field	Field Lighting	Support & Public Amenities	Total Score	Hierarchy %	Female Suitable	Female Football Played at Venue
Brentwood Reserve	Glen Waverley Rovers	Local club level	8	5	0	6	2	10	24	10	4	69	66.3%	N	N
Central Reserve	Mazenod Old Collegians AFC^^	Regional	14	10	0	7	2	11	35	10	11	100	66.7%	N	N
Columbia Park**	Waverley Park JFC	Local club level	7	5	0	2	1	10	28	5	10	68	65.4%	N	N
Essex Heights Reserve	Ashwood Football Club^^	Local club level	13	11	0	8	2	12	29	10	11	96	92.3%	Y	N
Frearson Oval++	Monash Blues AFC	Local club level	17	15	2	8	2	18	45	15	15	137	131.7%	N	N
Jordan Reserve	Chadstone AFC	Local club level	11	9	0	9	2	12	31	0	3	77	74.0%	N	Y
Lum Reserve (West)	Waverley Park JFC	Local club level	12	10	0	8	1	9	28	5	7	80	76.9%	Y	Y
Mayfield Reserve	Mount Waverley Football Club	Local club level	8	5	0	5	2	10	25	0	2	57	54.8%	N	N
Meade Reserve	Clayton Football Club	Regional	13	11	0	8	3	14	27	5	9	90	60.0%	N	N
Mount Waverley Reserve	Waverley Blues	Local club level	9	6	0	10	3	12	26	5	6	77	74.0%	N	N
Mulgrave Reserve	Mulgrave	Local club level	11	10	2	9	2	12	27	10	9	92	88.5%	Y	N
Pinewood Reserve	Waverley Blues Juniors	Junior ground	9	7	0	8	0	0	25	0	7	56	329.4%	N	N
Princes Highway Reserve	Oakleigh District Football Club	Local club level	18	10	0	10	2	11	31	15	6	103	99.0%	N	N
Scammell Reserve **	Oakleigh AFC	Regional	8	5	0	6	2	9	34	0	2	66	44.0%	N	Y
Warrauee Park	Oakleigh Chargers	State	16	13	2	12	2	17	41	5	11	119	65.4%	N	Y
Waverley Park	Hawthorn FC (training venue)	State	18	0	4	0	4	22	46	0	8	102	56.0%	N	Y
Wellington Reserve	Northvale JFC	Local club level	16	14	0	10	3	10	33	5	14	105	101.0%	Y	N

Note 1: ** Columbia Park and Scammell Reserve will be undergoing upgrade works during 2017-18.

Note 2:++ Frearson Oval is located within the Monash University Clayton Campus and privately owned and managed. Any future facility investment would be sourced from Monash University.

Note 3: Current Facility Condition Ratings are based on outcomes from facility audits conducted from May to August 2017.

Note 4: ^^Venue hosts clubs other than club identified in the "Club at venue" column.

CURRENT FACILITY CONDITION RATINGS – PORT PHILLIP CITY COUNCIL

Facility	Club at venue	Hierarchy level	Home Player Change Rooms	Away Player Change Rooms	Doctor / Gym	Umpire Amenity	Kitchen / Kiosk	Pavilion Clubroom	Playing Field	Field Lighting	Support & Public Amenities	Total Score	Hierarchy %	Female Suitable	Female Football Played at Venue
Bill Woodful Oval (Oval 20)++	Albert Park AFC	Local club level	15	11	0	6	1	9	17	5	3	67	64.4%	N	N
Elwood Park - Wattie Watson Oval	St Kilda City JFC	Local club level	17	13	2	10	4	18	30	5	2	101	97.1%	Y	Y
Gary Smorgon Oval (Oval 9)++	AJAX AFC	Local club level	11	8	0	7	2	12	25	5	4	74	71.2%	N	Y
Harry Trott Oval++	Collegians AFC	Local club level	14	10	1	6	1	12	45	15	6	110	105.8%	N	Y
JL Murphy Reserve	Port Melbourne Colts^^	Regional	16	15	0	7	2	15	34	5	5	99	66.0%	Y	Y
Lindsay Hasset Oval (Oval 11) ++	South Melbourne Districts AFC^^	Local club level	12	10	0	7	2	11	20	10	3	75	72.1%	N	Y
North Port Oval	Port Melbourne FC	State	17	16	4	9	2	16	31	0	11	106	58.2%	N	Y
Peanut Farm Reserve**	St Kilda City Football Club^^	Local club level	0	0	0	0	0	0	33	5	2	40	38.5%	N	N
Ross Gregory Oval++	Power House AFC	Local club level	14	11	0	6	2	15	21	5	4	78	75.0%	N	Y
Warwick Armstrong Oval (Oval 12)++	South Melbourne Districts	Local club level	0	0	0	0	0	0	27	5	1	33	31.7%	N	Y

Note 1: ** The pavilion and associated amenities at Peanut Farm Reserve are scheduled for upgrade in 2018 and were therefore not included in the audit process.

Note 2: ++ These facilities are located in the municipality of Port Phillip but are owned and managed by Parks Victoria.

Note 3: Junction Oval is currently undergoing a significant facility and oval upgrade and has not been included in the audit process.

Note 4: Current Facility Condition Ratings are based on outcomes from facility audits conducted from May to August 2017.

Note 5: ^^Venue hosts clubs other than club identified in the "Club at venue" column.

CURRENT FACILITY CONDITION RATINGS – STONNINGTON CITY COUNCIL

Facility	Club at venue	Hierarchy level	Home Player Change Rooms	Away Player Change Rooms	Doctor / Gym	Umpire Amenity	Kitchen / Kiosk	Pavilion Clubroom	Playing Field	Field Lighting	Support & Public Amenities	Total Score	Hierarchy %	Female Suitable	Female Football Played at Venue
Basil Reserve (Darling Park)	East Malvern JFC	Local club level	18	14	0	10	2	16	32	5	1	98	94.2%	Y	Y
Como Park	Old Geelong AFC ^{^^}	Local club level	17	15	2	0	3	12	29	0	1	79	76.0%	Y	Y
DW Lucas Oval (Darling Park)**	East Malvern Football Club ^{^^}	Local club level	0	0	0	0	0	0	30	0	1	31	29.8%	N	Y
Melbourne High School	Melbourne High School Old Boys	Local club level	10	9	1	6	2	13	37	5	9	92	88.5%	N	N
Righetti Oval	Glen Iris JFC	Junior ground	13	10	0	9	2	11	27	0	1	73	429.4%	Y	Y
Ferrie Oval (Righetti Oval second oval)	Glen Iris JFC	Junior Ground	0	0	0	0	0	0	12	0	0	12	70.6%	N	N
Stanley Grose (Darling Park-second oval on Basil Reserve)	East Malvern JFC	Junior Ground	0	0	0	0	0	0	23	5	0	28	164.7%	N	N
TH King Oval	St Kevins OB AFC	Local club level	19	17	4	11	4	14	28	0	8	105	101.0%	Y	Y
Toorak Park	Prahran Assumption AFC and Old Xaverians AFC ^{^^}	Regional	17	14	0	6	2	12	40	15	12	118	78.7%	Y	N
Waverley Oval	De La Salle AFC	Regional	13	13	4	5	2	17	32	5	4	95	63.3%	N	Y

Note 1: There is not pavilion servicing the oval at Stanley Grose Reserve. Basil Reserve is adjacent to Stanley Grose Reserve, is a larger oval and is serviced by Sheridan Pavilion.

Note 2: ** The pavilion and associated amenities at DW Lucas Oval are scheduled for upgrade in 2017 and were therefore not included in the audit process.

Note 3: Current Facility Condition Ratings are based on outcomes from facility audits conducted from May to August 2017.

Note 4: ^{^^}Venue hosts clubs other than club identified in the "Club at venue" column.

CURRENT FACILITY CONDITION RATINGS – OTHER COUNCILS

Facility & LGA	Club at venue	Hierarchy level	Home Player Change Rooms	Away Player Change Rooms	Doctor / Gym	Umpire Amenity	Kitchen / Kiosk	Pavilion Clubroom	Playing Field	Field Lighting	Support & Public Amenities	Total Score	Hierarchy %	Female Suitable	Female Football Played at Venue
McAuliffe Oval (Mornington Peninsula)	Cerebus FC	Local club level	7	5	0	7	0	0	34	0	3	56	53.8%	N	N
Fritsch Holzer Oval (Booroondara)	South Yarra FNC	Local club level	14	11	0	7	4	11	9	0	1	57	54.8%	N	N

Note 1: Facilities are accessed by the SFNL and have been included in analysis for SFNL planning purposes. LGAs listed are not project partners to the Strategy.

Note 2: Current Facility Condition Ratings are based on outcomes from facility audits conducted from May to August 2017.

APPENDIX 11 – DETAILED CRITERIA FOR RATING FACILITY INFRASTRUCTURE AND AMENITIES

HIERARCHY LEVEL									
HOME PLAYER CHANGE ROOMS	RATING		STATE LEVEL RATING REQUIRED	REGIONAL LEVEL RATING REQUIRED	LOCAL LEVEL RATING REQUIRED	JUNIOR GROUND RATING REQUIRED	PRIMARY / SECONDARY SCHOOL RATING REQUIRED	FUTURE VENUE RATING REQUIRED	AFL 9'S RATING REQUIRED
Number of player change facilities	1=1 2=2 3=3 4=4 5=4	6=4 7=4 8=4 If no change facilities then rating is 0	4	4	2	0	0	0	0
Size of strapping room	Greater than 20m2 = 3 20m2 = 3 15m2 = 2	10m2 = 1 Less than 10m2 = 0	3	2	1	0	0	0	0
Change room size	Greater than 90m2 = 4 75m2-90m2 = 4 55m2-75m2 = 3	45m2-55m2 = 2 Less than 45m2 = 1	4	3	2	0	0	0	0
Number of showers	1=0 2=0 3=1 4=2 5=3	6=3 7=3 8=3 9=3 10=3	3	2	1	0	0	0	0
Shower type	Lockable cubicle = 2 Unlockable cubicle = 1	Open = 0 No showers provided = 0	2	2	2	0	0	0	0
Pan toilets	More than 3 pan toilets =2 3 pan toilets = 2 2 pan toilets = 2	1 pan toilets = 1 No pan toilets = 0	2	2	1	0	0	0	0
Rate overall condition of these club player facilities	Excellent condition (as new) = 5 Good condition (some wear) = 4 Moderate (considerable wear but still comfortable for players) = 3 Poor (multiple quality issues identified - is reaching end of life) = 2 Very Poor (significant quality issues identified - needs immediate attention) = 0		5	5	5	0	0	0	0
TOTAL POINTS REQUIRED			23	20	14	0	0	0	0

HIERARCHY LEVEL									
AWAY PLAYER CHANGE ROOMS	RATING		STATE LEVEL RATING REQUIRED	REGIONAL LEVEL RATING REQUIRED	LOCAL LEVEL RATING REQUIRED	JUNIOR GROUND RATING REQUIRED	PRIMARY / SECONDARY SCHOOL RATING REQUIRED	FUTURE VENUE RATING REQUIRED	AFL 9'S RATING REQUIRED
Change room size	Greater than 90m2 = 4 75m2-90m2 = 4 55m2-75m2 = 3 45m2-55m2 = 2 Less than 45m2 = 1		4	3	2	0	0	0	0
Size of strapping room	Greater than 20m2 = 3 20m2 = 3 15m2 = 2 10m2 = 1 Less than 10m2 = 0		3	2	1	0	0	0	0
Number of showers	1=0 2=0 3=1 4=2	5=3 6=3 7=3 8=3	3	2	1	0	0	0	0
Shower type	Lockable cubicle = 2 Unlockable cubicle = 1 Open = 0 No showers provided = 0		2	2	2	0	0	0	0
Pan toilets	More than 3 pan toilets =2 3 pan toilets = 2 2 pan toilets = 2 1 pan toilets = 1 No pan toilets = 0		2	2	1	0	0	0	0
Rate overall condition of these club player facilities	Excellent condition (as new) = 5 Good condition (some wear) = 4 Moderate (considerable wear but still comfortable for players) = 3 Poor (multiple quality issues identified - is reaching end of life) = 2 Very Poor (significant quality issues identified - needs immediate attention) = 0		5	5	5	0	0	0	0
TOTAL POINTS REQUIRED			19	16	12	0	0	0	0

HIERARCHY LEVEL								
DOCTOR / GYM	RATING	STATE LEVEL RATING REQUIRED	REGIONAL LEVEL RATING REQUIRED	LOCAL LEVEL RATING REQUIRED	JUNIOR GROUND RATING REQUIRED	PRIMARY / SECONDARY SCHOOL RATING REQUIRED	FUTURE VENUE RATING REQUIRED	AFL 9'S RATING REQUIRED
Size of doctors room	Greater than 20m ² =2 20m ² = 2 15m ² =2 10m ² = 1 Less than 10m ² = 0	2	0	0	0	0	0	0
Size of gymnasium / fitness room	Greater than 50m ² = 2 40m ² -50m ² = 2 30m ² -40m ² = 1 25m ² -30m ² = 1 Less than 25m ² = 0	2	0	0	0	0	0	0
TOTAL POINTS REQUIRED		4	0	0	0	0	0	0

HIERARCHY LEVEL								
UMPIRE AMENITIES	RATING	STATE LEVEL RATING REQUIRED	REGIONAL LEVEL RATING REQUIRED	LOCAL LEVEL RATING REQUIRED	JUNIOR GROUND RATING REQUIRED	PRIMARY / SECONDARY SCHOOL RATING REQUIRED	FUTURE VENUE RATING REQUIRED	AFL 9'S RATING REQUIRED
Change room size	Greater than 40m2 = 2 30m2-40m2 = 2 25m2-30m2 = 1 20m2-25m2 = 1 Less than 20m2 = 0	2	2	1	0	0	0	0
Number of showers	More than 3 = 2 3 = 2 2 = 2 1 = 1 0 = 0	2	2	2	0	0	0	0
Shower type	Lockable cubicle = 2 Unlockable cubicle = 1 Open = 0 No showers provided = 0	2	2	2	0	0	0	0
Pan toilets	More than 3 pan toilets =1 3 pan toilets = 1 2 pan toilets = 1 1 pan toilets = 1 No pan toilets = 0	1	1	1	0	0	0	0
Rate overall condition of these umpire facilities	Excellent condition (as new) = 5 Good condition (some wear) = 4 Moderate (considerable wear but still comfortable for umpires) = 3 Poor (multiple quality issues identified - is reaching end of life) = 2 Very Poor (significant quality issues identified – needs immediate attention) = 0	5	5	5	0	0	0	0
TOTAL POINTS REQUIRED		12	12	11	0	0	0	0

HIERARCHY LEVEL								
KITCHEN / KIOSK	RATING	STATE LEVEL RATING REQUIRED	REGIONAL LEVEL RATING REQUIRED	LOCAL LEVEL RATING REQUIRED	JUNIOR GROUND RATING REQUIRED	PRIMARY / SECONDARY SCHOOL RATING REQUIRED	FUTURE VENUE RATING REQUIRED	AFL 9'S RATING REQUIRED
Kitchen / Kiosk Area	Greater than 40m ² =4 30m ² -40m ² = 3 20m ² -30m ² = 2 Less than 20m ² = 1 No kitchen/kiosk area = 0	4	3	2	0	0	0	0
TOTAL POINTS REQUIRED		4	3	2	0	0	0	0

HIERARCHY LEVEL									
PAVILION / CLUBROOM	RATING		STATE LEVEL RATING REQUIRED	REGIONAL LEVEL RATING REQUIRED	LOCAL LEVEL RATING REQUIRED	JUNIOR GROUND RATING REQUIRED	PRIMARY / SECONDARY SCHOOL RATING REQUIRED	FUTURE VENUE RATING REQUIRED	AFL 9'S RATING REQUIRED
Does the main pavilion have an accessible entry	Yes = 1 No = 0 Unsure = 0		1	1	1	0	0	0	0
First aid or medical room for general public access	Greater than 15m2 = 1 10m2-15m2 = 1	Less than 10m2 = 0 No separate first aid or medical room = 0	1	0	0	0	0	0	0
Is there a defibrillator machine?	Yes = 1 No = 0 Unsure = 0		1	1	1	0	0	0	0
Administration area / office	Greater than 25m2 = 2 20m2-25m2 = 2 15m2-20m2 = 1	Less than 15m2 = 0 No separate office or meeting room = 0	2	2	1	0	0	0	0
Social / Community / Multi-purpose room size	200m2 or greater = 4 150m2-199m2 = 3 100m2-149m2 = 2 Less than 100m2 = 1	No social / community or multi-purpose room = 0 Unable to provide accurate assessment = NR	4	3	2	0	0	0	0
Bar	20m2 or greater = 1 15 - 19m2 = 1 10 - 14m2 = 1 Less than 10m2 = 1	No bar provided = 0 Unable to provide accurate measurement = NR	1	1	1	0	0	0	0
Public Toilets (provided within the pavilion / clubrooms)	Male = 1 Female = 1 Unisex = 1	Accessible = 1 No toilets provided = 0	4	3	3	0	0	0	0
Third umpire / match referee room	Yes = 1	No = 0	1	0	0	0	0	0	0
Timekeeper / referee room	Yes = 1	No = 0	1	1	1	0	0	0	0

HIERARCHY LEVEL									
PAVILION / CLUBROOM (continued)	RATING		STATE LEVEL RATING REQUIRED	REGIONAL LEVEL RATING REQUIRED	LOCAL LEVEL RATING REQUIRED	JUNIOR GROUND RATING REQUIRED	PRIMARY / SECONDARY SCHOOL RATING REQUIRED	FUTURE VENUE RATING REQUIRED	AFL 9'S RATING REQUIRED
Internal storage area	40m2 or greater = 3 35 - 39m2 =3 30 - 34m2 = 3 25 - 29m2 =3 20 - 24m2 =2 15 - 19m2 = 1	10 - 14m2 = 1 Less than 10m2 = 1 No internal storage = 0 Unable to provide accurate measurement = 0	3	2	2	0	0	0	0
External storage area	40m2 or greater = 3 35 - 39m2 =3 30 - 34m2 = 3 25 - 29m2 =3 20 - 24m2 =2 15 - 19m2 = 1	10 - 14m2 = 1 Less than 10m2 = 1 No internal storage = 0 Unable to provide accurate measurement = 0	3	2	2	0	0	0	0
Cleaners storeroom	Yes = 1 No =0	Unsure = NR	1	1	1	0	0	0	0
Rate overall condition of these clubrooms	Excellent condition (as new) = 5 Good condition (some wear) = 4 Moderate (considerable wear but still comfortable for users) = 3 Poor (multiple quality issues identified - is reaching end of life) = 2 Very Poor (significant quality issues identified - needs immediate attention) = 0		5	5	5	0	0	0	0
TOTAL POINTS REQUIRED			28	22	20	0	0	0	0

HIERARCHY LEVEL									
PLAYING FIELD (EXCLUDING LIGHTING)	RATING		STATE LEVEL RATING REQUIRED	REGIONAL LEVEL RATING REQUIRED	LOCAL LEVEL RATING REQUIRED	JUNIOR GROUND RATING REQUIRED	PRIMARY / SECONDARY SCHOOL RATING REQUIRED	FUTURE VENUE RATING REQUIRED	AFL 9'S RATING REQUIRED
			Length of playing field	Greater than 160m = 7 160m = 6 155m-159m = 5 150m-154m = 4 145m-149m = 3	140m-145m = 2 Less than 140m = 1 Measurements unable to be obtained onsite = NR	7	7	2	1
Width of playing field	Greater than 155m = 5 146m-155m = 5 136-145m = 5 126-135m = 4 116-125m = 3	101-115m = 2 Less than 100m = 1 Measurements unable to be obtained onsite = NR	5	5	2	1	1	0	1
Drainage	Drainage in good operating and efficient condition = 3 Drainage functional but requires improvement = 2 Drainage system present but dysfunctional = 1 No drainage provided = 0 Unable to provide accurate assessment = NR		3	3	3	3	3	0	3
Centre cricket wicket profile?	No pitch or drop in wicket = 3 Turf wicket well maintained = 2 Turf wicket with some coverage and hardness issues = 1 Synthetic pitch = 1 Turf wicket with issues and poor coverage = 0 Unable to provide accurate assessment - NR		3	2	2	1	1	0	0
Irrigation	Automatic irrigation system = 2 Hose/manual irrigation = 1 No irrigation = 0 Unable to provide accurate assessment = NR		2	2	2	1	1	0	0
Oval surface condition	Excellent condition = 15 Good condition = 10 Moderate = 5	Poor = 1 Very Poor = 0	15	15	5	5	5	0	5
Is the oval fenced?	Yes = 1	No = 0	1	1	0	0	0	0	0

HIERARCHY LEVEL									
PLAYING FIELD (EXCLUDING LIGHTING) (continued)	RATING		STATE LEVEL RATING REQUIRED	REGIONAL LEVEL RATING REQUIRED	LOCAL LEVEL RATING REQUIRED	JUNIOR GROUND RATING REQUIRED	PRIMARY / SECONDARY SCHOOL RATING REQUIRED	FUTURE VENUE RATING REQUIRED	AFL 9'S RATING REQUIRED
Boundary run off	Meets 5m State standard = 3 Meets 4m Regional standard = 2 Meets 3m Local/Community standard = 1 Does not meet 3m Local/Community standard = 0		3	2	1	0	0	0	0
Coaches box HOME	Elevated above the interchange bench = 2 Forms part of the interchange bench = 1 No home coaches boxes provided = 0		2	1	1	0	0	0	0
Interchange Bench (home)	6m long x 1.2m wide (accommodates 10 people) = 3 4.8m long x 1.2m wide (accommodates 8 people) = 2 Smaller than 4.8m long x 1.2m wide = 1		3	2	2	0	0	0	0
Coaches Box AWAY	Elevated above the interchange bench = 2 Forms part of the interchange bench = 1 No home coaches boxes provided = 0		2	1	1	0	0	0	0
Interchange Bench (away)	6m long x 1.2m wide (accommodates 10 people) = 3 4.8m long x 1.2m wide (accommodates 8 people) = 2 Smaller than 4.8m long x 1.2m wide = 1		3	2	2	0	0	0	0
Estimate goal and point post height	Above 12m x 8m posts = 4 12m x 8m posts (State) = 4 10m x 6.5m posts (Regional) - 3 8m x 5m posts (Local) = 2 Below 8m x 5m posts = 1 No goal posts present = 0		4	3	2	0	0	0	0
Interchange steward bench	3.6m long x 1.2m wide (accommodates 6 people) = 2 1.8m long x 1.2m wide (accommodates 3 people) = 1 No interchange stewards bench present = 0		2	1	0	0	0	0	0
Scoreboard	Electronic = 1 Manual = 1	No scoreboard present = 0	1	1	1	0	0	0	0

HIERARCHY LEVEL

PLAYING FIELD (EXCLUDING LIGHTING) (continued)	RATING		STATE LEVEL RATING REQUIRED	REGIONAL LEVEL RATING REQUIRED	LOCAL LEVEL RATING REQUIRED	JUNIOR GROUND RATING REQUIRED	PRIMARY / SECONDARY SCHOOL RATING REQUIRED	FUTURE VENUE RATING REQUIRED	AFL 9'S RATING REQUIRED
Outdoor ground maintenance / equipment storage	80m or greater = 1 75m - 79m = 1 70m - 74m = 1 65m - 69m = 1 60m - 64m = 1 55m - 59m = 1 50m - 54m = 1 45m - 49m = 1 40m - 44m = 1	35m - 39m = 1 30m - 34m = 1 Less than 30m ² = 1 No separate ground maintenance storage provided = 0 Unable to provide accurate measurement = NR	1	1	1	0	0	0	0
TOTAL POINTS REQUIRED			57	49	27	12	12	0	10

HIERARCHY LEVEL									
SUPPORT AND PUBLIC AMENITIES	RATING		STATE LEVEL RATING REQUIRED	REGIONAL LEVEL RATING REQUIRED	LOCAL LEVEL RATING REQUIRED	JUNIOR GROUND RATING REQUIRED	PRIMARY / SECONDARY SCHOOL RATING REQUIRED	FUTURE VENUE RATING REQUIRED	AFL 9'S RATING REQUIRED
Is there a designated disabled area in the car park?	Yes = 1 No = 0		1	1	0	0	0	0	0
How adequate is the car park for club needs?	Adequate for home and away season and finals - 2 Adequate for home and away season only - 1 Inadequate - more car parking is required - 0 Unsure if needs are being met - NR		2	2	1	0	0	0	0
Is there a game clock? (It may form part of the Scoreboard)	Yes = 1 No = 0		1	1	0	0	0	0	0
Is there a siren?	Yes = 1 No = 0		1	1	1	0	0	0	0
Is there a public address system?	Yes = 1 No = 0		1	0	0	0	0	0	0
Is there fencing around the site that supports the ability to play finals at the site?	Yes = 1 No = 0		1	1	0	0	0	0	0
Is there spectator seating / grandstand?	Yes weather protected - 2 Yes but not weather protected - 1 No purpose built spectator seating - 0		2	1	1	0	0	0	0
Is there an accessible covered viewing area for spectators?	Yes = 1 No = 0		1	1	1	0	0	0	0
Capacity of spectator seating - number of seats. (Provide estimate of number of seats).	100 or more seats = 5 50 - 99 = 4 40 - 49 = 2 30 - 39 = 2 20 - 29 = 1		5	5	4	0	0	0	0
		Less than 20 = 0 No formal seating = 0 Unable to provide accurate measurement = NR							
TOTAL POINTS REQUIRED			15	13	8	0	0	0	0

HIERARCHY LEVEL								
LIGHTING	RATING	STATE LEVEL RATING REQUIRED	REGIONAL LEVEL RATING REQUIRED	LOCAL LEVEL RATING REQUIRED	JUNIOR GROUND RATING REQUIRED	PRIMARY / SECONDARY SCHOOL RATING REQUIRED	FUTURE VENUE RATING REQUIRED	AFL 9'S RATING REQUIRED
Playing field lighting	No lighting provided = 0 Less than 50 lux = 0 50-99 lux = 5 100-149 lux = 10 150-300 lux = 15 300+ lux = 20 Lighting provided but unable to provide accurate assessment = NR Lighting not provided and not required (eg Auskick / school or junior ground) = NR	20	15	10	5	0	0	0
TOTAL POINTS REQUIRED		20	15	10	5	0	0	0
TOTAL OVERALL POINTS		182	150	104	17	12	0	10

APPENDIX 12 |



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.

'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:

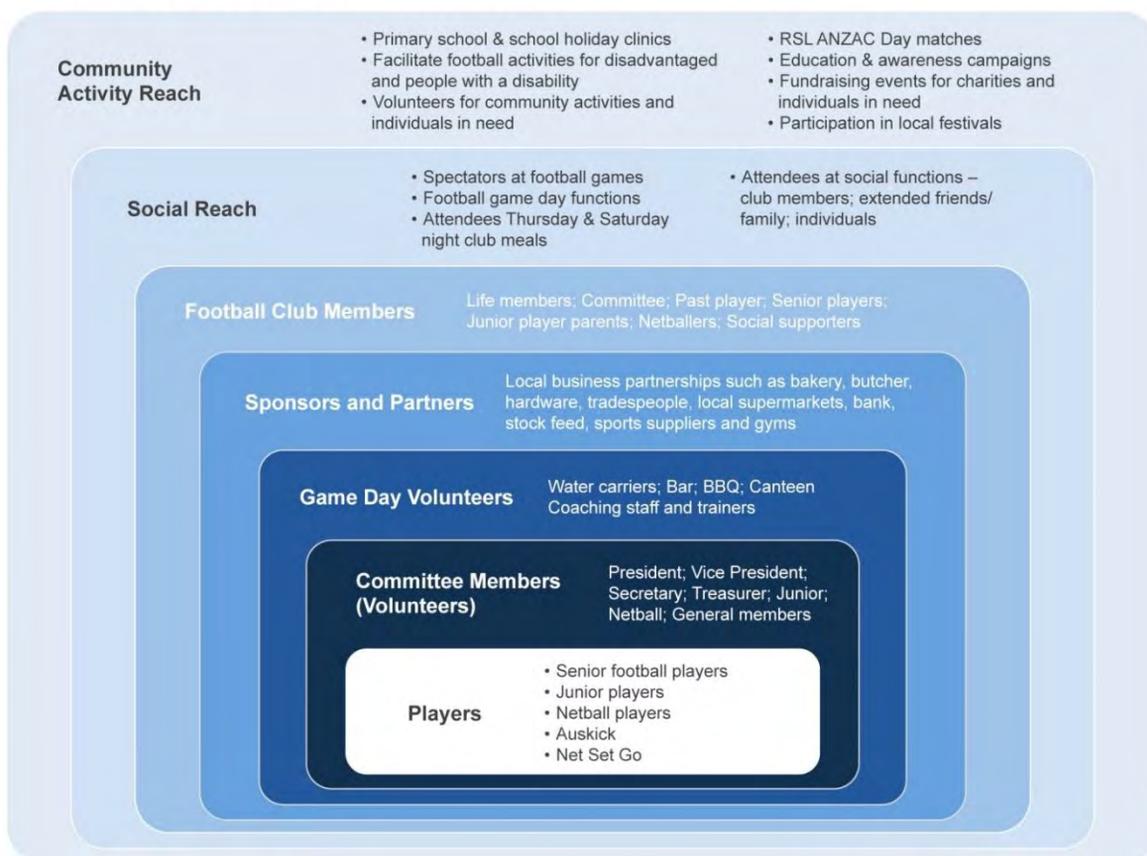
AFL Victoria at reception@aflvic.com.au

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





inside **EDGE**
 sport and leisure planning

TEL +61 (03) 9680 6370

EMAIL: INFO@IESLP.COM.AU

WEB: WWW.IESLP.COM.AU