



Sports Development Plan 2014-23

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Mayor's message

I have great pleasure in presenting our first Sports Development Plan to assist in the development of the current and future provision of facilities and services in Moonee Valley.

Being active is an important part of Moonee Valley life. Whether it's our children playing sport, a social hit of tennis or the commitment to weekly training sessions in the park, sport and active recreation contribute towards defining who we are.

We all know that sport delivers a range of health benefits. The current trends of obesity for both children and adults and its associated health risks are concerning. But it is the many benefits that entrench us in local sport, such as team spirit, social camaraderie and the sense of belonging, that participating in sport provides.

The provision of adequate facilities and services for sport in Moonee Valley is not without its challenges. With a growing population, increased participation levels and competing pressure on our finite land resources, we must plan effectively and make strategic investment decisions to capitalise on opportunities.

The Sport Development Plan details five key themes which aim to deliver strategic solutions, through a coordinated approach, for the provision of sport and recreation in Moonee Valley over the next ten years.

This Plan builds on the Leisure Strategy and outlines our future direction for sport.

Cr Narelle Sharpe
Mayor of Moonee Valley



Introduction

Moonee Valley is a vibrant and multicultural city having recently experienced a period of growth and change in population make-up, socio-economic characteristics and cultural diversity.

Sport is a key element of the lifestyle Moonee Valley residents value. Sport delivers many social and health benefits by promoting social inclusion, a sense of community belonging, improving physical health and also helping to build relationships through shared experiences and achievements.

Council offers a range of sport and recreation facilities for residents and visitors. These include the riverfront, major reserves, golf course, leisure centres, indoor spaces, open spaces, swimming pools and a shared path networks.

The plan examines sport and active recreation activities, defined as those which have formal rules, scoring, event organisation and administration structures. There are also a number of informal sports facilities available such as public access tennis courts, basketball/netball rings, rebound walls, skate facilities and exercise equipment.

Additional participation choices are available to residents through private operators, however, are not included in this plan as they are not considered public access facilities.

Through this Sports Development Plan 2014-23 we aim to provide for traditional as well as emerging sport needs. However, with limited options for new sites and increasing demand on available resources, we need to improve and use the services, sites and facilities we have in new, innovative ways as well be ready to take up new opportunities that arise.

"Some people believe football is a matter of life and death. I am very disappointed with that attitude. I can assure you it is much, much more important than that."

Legendary soccer manager Bill Shankly

What is sport?

The Australian Sports Commission defines sport as 'a human activity capable of achieving a result requiring physical exertion and/or physical skill, which, by its nature and organisation, is competitive and is generally accepted as being a sport.'

For the purpose of our Sports Development Plan 2014-23, we are working with this definition.

What is sports development?

In Moonee Valley we define sports development as:

- the planning to encourage and support participation in sport
- supporting local sport clubs and the mechanisms through which people can participate in sport
- the development of community engagement, community pride and sense of belonging through sport.

Why is sport important?

In Moonee Valley, sport is an important part of our culture and cultural identity. It improves the community health and wellbeing and provides an important way for us to socialise with friends and family.

We value and support local sport because it can:

- encourage a healthy lifestyle
- build self-esteem and individual development
- promote inclusion and citizenship
- strengthen social ties and networks
- provide opportunities to learn about leadership, friendship, fairness and teamwork, respect for opponents, acceptance of rules and how to manage adversity
- contribute to economic development.

In Moonee Valley, we believe supporting sport is an investment in building and maintaining a healthy and cohesive society.

Why a Sports Development Plan?

The Moonee Valley Sports Development Plan 2014-23 (SDP) has been prepared to guide current and future provision of facilities and services to meet the needs of Moonee Valley's diverse communities over the next ten years.

The SDP provides a framework:

- to increase community participation in sport and active recreation activities particularly key target groups including women, people with a disability and culturally and linguistically diverse (CALD) groups
- to assist sports clubs and other providers with club development, administration and promotion
- for the development, redevelopment and provision of sports infrastructure and facilities.

The SDP aims to achieve the best outcome for the community by:

- analysing, understanding and sharing knowledge about industry best practice
- maximising expertise and resources through collaboration between state sports associations, Council and community clubs
- providing a well thought out approach to the planning and provision of sport.

To ensure that the SDP is best able to respond to the evolving sports environment, we have developed a detailed five year Action Plan 2014-18. In 2018, we will again consult with sports clubs and the community in developing the second five year Action Plan 2019-23.

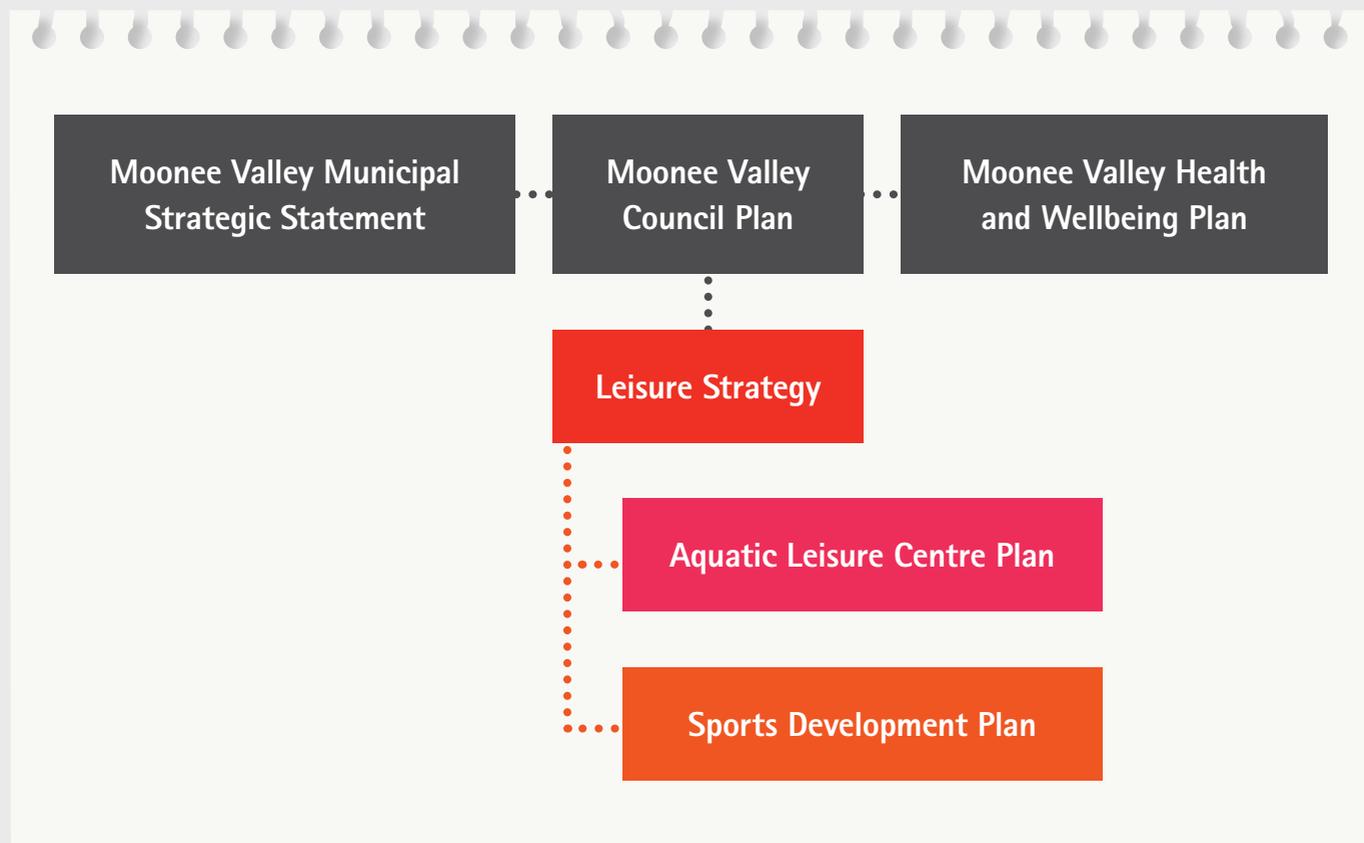


Where does the Sports Development Plan fit?

The SDP is an important contributor to the themes of the Council Plan. It is one of a number of closely related recent or emerging strategic plans that will assist in ensuring Council adequately responds to the broader social, leisure, sport, recreation and physical activity needs of the region.

In June 2013, Council endorsed the Moonee Valley Leisure Strategy 2013-23. The Leisure Strategy provides the overarching framework for development of leisure services, places and spaces for the next ten years.

The SDP is an action from the Leisure Strategy. The diagram below describes how the SDP fits within Council's strategic planning hierarchy and its relationship to the Leisure Strategy as well as Council's other strategic plans and strategies.





Our position on sport

Council has a strong commitment to clubs and organisations throughout the municipality, supporting those who create opportunities that allow people to participate in sport, physical activity or active leisure in a safe and effective environment.

Moonee Valley's contribution to sport is focused on both organised and less competitive, unstructured activity such as social and recreational pursuits. We primarily provide support for local clubs, competing at a community level with funding opportunities, resource support and professional development opportunities.

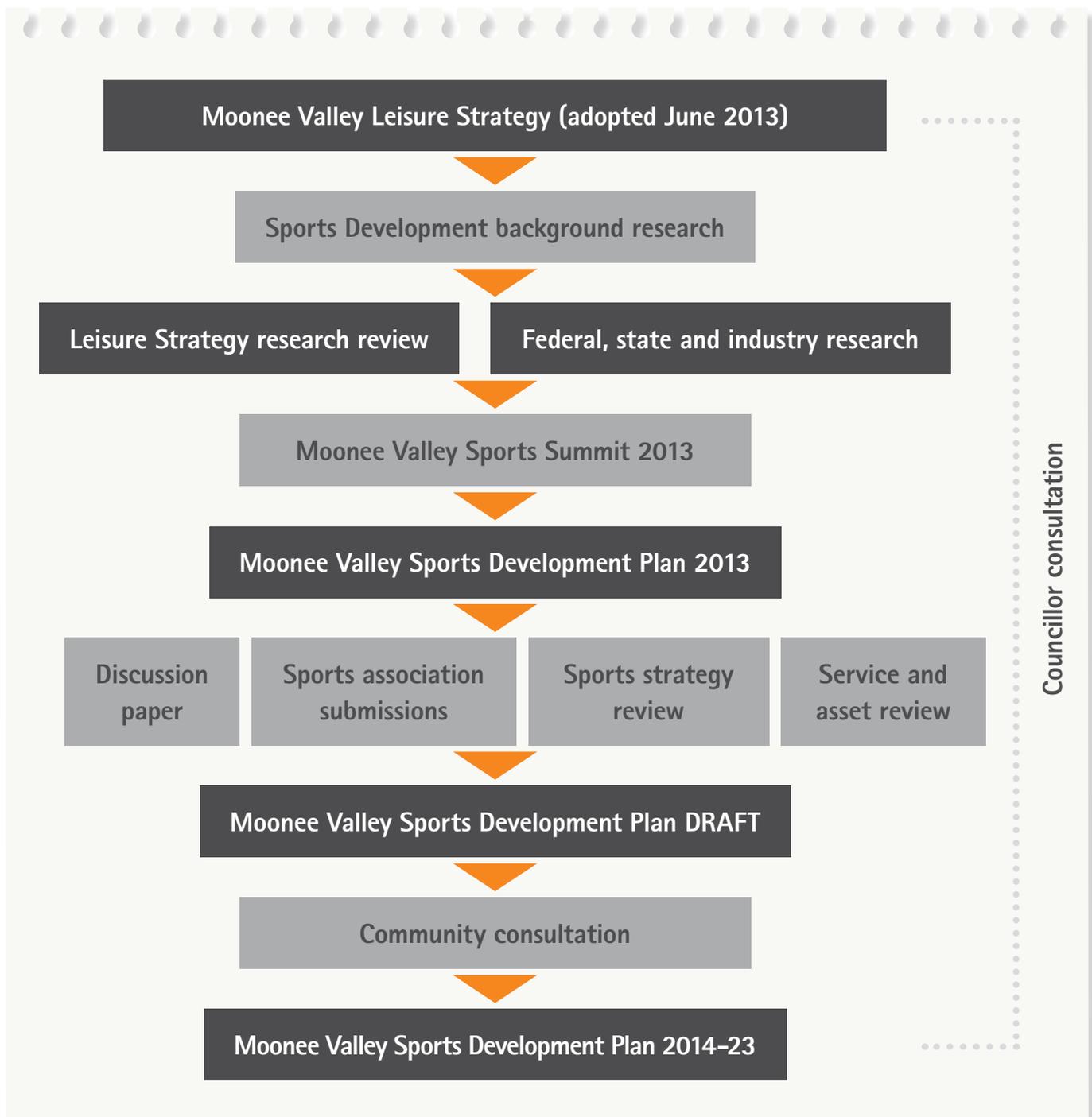
Our contribution is driven by a range of principles:

- **Building community health and wellbeing:** People who are physically and socially active are mentally and physically healthier through all stages of life.
- **Access for all:** Everyone should have access to leisure activities, places and spaces which should cater for a diverse active and interactive community with a range of abilities, backgrounds, skills and interests.
- **A social, inclusive city:** Being involved and engaged in local activities and groups helps to build a more resilient, safer and thriving community.
- **Pathway development:** Progressive pathways for skill development across age and skill levels, towards life-long involvement.
- **Innovation:** Developing and implementing innovative programs to foster community participation in sport and physical activity.
- **Capacity building:** Supporting a volunteer management program that is relevant and flexible, to meet the needs and expectations of the modern volunteer.

How we prepared the Sports Development Plan

The research and consultation between late 2012 and early 2014 to develop the SDP is comprehensive. The SDP reflects the feedback from more than 5,000 residents, sports participants, sports professionals, Councillors and Council officers.

The diagram below outlines the sources of information and research and maps the development process of the SDP.



Trends in sport

The way people participate in sport in Australia has changed. As society evolves, the direction for sport in Australia also shifts and the sector is faced with both opportunities and challenges. A number of trends have emerged from the research and consultation we've undertaken, ten of which are listed below. Understanding these movements and how and why they occur, can assist Council to better plan for action.

- 1 Participation in individualised sport and fitness activities is on the rise**
Supporting more active, lifestyle and fitness activities in the city such as walking, running and cycling.
- 2 Demand and participation projections for sports club are growing, however the number of facilities are constrained**
Providing facilities which are designed and managed to ensure maximum benefit and use for the total community.
- 3 Community sports associations are becoming more commercial, using more corporate structures and formal governance systems**
Up-skilling sports administrators to create sustainable organisations and fostering a strong sports business community that is connected and adaptable to change.
- 4 Identified barriers to participation including cost, time and lack of transport options**
Advocating for access improvements to sports infrastructure for Moonee Valley residents and visitors.
- 5 Sedentary population and increased obesity levels with the sports club retention rates for children sliding**
Providing attractive active and healthy community clubs, activities and events with clear pathways from junior to senior ranks.
- 6 Ageing population embracing sport into their old age**
Working with State Sports Associations to alter the types of sports played and how we play them.
- 7 Increasing multicultural population with a variety of sports preferences**
Identifying emerging and appealing sports as well as participation drivers and barriers for ethnic groups.
- 8 Community expectations for immediate and accurate information are ever increasing**
Providing timely and responsive information, delivered in an appropriate format.
- 9 Adventure and alternative sports/ activities are growing in popularity, typically attracting participants through generational change**
Opportunity to be innovative in designs and master plans to deliver elements of risk taking, using our natural assets.
- 10 Increasing demand for sport and recreational activities to cater for families**
Providing activities, events and participation opportunities that encourage family involvement, particularly females; as family circumstances often shape how women participate.

MOONEE VALLEY 2012 activities	%	VICTORIA 2010 activities	%	AUSTRALIA 2010 activities	%
Walking	56.3	Walking	36.6	Walking	35.9
Gym	17.5	Aerobics/fitness	24.7	Aerobics/fitness	23.5
Swimming	14.6	Swimming	13.5	Swimming	13.0
Cycling/bike riding	14.0	Cycling	12.7	Cycling	11.9
Running	11.4	Running	12.7	Running	10.6
Exercise in a park	10.6	Golf	7.3	Golf	6.7
Golf	7.1	Tennis	6.8	Tennis	6.0
Tennis	7.0	AFL	5.4	Football (outdoor)	4.8
Yoga/Pilates/Tai Chi	6.1	Basketball	4.8	Walking (bush)	4.8
Dancing/calisthenics	5.1	Walking (bush)	4.6	Netball	3.7
Other sport (playing)	3.9	Yoga	4.3	Basketball	3.5
Netball	3.6	Netball	3.8	Yoga	3.5
Aerobics	3.3	Cricket (outdoor)	3.5	AFL	3.3
Basketball	3.0	Football (outdoor)	3.5	Cricket (outdoor)	3.2
Australian rules football	3.0	Football (indoor)	2.6	Weight training	2.9

* Most popular active leisure activities in order of top 14 for local, state and national participation.

Information about local and national sports participation trends is drawn from a number of sources including:

- Participation in Sport and Physical Recreation, Australia, 2011-12 (ABS 2012)
- Children's Participation in Sport and Recreational Activities (ABS 2012)
- Participation in Exercise, Recreation and Sport Survey – 2010 Annual Report (February 2012 update)
- The future of Australian sport – Megatrends shaping the sports (Australian Sports Commission April 2013)
- Moonee Valley City Council community survey 2012
- Moonee Valley City Council Leisure Strategy and Sports Development Plan survey 2012.



The current provision and challenges for sport in Moonee Valley

The sports played in Moonee Valley, as well as how and why we play them change over time. What we have traditionally supported, coupled with the trends identified previously, will have an impact on how we plan for and support sport moving forward.

The below table provides a snapshot of data and summarises the outcome of extensive consultation with individuals, community clubs and industry.

Sport	Current provision	Challenges identified in the feedback
Athletics	1 regional facility Juniors, seniors, masters	<ul style="list-style-type: none"> • Demand and growth stable • One facility shared by four clubs
Australian Rules Football	1 regional facility 14 local ovals 11 pavilions Juniors, seniors, masters	<ul style="list-style-type: none"> • Not all have training lights • Indoor and outdoor facilities not meeting needs of members • Shared/multi-use facilities • Limited ground access for pre-season/summer • Ageing infrastructure • Attracting females and junior members • Promotion and marketing • Club management skills and knowledge about incorporation responsibilities
Badminton	1 community hall Seniors	<ul style="list-style-type: none"> • Demonstrated demand for facilities • Getting access to indoor sports facilities that are already oversubscribed by other highball activities
Baseball	1 regional facility Juniors and seniors	<ul style="list-style-type: none"> • Facility is at capacity • Lack of training lights • Attracting more junior members
Basketball	1 local level facility (1 court)	<ul style="list-style-type: none"> • Facilities non-compliant for competition • High demand and growth • No local affiliated association – players have to join teams from other municipalities • No recognised Council indoor highball • Many private/school sites
Bocce	5 outdoor facilities	<ul style="list-style-type: none"> • Demand stable • Lack of storage (indoor and outdoor) and shelter
Calisthenics	4 community halls 3 community clubs	<ul style="list-style-type: none"> • Demand for purpose built calisthenics facility • Concentration periods for training space • Engagement, education initiatives for women, people with a disability, elderly, volunteers and CALD communities • Storage space
Canoeing	1 pavilion 1 club	<ul style="list-style-type: none"> • Demand and growth stable • Getting more kids and younger families involved • Storage space • Promotion and advertising

Sport	Current provision	Challenges identified in the feedback
Cricket	34 local ovals 21 pavilions Juniors, seniors, masters	<ul style="list-style-type: none"> • Demand and growth continues • Growth in winter cricket and the requirement for facilities to meet this growth • Some existing clubs struggle to attract junior members, others are over subscribed • Provision for female members • Promotion and marketing • Indoor and outdoor facilities do not cater for members needs • Social use hard to track • Many groups wanting to create new clubs as opposed to joining existing • Club management skills and knowledge about incorporation responsibilities
Croquet	1 local level facility	<ul style="list-style-type: none"> • Demand and growth stable • Attracting more members • Outdoor facilities do not cater for members needs • Promotion
Cycling	Casual riding – roads, cycling trail network	<ul style="list-style-type: none"> • Increased cycling participation • Ongoing and increasing demand for infrastructure
Dance sports	5 community halls Various disciplines	<ul style="list-style-type: none"> • Demand and growth continues • Lack of storage facilities • Facilities do not cater for members' needs
Golf	1 x 9-hole public course	<ul style="list-style-type: none"> • Demand and growth declining • Expansion opportunities limited • Ageing infrastructure
Gymnastics	5 community halls 3 clubs	<ul style="list-style-type: none"> • Demand and growth continues • Lack of storage facilities • Facilities do not cater for members needs
Hockey	1 regional level facility Juniors, seniors and masters	<ul style="list-style-type: none"> • Demand and growth continues • Promotion and marketing
Lawn Bowls	8 local level facilities 1 private facility	<ul style="list-style-type: none"> • Attracting more junior and members generally • Increasing participation • Promotion and marketing • Oversupply of facilities against state average, some rationalising required • Ageing infrastructure – indoor and outdoor facilities do not cater for the needs of members
Martial Arts	3 community halls 4 local clubs	<ul style="list-style-type: none"> • Demand and growth stable • Lack of storage
Netball	1 regional facility (8 outdoor courts) 1 multi-use facility (4 outdoor courts) 1 training facility (3 outdoor courts) Juniors, seniors	<ul style="list-style-type: none"> • Not able to cater to junior membership demand • Inadequate facilities to meet demand • Need for access to indoor highball facilities • Existing facility on school land under joint-use agreement • Facilities poor quality and do not cater for need • Floodlighting • Non-compliant courts at Riverside Golf and Tennis Centre • Promotion and marketing • Club management skills and knowledge about incorporation responsibilities • Rapid growth and demand in CALD communities
Orienteering	Various outdoor venues	<ul style="list-style-type: none"> • Demand and growth stable • Opportunities for promotion and advertising
Rowing	1 pavilion 1 club	<ul style="list-style-type: none"> • Demand and growth steady except 20-35 age group • Use of the facility is less social • Accessibility to top floor • Cost of utilities, buying in services • Lack of space for core functions • Ageing facilities, upkeep of facilities and ageing technology • Security and member safety

Sport	Current provision	Challenges identified in the feedback
Rugby League	1 local level facility Juniors and seniors	<ul style="list-style-type: none"> • Demand and growth continues – not able to cater to demand for junior membership • Inadequate facilities – indoor and outdoor facilities do not cater for needs of members • Lack of flexibility of peak association in setting competition fixtures • Attracting members • Limited ground(s) • Promotion and marketing
Soccer	15 pitches 9 pavilions Juniors and seniors	<ul style="list-style-type: none"> • Demand and growth continues • Inadequate facilities • Lack of outdoor facilities, particularly in attracting females • Lack of indoor facilities • Not all have training lights • Costs of participation • Change in competition structure for community/elite pathways • FFA/FFV facility requirements demanding • Access to grounds for pre-season/summer use • Catering for and/or attracting casual participants • Catering for junior membership demand • Promotion and marketing • Club management skills and knowledge about incorporation responsibilities • Clubs would like better understanding of how to work with Council • Engaging women and girls as players, coaches, match officials and administrators • Providing new football formats to cater for changing lifestyle demands • Lack of storage (indoor)
Squash and Racquetball	1 commercially provided facility 1 club	<ul style="list-style-type: none"> • Inadequate facilities – 10 courts currently in Moonee Valley, club estimates that 20 are required to service current demand • Squash Victoria being informed and involved in planning for new highball facilities
Swimming	3 Council facilities 2 50m outdoor pools 3 25m indoor pools 4 children's pools 1 indoor exercise pool Various private facilities	<ul style="list-style-type: none"> • Ageing facilities • Demand continues • Do not meet needs of community (children's play areas) • Accessibility
Table Tennis	2 community facilities 1 club	<ul style="list-style-type: none"> • Table tennis growth rate for the last five years is 11% • Lack of storage
Tennis	1 regional/commercial facility 8 local level facilities 6 parish facilities 4 public access facilities	<ul style="list-style-type: none"> • Demand and growth continues • Tennis facilities are at capacity – outdoor facilities do not meet needs of members • Disability access for pavilions • Attracting junior members • Promotion and marketing • Club management skills and knowledge about incorporation responsibilities • Increasing participation and membership of seniors and culturally and linguistically diverse communities • Providing different forms of the game to meet demand and lifestyle changes • Ongoing implementation of new/alternative club management models
Trugo	1 local level facility	<ul style="list-style-type: none"> • Demand and growth stable • Attracting more general and junior members • Indoor and outdoor facilities to meet needs of members • Sports field lighting • Promotion and marketing • Club management skills and knowledge about incorporation responsibilities • Club would like better understanding of how to work with Council • Need toilets, kitchenette and preservation of historic trugo courts and Pioneer Retreat (Maribyrnong Park)
Youth Park - skate and BMX facilities	4 local level facilities	<ul style="list-style-type: none"> • Increasing demand • Levels of activity and diversity require improvement.



Future direction

Council has an important role in facilitating better outcomes for sport. Council is committed to developing a comprehensive, strong and diverse sporting and recreational system that is easily accessible, encourages maximum participation and builds people.

The challenges, issues and gaps identified for sports in Moonee Valley have been categorised into five broad theme areas for local sports development. Each theme comprises objectives describing Council's desired outcomes and strategies for achieving this vision.

Our five themes for sports development

- 1 Provision of sports facilities** – Sports facilities need to be fit for purpose, provide for multiple groups and a broad range of community activities.
- 2 Club management and development** – Supporting local clubs to build management skills, develop strategically and be sustainable.
- 3 Growing participation** – Increasing the sports participation levels of people whose age, gender, culture or ability can be a barrier.
- 4 Different ways of participating** – Supporting both traditional club-based, as well as casual sports participation models.
- 5 Building partnerships** – Supporting and strengthening partnerships with and between the people and organisations that make sport happen.



The development of this plan included a wide ranging review of previous reports and plans, analysis of current and projected population, review of participation trends, inspection of key facilities, consultation with internal and external stakeholders, sporting clubs and a comprehensive community engagement process.

Council has many requests from many different sports for support. Council is primarily committed to fostering local sport, providing access to active recreation and supporting those who wish to progress through to higher levels of completion.

How we aim to support the three levels of sport:

Local Community Sport

- Access to local club rooms for training and games
- Access to sporting infrastructure such as sportsfield lighting and sportsfields
- Applications for State Government funding
- Council grant programs for individuals
- Council grant programs for capital works
- Club/volunteer development program
- Maintenance program for Council owned facilities
- Opportunities for club promotion and partnerships
- Advocacy and support

Regional Level Sport

- Facilitation of community partnerships
- Support to access an appropriate facility for games
- Facilitation of community partnerships
- Opportunities for club promotion and partnerships
- Applications for State Government funding Council grant programs

State Level Sport

- Applications for State Government funding
- Council grant programs



Provision of sports facilities

Sports facilities need to be fit-for-purpose, provide for multiple groups and a broad range of community activities.

Council has an extensive building portfolio, providing pavilions, community halls and sports fields to more than 90 clubs. Providing sports infrastructure is one of the most significant ways that Council aids the development of sport within the community.

Through the development of the Leisure Strategy 2013-2023, Council identified the need for an asset management approach that integrates service needs, demand with the traditional asset management approach. The SDP also highlights the need to address the condition and future needs for sports pavilions and reserves as a clear priority.

Pavilions

In 2012, Council developed its Pavilion Redevelopment Plan (PRP) to provide a deliberate and practical approach to the improvement of seasonal sports pavilions to ensure they are well-designed and meet the future needs of our sporting community. The PRP identified the need for sports pavilions to become more flexible, multi-use facilities given the growing demand for casual recreational opportunities, unstructured and non-competitive social activities. It outlined that pavilions could no longer be single use facilities, but needed to become community hubs, provide a range of recreation, social and sports opportunities to the whole community.

The PRP identifies the essential functional components of sports pavilions taking recommendations from peak sporting bodies into consideration, then setting out an agreed Moonee Valley standard for future pavilion works (see next page).

The PRP also provides criteria for assessing building condition and function. Future planning will be undertaken within this context and referred to a three-tiered capital works program.

1. **New pavilion** – Demolition and rebuild – based on condition audits and functionality
2. **Upgrade pavilion** – Major refurbishment and functionality improvements to an existing building – based on condition audits and use
3. **Pavilion improvements** – Renewal and upgrade based on condition audits



Moonee Valley sports pavilion functional components

Component	Approximate size
Change rooms <ul style="list-style-type: none"> • Home team • Away team 	25m ² each (max 15 players per team) 40m ² each (over 15 players per team)
Amenities (player toilets/showers) <ul style="list-style-type: none"> • Home team • Away team 	20m ² (max 15 players per team) 22.5m ² each (over 15 players per team)
Umpires room	20m ²
First aid/medical room	15m ²
Office/meeting room	15m ²
Kitchen/kiosk area	25m ² (maximum 15 players per team) 32m ² (over 15 players per team)
Multi-purpose room	130m ² (maximum 15 players per team) 170m ² (over 15 players per team)
Storage (internal/external)	15m ² per tenant
Internal public toilets	9m ² (maximum 15 players per team) 12m ² (over 15 players per team)
External public toilets	9m ² (maximum 15 players per team) 12m ² (over 15 players per team)
Disabled toilet	7.5m ²
Cleaner storage	3m ²
Rubbish bin storage area	5m ²
Covered external viewing area	50m ²

Other community infrastructure

Council will work with local community groups to identify, prioritise and seek funding for other associated and community infrastructure as it pertains to the functionality of the sport. This will include sports fields and components such as cricket nets, players' boxes, fencing and wickets.

Whilst Council primarily provides facility support for local clubs competing at a local community level, we will work with clubs competing at state, regional and local levels of competition to provide support and guidance where possible. Other community infrastructure for sport and active recreation will be evaluated on a case by case basis against clearly defined principles and criteria.

Key Actions

- ❑ Provide well maintained, managed and accessible infrastructure according to the PRP, designed in partnership with its users.
- ❑ Undertake investigations into a highball facility to potentially accommodate basketball, netball, badminton, table tennis, squash and volleyball.
- ❑ Investigate options for growth sports whose membership base continues to grow and current facilities are not meeting requirements.
- ❑ Provide clear evaluation criteria and procedural information to clubs wishing to deliver self-funded or co-funded (including in-kind support) capital projects.
- ❑ Review the provision of sports field lighting to ensure all clubs are adequately planned for.

Additional actions can be found within the SDP Action Plan.

2

Club management and development

Supporting local clubs to build management skills, develop strategically and be sustainable sports clubs are no longer just about sport. Clubs are increasingly operating as small businesses with some experiencing considerable growth. This coupled with the government's requirement for greater accountability, provision of audited statements and business planning suggests that sports clubs may need to move toward a more formal governance arrangement.

Moonee Valley clubs are not at the point of overall paid management; however for some clubs payment for services such as bookkeeping, financial administration, cleaning and bar/café management is already a reality.

In order to maintain a viable business, club volunteers need assistance to develop a range of club management practices and processes including IT systems, communications, websites, social media use and management, grants administration, attracting sponsorship, fundraising, responsible service of alcohol, food handling, working with children etc. Finding and keeping volunteers with the appropriate skills, time and training to be involved is a challenge.

To ensure ongoing viability, sports clubs have identified training and information opportunities. Topics such as communication, business skills to attract sponsorship, business skills for club management, 'how to' systems/ approaches for accounts, liquor licensing issues and food handling, guidelines for clubs wanting to pursue projects with Council, IT and social media support/development.

Council does provide a range of support and development services to assist with up skilling club representatives and volunteers. Part of this includes hosting sports specific workshops to help skill and train club volunteers. Additionally each club is also provided with a user guide, which includes all relevant Council policies and documentation that can assist with sports club management at a community level.

Key Actions

- Work with clubs to develop sustainable strategies to meet participation demand and growth.
- Keep clubs informed of the latest sport and recreation industry trends.
- Assist clubs in recruiting and retaining volunteers.

Additional actions can be found within the SDP Action Plan.

3

Growing diverse participation

Increasing the sports participation levels of people whose age, gender, culture or ability can be a barrier.

Council works with sport and recreation organisations to increase the number of residents participating in physical activity. While many of Moonee Valley's population is highly active, there are some people and groups who traditionally find it harder than others to get involved.

To retain strong participation rates, sports will need to cater for the changing cultural make-up of our municipality. Moonee Valley has become, and will continue to become, highly multicultural. Our clubs, organisations and associations will be challenged with capturing the interest and involvement of our diverse cultures.

We are also seeing older people staying connected to the workforce and wanting to be involved in sport longer. Given our ageing population, clubs and organisations now more than ever need to cater for all demographics, need to consider providing more tailored products and services to ensure a strong participation base.

Additional barriers to participation are faced by people with a disability. Whilst there are some initiatives targeted at participation of people with a disability in sport, low rates indicate that there may be opportunities to better include this group in sport and physical recreation.

Our sporting preferences are changing. Demographic changes, gender differences and disability influence our preferences for participating in and watching sport. In order to better meet consumer needs, our clubs, associations and organisations will need to rethink their product, format and their marketing strategies.

Local sport has traditionally been dominated by male participation. Current trends show a continuing increase in female participation and a shift towards more family orientated sports clubs and appropriate facilities which can cater to a range of users.

Moonee Valley City Council is striving to make our places and spaces more attractive for the community, increasing the level of physical and social activity for the community and the health and wellbeing benefits they provide. As an extension of Council, we expect clubs and organisations to commit to these values, having them inform the business behaviour.

Key Actions

- Maximise opportunities for priority groups (including women, juniors, people with a disability, older adults and CALD groups) to access sport and recreation facilities.
- Work with clubs to develop business plans that demonstrate strategic thinking around items such as participation, access and inclusion and financial security.
- Provide relevant information to the community about opportunities for participation.
- Ensure people have access to both informal and formal recreation pursuits.

Additional actions can be found within the SDP Action Plan.

4

Different ways of participating

Supporting both traditional club based as well as casual sport participation models. While many Moonee Valley residents are actively involved in local sport clubs and through them, are participating in traditional organised sports, there has been a shift in the way people want to participate in sport.

People are fitting sport into their increasingly busy lifestyles. Health, over competition, is a major driver. Other factors include a decreasing willingness to commit to structured training and match fixtures, increased opportunities with the growth of the fitness industry and a desire to use personal time more efficiently.

But whilst individualised fitness activities provide a more time efficient path to physical health, one is not always a suitable substitute for the other. In addition to the health benefits, organised sport can help build life skills and capabilities which have particular relevance for children; learning about teamwork, effort, winning and losing. Greater participation rates in organised sport also lead to a larger athlete pool for high performance sport.

Council is challenged with the changing way our community wants to be engaged. There are opportunities for offering different membership types, altering the rules of a game for casual participation and creating spin-off or modified versions. There are also opportunities to work with private providers to cross promote businesses and create mutually beneficial relationships.

It is a challenge, but we need to provide a balanced investment into sport and non-organised fitness activities. Greater emphasis will be placed on meeting the need for new, improved and additional facilities to ensure the broader benefits of organised sport are accessible to all and the development of trails and pathways given the levels of participation and demand for casual physical activity and investment.

Key Actions

- Engage with casual sports participants to determine facility requirements.
- Support state sporting associations and clubs to implement shorter forms of sports.
- Review the Active8 program to encourage ongoing and active participation from diverse participants.

Additional actions can be found within the SDP Action Plan.



5

Building partnerships

Supporting and strengthening partnerships with and between the people and organisations that make sport happen. The SDP is aimed at building capacity, assisting clubs to be successful and sustainable in the long term.

Sports clubs are essentially made up of groups of individuals who are volunteering their time to ensure that clubs are running, training is held and competition games are played. Council is wholeheartedly committed to supporting these volunteers through a volunteer management program that is relevant and flexible, to meet the needs and expectations of the modern volunteer.

Council also has a role to play in facilitating partnerships and collaborations between clubs and organisations that create sport opportunities. There are more than 90 sports clubs operating in the municipality, and the opportunity to network, share ideas and strategies is important for the growth of sport.

Similarly, clubs need to have strong relationships with their state sporting associations and similarly, all levels of government need to be across the issues, challenges and trends in each sector.

Linking with state sporting associations, neighbouring municipalities, local schools, local clubs and private providers with access to knowledge and facilities can only help increase active participation for clubs and the community.

Key Actions

- ❑ Improve the promotion of the clubs, sports, programs and facilities available in Moonee Valley.
- ❑ Deliver relevant volunteer support through the delivery of a sports club development program that meet the needs of clubs and individuals.
- ❑ Work with local schools around the provision of access to facilities for the community and local clubs.
- ❑ Work with local clubs to build relationships and share facilities.

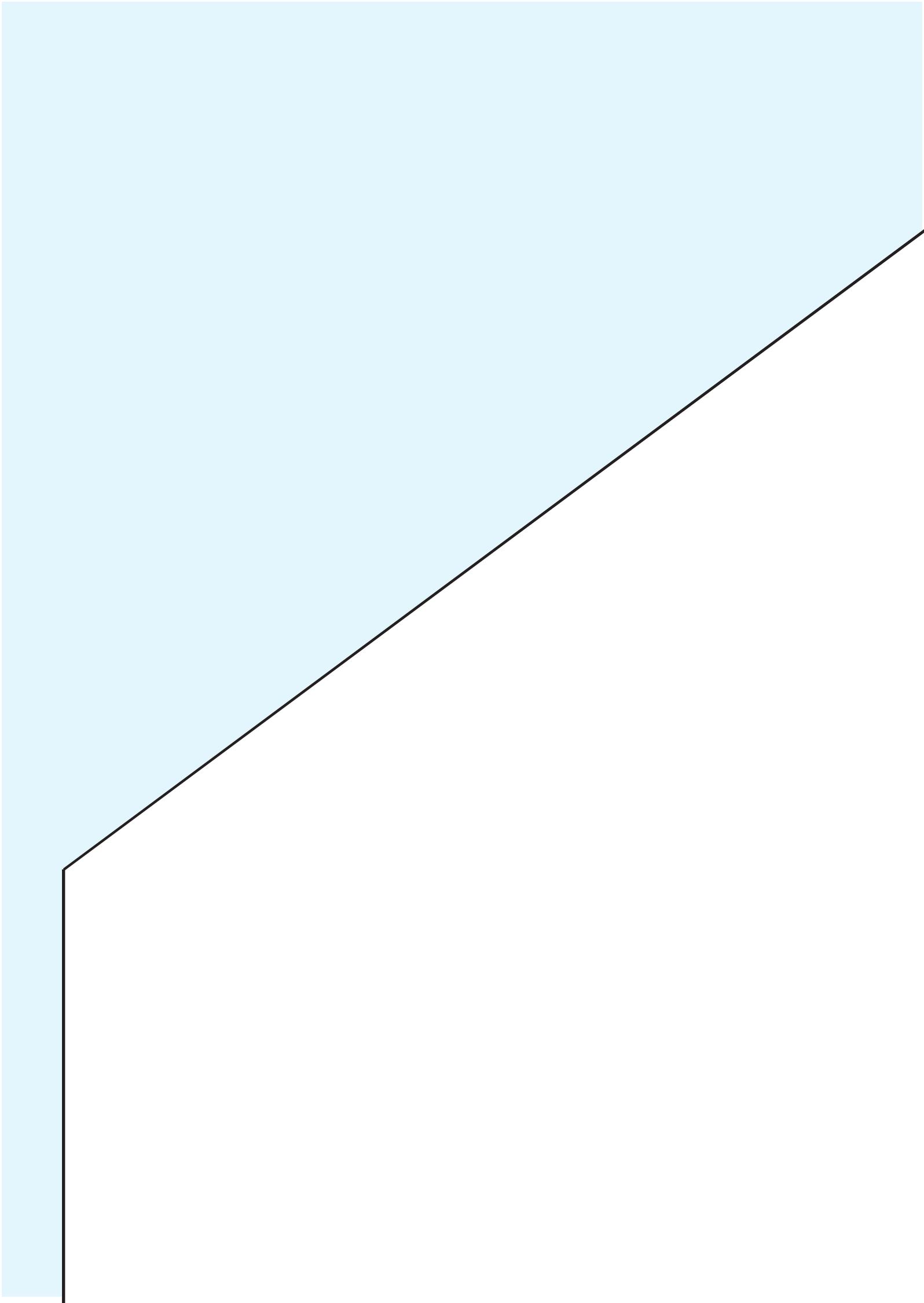
Additional actions can be found within the SDP Action Plan.

Sports Development Plan implementation

The cost of implementing all recommendations in this Plan is beyond the capacity of Council to fund in its own right. To this end, external funding and/or partnerships with other agencies or the private sector will be sought wherever possible. Recommended actions will be reviewed annually in the context of current information including condition audits, operation and demand.

This plan has a ten year horizon. A review will be undertaken in year five, with a view to develop an additional action plan addressing years six to ten.





Moonee Valley Language Line

عربي	Arabic	9280 0738	Ελληνικά	Greek	9280 0741	Español	Spanish	9280 0744
中文	Cantonese	9280 0739	Italiano	Italian	9280 0742	Türkçe	Turkish	9280 0745
Hrvatski	Croatian	9280 0740	Somali	Somali	9280 0743	Việt-ngữ	Vietnamese	9280 0746

All other languages 9280 0747

National Relay Service 133 677 or iprelay.com.au

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