



## **Appendix 1a**

### **12.1 G21 and AFL Barwon Towards 2030: Strategy**

*Final G21 and AFL Barwon Towards 2030: Strategy*

# **Ordinary Meeting of Council**

Wednesday 27 October 2021 at 7:00pm

Via Videoconference (Zoom)



Geelong West Giants  
Football Club players

# G21 AND AFL BARWON TOWARDS 2030: STRATEGY

AUGUST 2021

SPORT & RECREATION PILLAR

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## WELCOME FROM AFL BARWON

As we rebound from COVID-19, one of the most significant crises that AFL Barwon has seen, football and netball clubs will be pivotal in continuing to connect and enhance communities through our great games. Now more than ever is the time to focus on community sport, and to deliver high quality and inclusive infrastructure to enable continued growth in participation.

The COVID-19 pandemic has presented significant challenges to communities and our industry, and AFL Barwon will play a key role in the re-emergence of sport once government restrictions ease. Throughout 2020, AFL Barwon has maintained that its number one priority is the health and safety of players, coaches, umpires, officials, volunteers and the community, and we will continue to ensure this occurs. To support this approach, senior football and netball seasons were cancelled in 2020, and only a small amount of junior football and netball was played. The affect of 2020 on participation is yet to be determined, however we will rely on the recommendations within this Strategy, and the support of our partners, in driving participant retention and attraction once competition resumes. It is imperative that AFL Barwon remains one of Victoria's strongest regions for football and netball participation moving forward.

AFL Barwon is proud to have experienced significant growth over the last five years with over 23,000 club football and netball participants in 2019. Of these participants, over 2,500 were female footballers, which has seen growth of 424% since 2015. To ensure we are well equipped for the dynamic future of the sport, we must ensure that high quality and inclusive facilities are at the top of our agenda.

The *G21 & AFL Barwon Towards 2030: Strategy* builds on the fantastic efforts and achievements realised since the initial 2015 Strategy, and highlights the success we as a Region, have achieved in partnership with our key stakeholders.

It is important to highlight the financial investment of the five G21 Local Government Authorities, as well as the Victorian and Commonwealth Government's, over the past five years who have significantly contributed to the delivery of facilities and the prosperity of football and netball. A combined total infrastructure investment across the G21 Region of \$67 million demonstrates their commitment to both sports, and has driven the need for AFL Barwon to prioritise the update to the Strategy.

The *Towards 2030 Strategy* aims to provide a roadmap to the continued enhancement of facility provision and participation, as well as an updated strategic framework that guides all project partners in collaboration. In addition, the Strategy provides clubs, leagues, LGAs and other stakeholders the opportunity to align planning, investment and development priorities across the Region.

The Strategy also includes forecasts for population and participation, and aims to assist in managing the future facility requirements to facilitate both sports. The Strategy has been designed to assist the provision of safe, accessible, and welcoming facilities that will keep our players and officials engaged over the next decade.

AFL Barwon would like to thank those who contributed to the development of the *Towards 2030 Strategy*, including financial investment made by Buckley's Entertainment Centre, AFL Victoria, and Netball Victoria.

We look forward to working with all stakeholders to bring the Strategy to life and to deliver the facilities needed to ensure the success of our great games into the future.



**AFL Barwon**



# SUMMARY OF KEY FINDINGS

The key findings of the G21 and AFL Barwon Towards 2030: Strategy are:

Sustained growth in participation is being experienced across club-based football and netball throughout the Region, particularly in female football.

There is a healthy provision of modern, regional level facilities which have the capacity to host higher level events, finals, competitions and greater spectator numbers over the next 10 years.

Continuing to provide gender neutral amenities and increasing the capacity of existing facilities to cater for participation growth and future demand is critical.

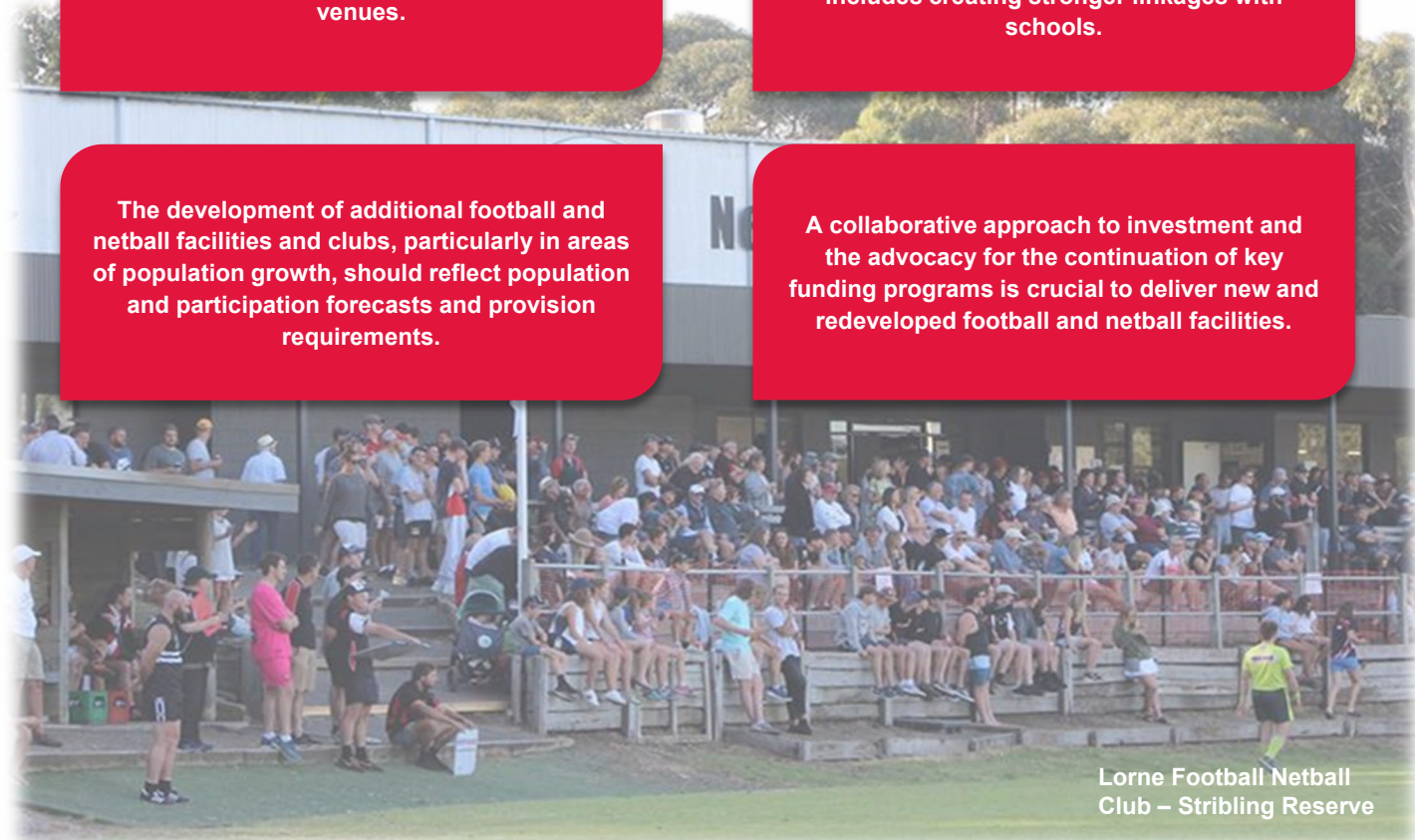
A coordinated approach to monitoring the impacts of COVID-19 on football and netball clubs and the engagement of players during the cessation of sport is critical.

The provision and improvement of playing surface lighting at existing facilities will create better access, programmability and capacity of venues.

Participation strategies in areas identified as vulnerable are required to ensure club-based football and netball remains viable. This includes creating stronger linkages with schools.

The development of additional football and netball facilities and clubs, particularly in areas of population growth, should reflect population and participation forecasts and provision requirements.

A collaborative approach to investment and the advocacy for the continuation of key funding programs is crucial to deliver new and redeveloped football and netball facilities.



Lorne Football Netball Club – Stribling Reserve



Colac Football Club player



St Joseph's Netball Club player

# INTRODUCTION

## ABOUT THIS DOCUMENT

**The G21 and AFL Barwon Towards 2030: Strategy aims to guide the future planning and development of football and netball throughout the G21 Region for the next 10 years. The Strategy highlights the achievements and challenges of the initial 2015 Strategy, and revisits infrastructure and sport development priorities that are relevant to the game in 2020 and beyond.**

The G21 Region has a strong history of collaboration between project partners to deliver strategies which address infrastructure and sport development initiatives. The success of the 2015 G21 and AFL Barwon Regional Strategy saw it become the blueprint and catalyst for regional sport planning across Victoria. The initial Strategy, through collaboration and partnership, has seen substantial achievements for football and netball via a coordinated approach to infrastructure and sport development.

The 2015 Strategy investigated the issues and opportunities facing club-based football and netball on a regional scale, utilising the knowledge and resources from each of the five represented LGAs along with AFL Barwon, AFL Victoria, Netball Victoria, Leisure Networks, Deakin University and Sport & Recreation Victoria.

Since 2015, the football and netball landscape has changed considerably, and the Region is presented with several opportunities and challenges regarding the provision of facilities, services, support and delivery of both sports that must be addressed.

Towards 2030 highlights the initial Strategy's achievements and understands how changes and trends since this time have impacted and influenced the sports and their facilities. Towards 2030 outlines how the refreshed Strategy will respond to new trends in participation, facilities and demographics. Towards 2030 also reconsiders and refocuses priorities and identifies any new emerging areas which will require strategic action.

The key themes for 2020 and beyond will focus on changes and diversity in participation, enhanced club development and education along with improved infrastructure and access to football and netball facilities across the network.

# PROJECT METHODOLOGY



AFL Barwon Umpire

**AFL Barwon is one of 12 designated AFL Victoria Regional Commissions that are responsible for the promotion, growth and sustainability of community football and netball in regional Victoria.**

AFL Barwon and the G21 Sport & Recreation Pillar identified the need to update the 2015 Strategy to ensure current trends and strategic priorities are reflected throughout.

The initial 2015 Strategy undertook significant consultation with AFL Barwon Clubs, affiliated Leagues and other stakeholders. Towards 2030 has considered the initial consultation findings, recommendations in the 2015 Strategy, and re-engaged with selected stakeholders through a Project Control Group (PCG) and Project Reference Group (PRG). Towards 2030 has also been developed through findings and insights gained via the 2019 AFL National Facility Audit, AFL participation data for the Barwon Region and through consultation with G21 LGAs, G21 Sport & Recreation Pillar, Sport & Recreation Victoria, AFL Victoria, Netball Victoria, AFL Barwon, Deakin University, Leisure Networks and the Geelong and District Football League.

## NATIONAL AFL FACILITIES AUDIT: OCT 2019

- ▶ Audit of all club-based football and netball facilities using the Sports Facility Auditor program

## STAGE ONE: JAN 2020

- ▶ Project initiation
- ▶ Project Control Group meeting
- ▶ Project Reference Group meeting

## STAGE TWO: MAR - MAY 2020

- ▶ Review of 2015 Strategy
- ▶ Facility and participation analysis
- ▶ Review and update 2015 Strategic Framework

## STAGE THREE: AUG - NOV 2020

- ▶ Draft G21 and AFL Barwon Towards 2030: Strategy
- ▶ Project Control Group feedback on Draft
- ▶ Review by AFL Barwon Commission
- ▶ Project Reference Group feedback on Draft

## STAGE FOUR: FEB - MAR 2021

- ▶ Draft Strategy – community feedback and public exhibition

## STAGE FIVE – APR 2021

- ▶ Final G21 and AFL Barwon Towards 2030: Strategy
- ▶ Endorsement by all five G21 LGAs and the G21 Sport and Recreation Pillar

The Updated Strategy will follow a formal public exhibition process through each of the five LGAs which will allow for broader feedback from the football and netball community. The endorsement of Towards 2030 is recommended by all LGAs to ensure the Strategy's timely implementation.



# PROJECT STUDY AREA

The study area for the G21 and AFL Barwon Towards 2030: Strategy covers the five municipalities of City of Greater Geelong, Surf Coast Shire, Golden Plains Shire, Colac Otway Shire and Borough of Queenscliffe.

The Carngham/Linton and Rokewood Football Clubs are located within the G21 Region however are not affiliated with AFL Barwon. Facility audit information for these venues is included within this report as it contributes to the Region's overall provision. Participation information for these clubs however is not included as it is attributed to the AFL Goldfields Region.

Werribee Centrals and Simpson Football Clubs are not located within the G21 Region but are affiliated with AFL Barwon. Therefore, participation figures are included however facility audit information has not been included.



## AFL BARWON 2020 QUICK FACTS

5 LOCAL GOVERNMENT AUTHORITIES

337,000+ RESIDENTS

75KM - 160KM SOUTH WEST OF MELBOURNE

23,000+ REGISTERED FOOTBALL AND NETBALL PLAYERS IN SEASON 2019

4 SENIOR FOOTBALL AND NETBALL LEAGUES

3 JUNIOR FOOTBALL LEAGUES

2 UMPIRE LEAGUES/ASSOCIATIONS

49 CLUBS

485 FOOTBALL TEAMS

431 NETBALL TEAMS MANAGED BY AFL BARWON



# 2015 STRATEGY – HIGHLIGHTS AND ACHIEVEMENTS

St Joseph's v St Mary's  
Football Club





# 2015 STRATEGY – HIGHLIGHTS AND ACHIEVEMENTS

The implementation of the 2015 Strategy saw a range of highlights and achievements delivered through collaboration and partnership. The following summary demonstrates how a regional approach to sport planning has resulted in widespread community benefit and participation outcomes.

The initial 2015 Strategy pioneered a new, collective and collaborative framework to guide facility development, investment, partnerships and participation. The sporting landscape has changed considerably since 2015 most notably with the boom in female AFL participation. Whilst the representation of females in sport within G21, particularly within netball, has always been strong, the emergence of female football has resulted in unprecedented growth. Consequently, this has opened a new market for AFL. **From 2015 to 2019, female football in AFL Barwon club competition increased 424% from 474 to 2,482 participants, seeing an increase of 22 female teams from season 2017 to 2019 alone.**

The 2015 Strategy also created better alliances, partnerships and collaboration with a range of stakeholders who have been, and will continue to be, imperative to the Towards 2030 Strategy delivery. The success of the 2015 Strategy has been achieved through the tireless efforts of so many within the Region.

The key strategic priorities identified within the 2015 Strategy delivered a framework resulting in 86% of priority actions being completed or underway. Towards 2030 will consider the reshaping of strategic actions and the subsequent implementation plan to continue the levels of success achieved to date.

A summary of key items and initiatives delivered within the 2015 Strategic Framework is detailed on page 11.

Since the inception of the 2015 Strategy, over \$67M worth of investment into football and netball facilities occurred across the G21 Region via a range of funding partners including Local Government, Victorian and Commonwealth Governments, AFL, AFL Victoria, Netball Victoria, AFL Barwon and football and netball Clubs. This investment has delivered more than 60 infrastructure projects including 23 change room redevelopments, 9 new AFL ovals, 13 sports lighting upgrades, 6 oval redevelopments and 4 new netball courts.



# 2015 STRATEGY – HIGHLIGHTS AND ACHIEVEMENTS

The following summary highlights the key achievements of the 2015 AFL Barwon Regional Strategy.



**OVER 60**  
FOOTBALL -  
NETBALL  
PROJECTS  
COMPLETED



**\$67M**  
TOTAL COMBINED  
INFRASTRUCTURE  
INVESTMENT  
ACROSS G21



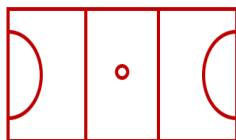
**23**  
CHANGE ROOM  
REDEVELOPMENTS



**9**  
NEW AFL OVALS



**13**  
SPORTS  
LIGHTING  
UPGRADES



**4**  
NEW NETBALL  
COURTS



**86%**  
OF 2015  
STRATEGIC  
ACTIONS  
COMPLETED OR  
IN PROGRESS



**3,773**  
ADDITIONAL AFL  
BARWON CLUB  
PARTICIPANTS  
FROM 2015 -  
2019



**424%**  
INCREASE IN  
AFL BARWON  
FEMALE  
FOOTBALL  
PARTICIPATION  
FROM 2015-2019



**65**  
FEMALE  
FOOTBALL  
TEAMS IN 2019



**48%**  
GROWTH IN  
JUNIOR AFL  
BARWON  
PARTICIPATION  
FROM 2015-2019



**64%**  
NETBALL  
PARTICIPATION  
GROWTH FROM  
2015-2019

# 2015 STRATEGIC FRAMEWORK DELIVERY

The following key outcomes and initiatives have been achieved within each of the six priorities identified in the 2015 Strategy.

PRIORITY 1	<p><b>Support the capacity building of clubs and their people</b></p> <p><b>Key outcomes:</b></p> <ul style="list-style-type: none"> <li>▶ Ongoing improvements and changes to the AFL Barwon competition structure to address sustainability and competition equalisation.</li> <li>▶ Development of five year club strategic plans in partnership with AFL Barwon and Leisure Networks.</li> <li>▶ Annual AFL Barwon Club Health Checks.</li> </ul>
PRIORITY 2	<p><b>Increase the quality and functionality and maximise the carrying capacity of existing facilities</b></p> <p><b>Key outcomes:</b></p> <ul style="list-style-type: none"> <li>▶ \$67M of investment into football and netball facilities including playing surfaces, lights and change rooms across all G21 municipalities through partnerships with LGAs, Victorian and Commonwealth Governments, AFL, AFL Victoria, Netball Victoria, AFL Barwon and local sources.</li> </ul>
PRIORITY 3	<p><b>Plan and develop new facilities in key growth areas across the Region</b></p> <p><b>Key outcomes:</b></p> <ul style="list-style-type: none"> <li>▶ Armstrong Creek East Sporting Precinct (Armstrong Creek) – growth area facility completion</li> <li>▶ Drysdale Sporting Precinct Stage 1 (Drysdale) – growth area facility completion</li> <li>▶ Deakin University Elite Regional Sporting Precinct (Waurin Ponds) – oval completion</li> <li>▶ Spring Creek Reserve (Torquay) - regional level upgrade completion</li> <li>▶ Colac Central Reserve (Colac) - regional level upgrade completion</li> <li>▶ West Oval (Geelong) - regional level upgrade (currently under construction, due for completion by 2021)</li> <li>▶ Banyul-Warri Fields (Torquay) – growth area facility completion</li> </ul>
PRIORITY 4	<p><b>Capitalise on opportunities to create a Regional Administration Centre</b></p> <p><b>Key outcomes:</b></p> <ul style="list-style-type: none"> <li>▶ Upgrades to the existing AFL Barwon and Geelong Falcons administration facility at Highton Reserve including floodlighting to support talent pathway programs.</li> <li>▶ Ongoing upgrades to Kardinia Park (GMHBA Stadium) and linkages with Geelong Football Club and Geelong Falcons to facilitate elite player pathway programs.</li> </ul>
PRIORITY 5	<p><b>Ensure programs and facilities cater for the diversity of participants that are attracted to our game</b></p> <p><b>Key outcomes:</b></p> <ul style="list-style-type: none"> <li>▶ AFL Barwon delivery and support of female football participation and competition to facilitate exponential growth.</li> <li>▶ In partnership with Leisure Networks, delivery of programs including successful FIDA program.</li> <li>▶ Leveraging of funding through Sport &amp; Recreation Victoria and other bodies for the implementation of grassroots programs.</li> <li>▶ In partnership with Leisure Networks, delivery of the Barwon Game Changer program.</li> <li>▶ Considerable improvements made in the provision of gender neutral player and umpire amenities for both football and netball.</li> </ul>
PRIORITY 6	<p><b>Continue to enhance the relationship between football / netball, government and community partners in planning and provision of facilities</b></p> <p><b>Key outcomes:</b></p> <ul style="list-style-type: none"> <li>▶ Ongoing AFL Barwon annual government forum to share information and discuss Strategy progress and implementation with key stakeholders and project partners.</li> <li>▶ Participation at the G21 Sport &amp; Recreation Pillar Sports Forum.</li> <li>▶ AFL Barwon, Sport &amp; Recreation Victoria, AFL Victoria, Netball Victoria and LGAs partnering in the planning, funding and delivery of facility upgrades and improvements.</li> </ul>



Barwon Heads Football Club players



**Since the 2015 Strategy's inception, the football and netball landscape within the G21 Region has diversified significantly, resulting in new trends and pressures, particularly surrounding participation, facility design, sports development and competition delivery.**

Several shifting trends over the last five years has driven the need for G21 & AFL Barwon Towards 2030: Strategy. These changes include substantial growth in female football, which has seen participation soar, exceeding all forecasted expectations.

In response, facility design and the AFL's *Preferred Facility Guidelines (2019)* has needed to quickly adapt to highlight the necessary provision of facilities that are accessible, welcoming and inclusive for all. This response, which will be further discussed throughout this report, has placed significant pressure on facilities, their providers and investors. The implications of and predictions for future female growth in the G21 Region will continue the demand for places and spaces that meet the requirements of the modern game.

Other emerging challenges influencing the requirement for the refresh of the 2015 Strategy, now known as the Towards 2030 Strategy, include:

- **Population and participation forecasts, particularly within growth areas**, seeing increased demand and pressure for the delivery of new football and netball facilities.
- **The delivery of additional venues such as those at Deakin University** further assisting in the provision of facilities across the network.
- **Participation increases across both football and netball creating greater demand for access to facilities** that can cater for increased capacity for training, games and events.
- **Socio economic and diversity in population which sees niche areas of the Region** experiencing participation stagnation or decline.
- **Fair Go Rates System - rate capping for Local Government Authorities (LGAs)**, limiting Council's capacity to fund discretionary projects.
- **2015 Action Plan implementation status** - whilst 86% of strategic actions identified are either in progress or complete, there are a number which have not yet started.
- **COVID-19** – at the time of preparing this report, the COVID-19 pandemic has caused significant disruption to community sport including AFL Victoria, AFL Barwon and Netball Victoria which has seen participation and club operations severely affected for season 2020. This will also result in some challenges around forecasting participation for 2021.

Towards 2030 will consider how these challenges are impacting and influencing club-based football and netball and recommend the best strategic response and action plan. The Strategic Framework as presented in the initial Strategy will be updated to reflect current priorities and future need. The actions within will aim to outline a more definitive and measurable mechanism for delivery.



**In June 2020, and in consultation with clubs and community football stakeholders, the AFL Barwon Commission cancelled the 2020 senior and reserve football and netball season as a result of the COVID-19 pandemic. 79% of senior clubs indicated that they did not support the resumption of the 2020 premiership home and away season.**

**The extent of the impacts and effects of having no competitive play in 2020 are unlikely to be known for some time, however G21 football and netball stakeholders agreed that the cancellation of the season was necessary to sustain the viability of the competition moving forward.**



## WHAT THE 2030 STRATEGY WILL DELIVER

The G21 and AFL Barwon Towards 2030: Strategy investigates the issues and opportunities facing club-based football and netball in the Region. The Towards 2030 Strategy considers the recommendations formed within the initial 2015 Strategy, and reshapes them where required to address the current context. Recommendations within Towards 2030 will continue the legacy of the 2015 Strategy and work to improve the delivery and prosperity of both sports into the future.

Using the knowledge and resources from each of the five represented LGAs, AFL Victoria, Netball Victoria, AFL Barwon and the leagues associated; Geelong Football Netball League (GFNL), Geelong and District Football Netball League (GDFL), Bellarine Football Netball League (BFNL) and Colac and District Football Netball League (CDFNL), the Strategy will assist project partners in delivering, advocating and attracting funding for community football and netball facilities and activities.

The document will create recommendations based on the insights, trends, issues and opportunities emerging throughout the Strategy's development. The Strategy will not provide a prioritised list of facility investment requirements, individual club/venue master plans, infrastructure development pricing 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.

Key actions recommended in the Strategy will be subject to each LGAs prioritisation and annual budget process.

### KEY DELIVERABLES INCLUDE:

- **Auditing of football and netball facilities** in conjunction with AFL Victoria and Netball Victoria throughout the G21 Region.
- **A participation snapshot of football and netball** in the Region and future participation projections.
- **Identifying opportunities to optimise the use of existing facilities** including non-traditional football venues such as schools.
- **Support the capacity, operation, administration and education of clubs** and their people.
- **Identification of the need and potential provision requirement for new facilities** in identified growth areas.
- **The need to identify a future facility that can facilitate a Regional Administration Centre** and enhance talent pathways.





Barwon Heads Football Club players

# CURRENT STRATEGIC CONTEXT

Since the initial 2015 Strategy, changes in strategic context and supporting documentation have emerged that must be considered in the development of the Towards 2030 Strategy. Summaries of these documents are provided below.

## AFL VICTORIA'S 'GROWING THE HEARTLAND' FOOTBALL FACILITIES DEVELOPMENT STRATEGY 2017-2022

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 were driven through:

- The extraordinary growth of female football which resulted in 100 new female teams in 2016 and 300+ new female teams in Season 2017;
- The need to align the *Heartland Strategy* with strategic priorities in AFL Victoria's Strategic Plan 2017-2022;
- A larger focus being placed by government on areas such as female participation, gender neutral 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 Victoria requiring planning 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 growth areas 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 gender neutral 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 and two netball venues in greenfield sites;
- Capitalising on school ground access opportunities as they become available and ensuring school venues are fit for purpose; and
- Working with State Government to maximise funding and provide flexibility in funding programs and categories.



## AFL PREFERRED FACILITY GUIDELINES (2019)

Developed after the completion of the initial G21 Strategy and revisited in 2019, the *AFL Preferred Facility Guidelines* outline the preferred facility requirements for venues which are utilised for AFL training and competition. The Guidelines are to be used as a key tool during the planning phase of a project to identify the spatial requirements for facilities to support male and female teams, umpires, officials and the broader AFL community. The Guidelines also provide recommendations for the specification of supporting infrastructure such as floodlights and spectator amenities.

## NETBALL VICTORIA STATEWIDE FACILITIES STRATEGY 2019-2022 AND NETBALL VICTORIA FACILITIES MANUAL 2017

Developed following the delivery of the initial G21 Strategy, both documents assist in the planning of facilities and the facilitation of netball across the State. Netball Victoria's Facilities Manual contains technical information on netball courts and associated infrastructure. It is Netball Victoria's expectation that all new and redeveloped facilities are constructed to meet the standards outlined within this document.

The G21 Region is noted as having the highest number of participants of any rural or regional area in Victoria within the *Statewide Facilities Strategy*, and the development and future provision of facilities will rely on the guidance of the Facilities Manual to ensure compliance.

## ACTIVE VICTORIA: A STRATEGIC FRAMEWORK FOR SPORT AND RECREATION IN VICTORIA 2017-2021

This document aims to provide a consolidated approach to the improvement in participation in sport and recreation from a State-wide perspective.

The vision for participation outcomes in sport within the document are based upon five key areas;

- **More active:** increased proportion of Victorian's regularly participating in sport or active recreation.
- **More diverse and inclusive:** providing opportunities for all to become involved.
- **Robust, flexible, sustainable and affordable:** providing flexible and affordable choices for participants.
- **Collaborative:** well-planned and connected investment that maximises participation and other community benefits.
- **Broad-based and connected:** A system that addresses the different demands, contributors and structure of sport and active recreation and maximises connections across the system.

## AFL BARWON STRATEGIC PLAN 2017-2020 (update currently underway)

This document outlines the key objectives to progress AFL Barwon in achieving its vision of 'to grow and prosper community football and netball in the Barwon Region'. The strategic actions to achieve this vision include:

- **Participation** – develop and support pathways to increase player participation rates at all levels of football and netball in order to facilitate growth of the game.
- **Community** – support communities to provide quality management and environments to motivate volunteers, umpires, coaches, teachers, sports trainers and fans for all levels of football and netball.
- **Engagement** – develop stakeholder and community engagement initiatives that support the vision, mission statement and values of AFL Barwon.
- **Development & Welfare** – provide and promote participant development programs, including talent pathways and facilitate welfare outcomes.
- **Facilities** – promote region wide plans to advocate for and collaborate on facility development for leagues, their clubs, umpires and schools.
- **Sustainability** – ensure that AFL Barwon and its affiliates have a responsible, sound and sustainable business model to enable long term growth of community football and netball in the region.
- **People & Culture** – attract, develop and retain quality people and develop a high-performance culture in line with AFL Barwon's key objectives and values.

## GROWTH AREA PLANNING

Population projections, particularly for the City of Greater Geelong, are largely due to several growth areas, most notably Armstrong Creek, the Bellarine and Lara West. In addition, the recent announcement of a new growth area the 'Northern and Western Geelong Growth Areas' (NWGGA) will further contribute to population projections for the municipality into the future. Areas identified to see significant population growth will likely be required to provide access to, or new, playing surfaces for sport as demand increases. In the context of the Towards 2030 Strategy, population forecasts and potential future provision requirements for the 2025 and 2030 population will be discussed throughout.

## CITY OF GREATER GEELONG'S SOCIAL INFRASTRUCTURE PLAN

The Social Infrastructure Plan guides and prioritises investment into community facilities based on equity and evidence. Five (5) directions for the strategic development of outdoor community sporting facilities are identified in the Plan, including the investment in infrastructure that improves the quality, functionality and carrying capacity of venues and the activation of facilities to increase participation and maximise use.



# THE VALUE OF FOOTBALL AND NETBALL BEYOND SPORT

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

The *Value of a Community Football Club* study undertaken by La Trobe University in 2015 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; *“for every 1 player, football clubs reach 10 people in their community.”*

The economic impact of football is also well known. An independent economic contribution assessment completed during the 2017 season estimated that AFL Goldfields contributed \$51.6 million 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 the G21 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.

Sport Australia’s *The Value of Community Sport Infrastructure (2018)* estimated that the annual valued supported by sport infrastructure in Australia is at least \$16.2 billion. This study also indicates that sport infrastructure is used by over 8 million people annually, and sees a \$6.3 billion economic value contribution, \$4.9 billion health value and \$5.1 billion social value of community sport infrastructure.

Each project partner LGA has their own strategic commitment as to why investing in sport and recreation and associated facility improvement is important. The Region’s LGAs have expressed their continued commitment to supporting football and netball in their municipalities. These LGAs provide ongoing investment into sport and recreation infrastructure that addresses facility gaps and provides new development, ensuring opportunities will continue to be offered to their local and regional communities.





Portarlington Recreation Reserve  
(Netball Club Rooms)

## FACILITY AUDITS

**The location, provision and condition of 74 football facilities across the G21 Region were audited by AFL Barwon staff during October 2019. 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 their quality and compliance with guidelines. This resource has been made available to AFL Victoria staff and regional commissions 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 condition and analyses compliance with Australian Standards, *AFL Preferred Facilities Guidelines* and criteria identified during extensive consultation with AFL Barwon and Netball Victoria staff. Audit data is then used to provide a rating for each facility, identifying gaps in provision and standards (condition, size and general provision).

*Facility Condition Ratings* (see Appendices section of this Report) are a guide to identify strengths and gaps in football and netball facility and amenity provision. They will also support prioritisation of investment into facility renewal and development.

Ratings used to determine the condition of club facilities are outlined in the *Criteria for Rating Facility Infrastructure and Amenities* (see Appendices). 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 relate to cosmetic and non structural issues only. Lux level readings for playing field 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 player and umpire change rooms as well as the capability of change rooms to cater for female participants.
- Ground surface condition.
- Court condition.
- Pavilion size and condition.
- Lighting lux levels.

Netball facilities have been included within the audits conducted by AFL Victoria staff and verified by Netball Victoria. Only facilities utilised for club-based netball are included within this Report. Association based Netball facilities are not included.



# DATA LIMITATIONS AND IMPLICATIONS

A summary of the study limitations relating to data availability are provided below to ensure a transparent and consistent understanding of the analysis results.



## AFL PARTICIPATION DATA

Football participant data is provided by AFL Victoria for seasons 2015 to 2019. Analysis of club participation as well as resident participation (all known participant data) across project partner LGAs has been undertaken. Participation data has been analysed by LGA regardless of league affiliation. Analysis has also been included based on the 5 to 39 age and gender cohorts.

Participation data for Linton, Rokewood and Smythesdale Football Clubs **is not** included within this report as, although part of Golden Plains Shire, all three Club's compete within the AFL Goldfields Region.

Simpson Football Netball Club and Werribee Centrals Football Club participation data **is** included within this report as, although located outside of the G21, both Clubs compete within the AFL Barwon Region.

Participant data is based on registered members and does not include school football participation.

**Please note that 2020 participation data has been excluded from this report due to the disruption of the season due to COVID-19. Future participation forecasts within this Report must be considered against any possible participation impacts as a result of the COVID-19 pandemic. At the time of writing this Report, preliminary evidence indicates that football and netball in G21 are set to bounce back in season 2021, however ongoing monitoring will be required. This is a key action of the Towards 2030 Strategy.**

## NETBALL PARTICIPATION DATA

Netball participation data is provided by AFL Barwon on behalf of all leagues. Netball participation data is for club-based netball and does not include Association netball. All netball participants are affiliated with a football and netball club playing in the G21 Region. Netball resident data (i.e. all known participant data) was not available at the time of writing this Report.

## POPULATION DATA

Population and participation penetration analysis has been based on population data grouped by recognised player categories.

Population and demographic information for four of the five G21 LGAs, Colac Otway, Greater Geelong, Golden Plains and Surf Coast, has been sourced via *forecast.id*. and is the current data as of March 2020.

Population information for the Borough Queenscliffe was not available via *forecast.id* and therefore data has been sourced through the Department of Environment, Land, Water and Planning Victoria (DELWP) *Victoria in Future 2016* data release.

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.

## FACILITY AUDIT DATA

The facility audit data captured within this report was undertaken through AFL's National Facility Audit program in October 2019. Following this, data was reviewed by each LGA through the project's governance structure in October 2020. There are a number of infrastructure projects currently underway which, we completed, will continue to improve the region's number of compliant facilities. Those identified as receiving an upgrade presently, or within the near future, have been noted within the facility audit tables on page 75-83.

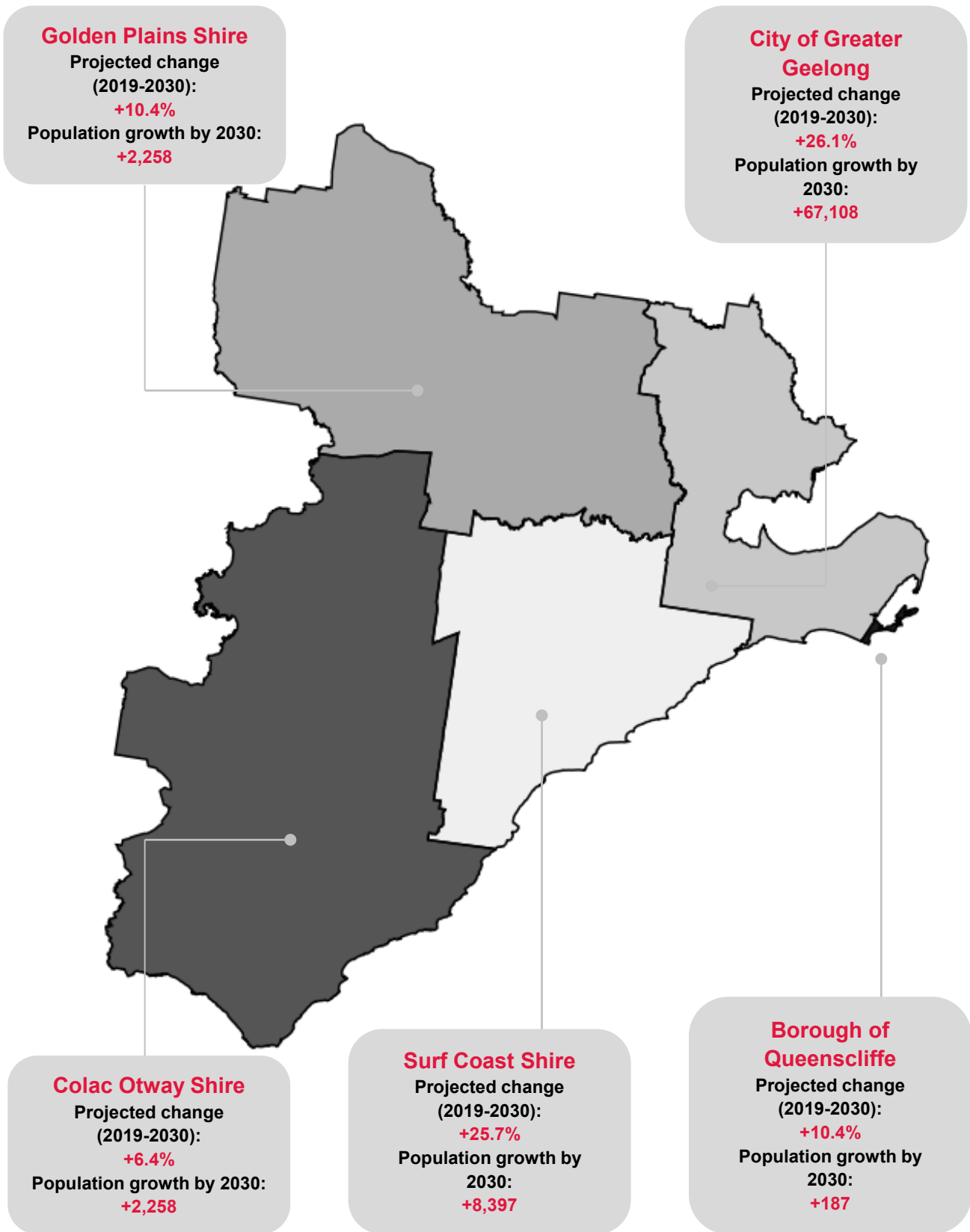


St Mary's Football Club coach and players

# G21 POPULATION SUMMARY

LGA	2019	2025	2030	5-19 Y/O CHANGE 2019-2030	20-39 Y/O CHANGE 2019-2030
COLAC OTWAY	21,685	22,846	23,943	+359	+335
GOLDEN PLAINS	23,384	26,356	28,939	+880	+1,282
GREATER GEELONG	257,181	292,855	324,289	+12,779	+18,260
SURF COAST	32,654	37,193	41,051	+1,200	+1,726
QUEENSCLIFFE	2,940	3,083	3,127	-26	+102
TOTALS	337,844	382,333	421,349	+15,192	+21,705

- G21 is the fastest growing Region in Victoria, outside of metropolitan Melbourne, with over 337,000 residents in 2019.
- The City of Greater Geelong has the largest population and highest growth of the five LGAs as a result of several residential developments, most notably, within Armstrong Creek and the Bellarine Peninsula.
- The G21 Region offers the best of regional, rural and coastal lifestyles with the Golden Plains Shire and Surf Coast Shire, in particular, expected to see strong population growth to 2030 as many people seek a sea and tree change.
- Colac Otway Shire and the Borough of Queenscliffe are set to experience smaller levels of growth, with an additional 2,258 and 187 people to 2030 respectively.
- The estimated G21 population aged 5–39 (typically the key football and netball market) in 2019, was 149,871. By 2025 the population within this age cohort is forecast to increase by 12.6% to 168,763 individuals. Between 2025 to 2030 this will increase an additional 10.4% to 186,278.
- By LGA, the growth of the 5-39 age cohort to 2025 will be split as follows: Greater Geelong by 16,672 individuals, Golden Plains by 1,128, Surf Coast by 813, Colac Otway by 197 and Queenscliffe by 82.
- The planning areas of Armstrong Creek, Marshall and Charlemont in the City of Greater Geelong are expected to see an additional 10,105 people between 2019 and 2025. Clifton Springs, Curlewis, Drysdale and Bellarine an additional 3,374 people, Barwon Heads, Connewarre, Breamlea, Ocean Grove an additional 3,498 people and Grovedale, Mount Duneed, Waurn Ponds an additional 6,021 people to 2025.
- At completion, the new Northern and Western Geelong Growth Area (Lovely Banks, Batesford, Moorabool and Rural North) will welcome more than 110,000 residents. Population forecasts however suggest that the only relatively small amounts of growth i.e. additional 1,063 people will call this area home by 2030.
- The Appendices section of this Report provides a detailed population forecast by LGA and key football age cohort projections.



Population data and forecasted projections has been sourced from *forecast.id* for Geelong, Surf Coast, Golden Plains and Colac Otway Shires. Vic in Future population data and projections has been utilised for Queenscliffe. Population projections utilised throughout this report are based on available projections from March 2020. It should be noted that population data from these sources is updated on an annual or bi-annual basis and therefore the projections within this report are subject to change.





# STATE OF PLAY

St Joseph's Football Netball Club player

# 2019 G21 AFL PARTICIPATION SNAPSHOT

Participation in AFL in G21 is thriving, with consistent increases over the past five seasons. Female participation in particular has increased significantly and is the fastest growing segment of the game. Demographic forecasts on page 21 and within the Appendices section of this Report indicate that the key football market age cohort (5-39 year old's) will continue to grow and occupy a large portion of the population in most G21 LGAs. This demographic trend indicates that football has adequate opportunity to capitalise and continue positive participation trends.

The following pages provide a summary of participant information and the changes experienced since the initial Strategy's inception. These summaries included separate data sets for both club participants as well as resident participants.

## Club participant data

The table on page 25 labelled as 'Figure 01' provides a summary of participants who played at Clubs affiliated with AFL Barwon in the 2019 Season. These participants either reside within or outside of the G21 Region.

## Resident participant data

The table on page 25 labelled as 'Figure 02' provides a summary of participants who resided within the G21 Region and participated at Clubs located both within and outside of the G21 Region in the 2019 season.

Participation penetration rates and future participation forecasts are formulated utilising resident participation data alongside population projections.

Understanding the two data sets is important to fully gauge participation trends and to identify, where applicable, residents travelling outside of the Region to participate.

**Please note that 2019 participation data has been utilised due to the disruption to the 2020 home and away season due to COVID-19.**



**16,420 AFL Barwon Club Participants in 2019**  
(33% increase from 2015)



**2,539 AFL Barwon Female Football Participants in 2019**  
(424% increase from 2015)



**504 AFL Barwon Umpires**  
(33% increase from 2015)



**4.9% Penetration Rate**  
(Players per total population)



**3,239 AFL Barwon Auskick Participants**  
(3% increase from 2015)



**12,438 AFL Barwon Club Participants Aged 5 to 19**  
(76% of total participation)



**63 Football Integration Development Association (FIDA) Participants in 2019**  
(no FIDA participants registered in 2015)

St Joseph's Football Netball Club fans

FIGURE 01 | AFL BARWON CLUB PARTICIPANTS 2019 BY PLAYER AGE CATEGORY AND LGA

2019 AFL BARWON CLUB PARTICIPATION SUMMARY												
LGA	PARTICIPANT AGE						MALE	FEMALE	TOTAL	CHANGE FROM SEASON 2018	CHANGE FROM SEASON 2015	CHANGE FROM SEASON 2015-19 %
	0-4	5-9	10-14	15-19	20-39	40+						
Colac-Otway*	5	307	414	370	643	58	1,676	121	1,797	+21	+270	+18%
Golden Plains**	31	330	245	83	124	11	710	114	824	+91	+248	+43%
Greater Geelong***	248	3,662	3,150	2,136	2,248	65	9,468	2,041	11,509	+1,058	+3,163	+38%
Surf Coast	29	613	640	315	383	44	1,775	249	2,024	+84	+327	+19%
Queenscliffe	5	55	63	55	86	2	252	14	266	-6	+36	+16%
TOTAL	318	4,967	4,512	2,959	3,484	180	13,881	2,539	16,420	+1,248	+4,044	

Note that VFL and NAB League participants are not included in AFL Barwon club participant data.  
\*includes Simpson Football Club participation  
\*\*participation includes those within AFL Barwon only, does not include Golden Plains Shire participants competing within the AFL Goldfields region.  
\*\*\*includes Werribee Centrals Football Club GDFL participation

FIGURE 02 | G21 RESIDENT PARTICIPANTS 2019 (LIVE IN G21, PLAY ANYWHERE) BY PLAYER AGE CATEGORY AND LGA

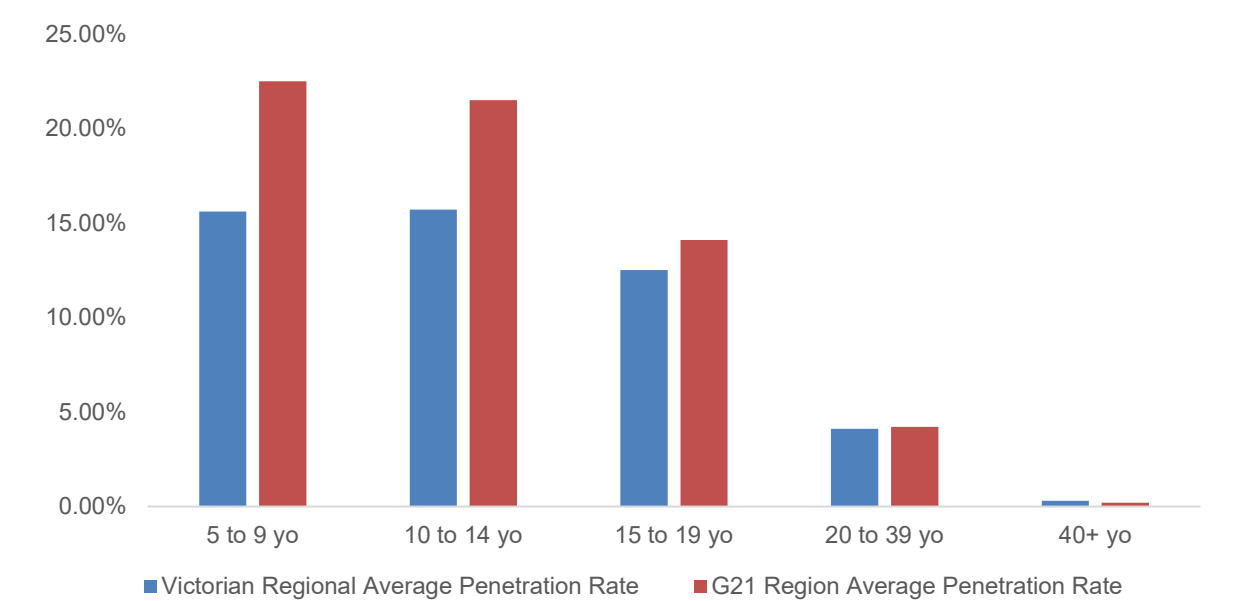
2019 G21 RESIDENT PARTICIPATION SUMMARY												
LGA	PARTICIPANT AGE						MALE	FEMALE	TOTAL	CHANGE FROM SEASON 2018	CHANGE FROM SEASON 2015	CHANGE FROM SEASON 2015-19 %
	0-4	5-9	10-14	15-19	20-39	40+						
Colac-Otway	4	301	387	346	457	39	1,414	120	1,534	+243	+554	+56%
Golden Plains	28	300	303	161	127	16	789	146	935	+66	+386	+70%
Greater Geelong	233	3,527	3,104	2,033	2,591	183	9,783	1,888	11,671	+693	+4,832	+71%
Surf Coast	44	731	635	307	342	52	1,797	314	2,111	+425	+928	+78%
Queenscliffe	4	50	59	47	58	2	187	33	220	+2	+55	+33%
TOTAL	313	4,909	4,488	2,894	3,575	292	13,970	2,501	16,471	+1,429	+6,755	



# ALL KNOWN AFL PARTICIPATION ACROSS THE G21 REGION (COMBINED MALE AND FEMALE)

- In season 2019, there were 16,420 AFL Barwon football participants. These participants resided either within or outside of the Region.
- In season 2019 there were 16,471 AFL Resident Participants. These participants competed within any competition (AFL Barwon inclusive) and resided within the Region.
- The close correlation of both AFL Barwon and Resident participant data sets suggests that most people residing in G21 also play within the Region, and/or there is a balance of people leaving and entering the Region to play. This is a positive sign for the sport and would indicate that the competition is in a healthy position.
- There was an increase of approximately 8% and 9.5% for both Club and Resident participants respectively from season 2018 to 2019. This is in line with Victorian participation growth rates.
- The highest participation rate is in the 5-9 age cohort with over 30% of total registrations for both Club and Resident participants.
- The key market for AFL participation is between the ages of 5-39. Within this age cohort, the G21 Region average penetration rate is 15.3%. This is well above the Victorian regional average of 11.98%.
- Across all player categories, the G21 Region's average penetration rate is 12.3% of the total population. It is higher than the Victorian regional average penetration rate of 9.6%.
- Participation is split as follows across project partner LGAs, with the highest number of participants residing in the Greater Geelong (70%), followed by Surf Coast (12%), Colac Otway (11%), Golden Plains (5%) and Queenscliffe (2%).
- In terms of umpire participation, there has been a 33% increase in total number of AFL Barwon umpires from 2015 to 2019. The highest increase has been in male umpire participation which has increased from 333 participants in 2015 to 465 in 2019.

FIGURE 03 | COMPARISON OF PENETRATION RATES G21 REGION AND VICTORIAN REGIONAL AVERAGES (BY PLAYER CATEGORY)





Grovedale Football Club players

## FEMALE AFL PARTICIPATION TRENDS ACROSS THE G21 REGION

- There were **2,539 registered female AFL Barwon Club participants** playing in season 2019.
- There were 2,501 female football participants residing in the G21 Region in 2019. Given this number correlates to AFL Barwon Club participant data closely, this would indicate **that the majority of female football players residing locally in G21 also play within the Region.**
- There was an increase of 16% female AFL Barwon Club participation from season 2018 to 2019 and 69% from season 2017 to 2018 which saw an additional 351 and 1,014 female participants respectively.
- There was an increase of 13% female G21 resident AFL participation from season 2018 to 2019 and 44% increase from 2017 to 2018. The 2018 to 2019 growth in female participants is lower than the State average of 24%, however higher than the 2017 to 2018 State average of 25%. The lower than average growth from season 2018 to 2019 is likely due to the early boom in female participation in AFL Barwon, which occurred sooner than the majority of Victoria. This also explains the higher than average increase is season 2017 to 2018.
- **The most significant growth in AFL Barwon Club female participants from season 2018 to 2019 was in the 5-9 age cohort (+28%) and 20-39 age cohort (+42%).**
- Four out of five project partner LGAs saw growth in female football participation between seasons 2018 to 2019.
- From seasons 2015 to 2019 the Region has experienced growth of 424% in female AFL Barwon club participation. From only 476 in 2015 to 2,539 (including female Auskick) in 2019. **This is the equivalent of an additional 100 teams requiring access to grounds in the last three football seasons.**
- Greater Geelong experienced a 21% increase in female participation from 2018 and 2019, with an additional 351 participants. Surf Coast experienced a 20% increase with an additional 42 participants.. Golden Plains experienced a 19% increase or an additional 18 players and Colac Otway 2% increase or an additional 2 players. Queenscliffe experienced a 60% decline in female participation from 35 to 14 club participants from 2018 to 2019. The decline in participation in Queenscliffe is due to an already low participation base, and is the result of the municipality not fielding one female side. It is anticipated that a future return of a female team to the area will reinvigorate participation and void any current decline.
- The Region's average for female football penetration is at 0.7% of the Region's female population. **This is above the State metropolitan female penetration average of 0.6%.**
- **Female AFL Barwon Umpire participation has remained fairly stable**, with approximately 40 female umpires in both 2015 and 2019. There are likely opportunities to identify increased female umpire participation to mirror football participant trends.

**FIGURE 04 | G21 REGION FEMALE AFL BARWON CLUB PARTICIPANT REGISTRATIONS SEASON 2019 (BY PLAYER CATEGORY AND LGA) AND CHANGE FROM 2018 AND 2015**

LGA	AGE						TOTAL	CHANGE FROM SEASON 2018	CHANGE FROM SEASON 2015	CHANGE FROM SEASON 2015-19 %
	0-4	5-9	10-14	15-19	20-39	40+				
Colac-Otway*	0	17	34	43	27	0	121	+2	+105	+656%
Golden Plains**	5	64	41	4	-	-	114	+18	+64	+128%
Greater Geelong***	46	524	642	392	412	25	2,041	+351	+1,729	+554%
Surf Coast	3	84	82	33	34	13	249	+42	+157	+171%
Queenscliffe	1	12	-	1	-	-	14	-21	+8	+133%
<b>TOTAL</b>	<b>55</b>	<b>701</b>	<b>799</b>	<b>473</b>	<b>473</b>	<b>38</b>	<b>2,539</b>	<b>+392</b>	<b>+2,063</b>	

Note that VFL and NAB League participants are not included in AFL Barwon club participant data.

\*includes Simpson Football Club participation

\*\*participation includes those within AFL Barwon only, does not include Golden Plains Shire participants competing within the AFL Goldfields region.

\*\*\*includes Werribee Centrals Football Club GDFL participation

**FIGURE 05 | G21 REGION FEMALE RESIDENT AFL PARTICIPATION SEASON 2019 (BY PLAYER CATEGORY AND LGA) AND CHANGE FROM 2018 AND 2015**

LGA	AGE						TOTAL	CHANGE FROM SEASON 2018	CHANGE FROM SEASON 2015	CHANGE FROM SEASON 2015-19 %
	0-4	5-9	10-14	15-19	20-39	40+				
Colac-Otway	0	18	35	41	26	0	120	+12	+117	+3900%
Golden Plains	6	55	55	18	10	2	146	+11	+104	+245%
Greater Geelong	36	497	618	348	360	29	1,888	+218	+1,685	+830%
Surf Coast	11	107	80	42	61	13	314	+44	+272	+648%
Queenscliffe	1	12	4	11	5	0	33	-5	+31	+18%
<b>TOTAL</b>	<b>54</b>	<b>689</b>	<b>792</b>	<b>460</b>	<b>462</b>	<b>44</b>	<b>2,501</b>	<b>+280</b>	<b>+2,209</b>	



**FIGURE 06 | G21 REGION MALE AFL BARWON CLUB PARTICIPANT REGISTRATIONS SEASON 2019 (BY PLAYER CATEGORY AND LGA) AND CHANGE FROM SEASON 2018 AND 2015**

LGA	AGE						TOTAL	CHANGE FROM SEASON 2018	CHANGE FROM SEASON 2015	CHANGE FROM SEASON 2015-19 %
	0-4	5-9	10-14	15-19	20-39	40+				
Colac-Otway*	5	290	380	327	616	58	1,676	+19	+165	+11%
Golden Plains**	26	266	204	79	124	11	710	+76	+184	+35%
Greater Geelong***	202	3,138	2,508	1,744	1,836	40	9,468	+707	+1,434	+18%
Surf Coast	26	529	558	282	349	31	1,775	+42	+170	+11%
Queenscliffe	4	43	63	54	86	2	252	+15	+28	+13%
<b>TOTAL</b>	<b>263</b>	<b>4,266</b>	<b>3,713</b>	<b>2,486</b>	<b>3,011</b>	<b>142</b>	<b>13,881</b>	<b>+859</b>	<b>+1,981</b>	

Note that VFL and NAB League participants are not included in AFL Barwon club participant data.

\*includes Simpson Football Club participation

\*\*participation includes those within AFL Barwon only, does not include Golden Plains Shire participants competing within the AFL Goldfields region.

\*\*\*includes Werribee Centrals Football Club GDFL participation

**FIGURE 07 | G21 REGION MALE RESIDENT AFL PARTICIPATION SEASON 2019 (BY PLAYER CATEGORY AND LGA) AND CHANGE FROM SEASON 2018 AND 2015**

LGA	AGE						TOTAL	CHANGE FROM SEASON 2018	CHANGE FROM SEASON 2015	CHANGE FROM SEASON 2015-19 %
	0-4	5-9	10-14	15-19	20-39	40+				
Colac-Otway	4	283	352	305	431	39	1,414	+231	+427	+43%
Golden Plains	9	245	248	143	117	14	789	+55	+55	+8%
Greater Geelong	197	3,030	2,486	1,685	2,231	154	9,783	+475	+3,147	+47%
Surf Coast	33	624	555	265	281	39	1,797	+111	+614	+52%
Queenscliffe	3	38	55	36	53	2	187	+2	+55	+42%
<b>TOTAL</b>	<b>246</b>	<b>4,220</b>	<b>3,696</b>	<b>2,434</b>	<b>3,113</b>	<b>248</b>	<b>13,970</b>	<b>+874</b>	<b>+4,298</b>	

# G21 AFL PARTICIPATION FORECAST

The following provides a high-level summary of the AFL participation forecast within the Region to 2025 and 2030. More detailed analysis by LGA can be found in the Appendices section of this Report.



**6.3%**

The average AFL participation rate in 2019 in the G21 Region



**71%**

Of forecasted AFL participation in 2025 will be within the City of Greater Geelong



**2,091**

Additional AFL participants in the G21 Region in 2025 (84 teams)



**13%**

Forecasted AFL participation growth from 2019-2025



**9.9%**

Forecasted AFL participation growth from 2025-2030



**3,921**

Additional AFL participants in the G21 Region in 2030 (157 teams)

- The potential football market to 2025 and 2030 is developed by analysing population projections against current (2019) individual LGA penetration rates. Population projections are sourced from forecast.id for Colac Otway, Greater Geelong, Golden Plains and Surf Coast. Queenscliffe population data is sourced from the Department of Environment, Land, Water and Planning (DELWP) *Victoria in Future 2016* data release.
- Based on population projections and current participation rates, the 2025 football market in G21 is expected to be 18,511 participants, or an additional 2,091 players. This is the equivalent of an additional 84 teams (assuming 25 players per team).
- The strong participation growth in Greater Geelong will largely be due to population increases in identified growth areas.
- In 2015 the City of Wyndham (via the Werribee Centrals Football Club) contributed 75 registered players to AFL Barwon participation numbers and the Simpson Football Club contributing 96 players for the Corangamite Shire. These figures are included within the participation summaries for both 2015 and 2019.
- Participation increases from 2019 to 2025 range from small amounts of change in Queenscliffe (+13) to +1,596 participants in Greater Geelong. Healthy growth of +281 players is also forecast for the Surf Coast.
- With projected population growth and a high percentage of people within the 5-39 age cohort by 2025, Golden Plains should be expected to experience greater increases in participation.
- Colac Otway demonstrates consistent forecasted participation growth based on population projections.
- The key football market (persons aged between 5-39) is forecast to contribute, on average, 39% of the total G21 population by 2025. Therefore, there is ample opportunity for the forecasted numbers to be achieved, and potentially increased, in some circumstances.



Drysedale Football Club players

# G21 FOOTBALL PROVISION RATIOS

Playing field, participant and population provision ratios provide a general guide to the average number of playing fields required within a specific geographic area. While ratios can be influenced by a range of factors (including planning policies, facility quality, supporting amenities and user activities) they do provide a general comparative guide to provision and usage levels, and highlight potential areas for more detailed investigation.

Population provision ratio - 1 oval : to 5,000 people \*



G21 average population per football playing field.  
1 Oval : to 3,312 people

Participant to oval ratio for AFL\*\* - 1 oval : to 175 players



G21 average registered participants per football playing field.  
1 Oval : to 160 participants

2019 Oval to population ratios by LGA



Colac Otway : 1 : 1,971 people  
Golden Plains 1 : 1,949 people  
Greater Geelong : 1 : 3,897 people  
Surf Coast : 1 : 2,969 people  
Queenscliffe : 1 : 1,470 people

2019 Registered participants per AFL oval by LGA



Colac Otway : 1 : 163 participants  
Golden Plains : 1 : 68 participants  
Greater Geelong : 1 : 174 participants  
Surf Coast : 1 : 184 participants  
Queenscliffe : 1 : 133 participants






\*Population ratio of 1 oval : 5,000 population is derived following review of the Parks & Leisure Australia recommended provision ratios for AFL, benchmarking of LGAs and in reference to AFL's Growing the Heartland Strategy. \*\*Participant to oval ratio is the AFL's recommended ratio for participants per oval for community football.



# G21 AFL FACILITIES SNAPSHOT

A summary of 2019 facility provision and condition across the G21 Region is provided below. More detailed assessments of individual facilities can be found within the Appendices section of this Report.

SITES	74 SITES	101 PLAYING FIELDS	1:3312 POPULATION PROVISION RATIO	1:160 PARTICIPANT PROVISION RATIO
PLAYING FIELDS	<div><div></div><div>67%</div></div> <div>BOUNDARY RUN OFF COMPLIANCE</div>	<div><div></div><div>84%</div></div> <div>IRRIGATION</div>	<div><div></div><div>55%</div><div>11%</div><div>34%</div></div> <div>CONDITION</div>	<div><div></div><div>32%</div></div> <div>LIGHTS 100+ LUX</div>
CHANGE FACILITIES	62 CHANGE FACILITIES	<div><div></div><div>65%</div></div> <div>SIZE COMPLIANCE</div>	<div><div></div><div>50%</div><div>19%</div><div>31%</div></div> <div>CONDITION</div>	<div><div></div><div>43%</div></div> <div>GENDER NEUTRAL</div>
PAVILION / UMPIRE ROOMS	62 PAVILIONS	<div><div></div><div>&lt;100 M2</div><div>&gt;100 M2</div></div> <div>SOCIAL ROOM SIZE COMPLIANCE</div>	55 UMPIRE FACILITIES	<div><div></div><div>62%</div></div> <div>GENDER NEUTRAL UMPIRE FACILITIES</div>

FACILITY HIGHLIGHTS	
	Over half of AFL playing fields in G21 (55%) are considered to be in good to excellent condition. Facility audits including ground inspections were undertaken outside of football season.
	Of the 101 ovals in G21, 47 ovals in G21 had lighting levels below 100 lux. 21 ovals had lighting above 100 lux. 33 ovals did not have playing field lighting. Of these 33, 19 venues were not required to have lighting as they are considered a junior or school venue.
	There are 62 change facilities (i.e. home and away change rooms) in G21. This is made up of 133 individual changing rooms. Of these, 43% are considered to be gender neutral, which provide lockable showers and pan toilets.
	There are 62 main pavilions/social rooms in the Region. 77% of social rooms are in excess of 100m2 in size. The minimum size for social spaces in the AFL Preferred Facility Guidelines for local facilities is 100m2.
	There are 55 umpire change facilities across G21 and 59 individual umpire changing rooms. Of these umpire facilities, 59% do not meet minimum size standards. 62% however are suitable for gender neutral use.

# 2019 G21 NETBALL PARTICIPATION SNAPSHOT

Netball participation data has been provided by AFL Barwon and includes those participating in club-based netball. Please note that Association based netball participation has not been included.

As per Figure 08 on page 34, netball participation has experienced growth from 2015 to 2019. From season 2018 to 2019, Surf Coast experienced the greatest participation increase with an additional 182 players.

Colac Otway has also experienced significant growth in netball participation, with an additional 729 players since 2015. Whilst Colac Otway's participation from 2018-2019 has stabilised, the growth experienced from 2015 has undoubtedly increased demand for the sport and facilities within the municipality.

Other LGAs experienced small levels of growth between 2018 and 2019, whilst Geelong experienced a decline of 36 players. The overall participation growth in Geelong however is trending positively, with a 48% increase from season 2015-2019. The decline in netball participation from season 2018 in Geelong should be closely monitored moving forward to determine why this is occurring. This includes highlighting any limitations in the collection of participant data, and also identifying if participants have transitioned to other sports, particularly female football.

Netball facilities have been included within the audits conducted by AFL and verified by Netball Victoria. The Kardinia Park netball facility has been included within the audit due to it being used for both association and club based netball.

Please note that 2019 participation data has been utilised due to the disruption to the 2020 home and away season due to COVID-19.

Please note that participation for Golden Plains Shire includes netball participants within AFL Barwon only.

6,764

AFL Barwon Club Netball Participants in Season 2019

64%

Club Netball participation growth from season 2015 to 2019

2.9%

Participation Growth from Season 2018 to 2019

2%

Club Participation Rate (Club participants per total population)

62

Males participated in Club Netball in season 2019



16 All Abilities Netball Participants in 2019

Corio Community Netball Club players

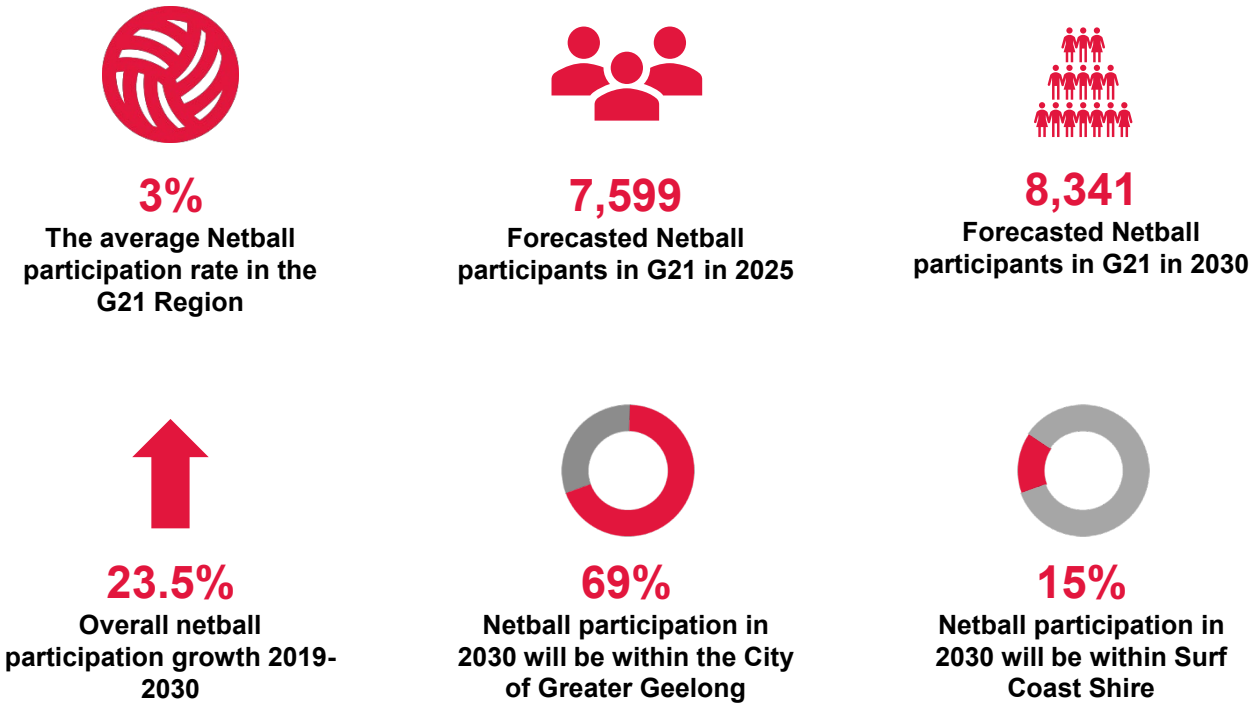
**FIGURE 08 | AFL BARWON NETBALL CLUB PARTICIPANTS 2019 BY PLAYER AGE CATEGORY AND LGA**

2019 AFL BARWON NETBALL CLUB PARTICIPATION SUMMARY										
LGA	PARTICIPANT AGE					TOTAL	2018 PARTICI-PATION	CHANGE FROM SEASON 2018	CHANGE FROM SEASON 2015	CHANGE FROM SEASON 2015-19 %
	5-9	10-14	15-19	20-39	40+					
Colac-Otway	88	241	220	229	54	832	826	+6	+729	+758%
Golden Plains	31	70	43	62	10	216	217	-1	+16	+8%
Greater Geelong	688	1,595	986	1,105	181	4,555	4,591	-36	+1,477	+48%
Surf Coast	185	402	171	183	39	980	798	+182	+643	+415%
Queenscliffe	34	54	32	36	12	168	152	+16	-11	-7.8%
LGA not provided	0	6	3	2	2	13	0	13	-208	N/A
TOTAL	1,026	2,368	1,455	1,617	298	6,764	6,584	+180	+2,646	



# G21 NETBALL PARTICIPATION FORECAST

The following provides a high level summary of the participation forecast for Netball within the Region to 2025 and 2030. More detailed analysis by LGA can be found in the Appendices of this Report.



- The potential netball market to 2025 and 2030 is developed by analysing population projections against current (2019) individual LGA participation rates. Population projections are sourced from forecast.id for Colac Otway, Greater Geelong, Golden Plains and Surf Coast. Queenscliffe population data is sourced from the Department of Environment, Land, Water and Planning (DELWP) *Victoria in Future 2016* data release.
- Based on population projections and current participation rates, the 2025 netball market in G21 is expected to increase by an additional 848 players to a total of 7,599 participants. An additional 848 players is equivalent to an additional 121 teams at 7 players per team.
- The strongest participation growth in netball to 2025 and 2030 will be within the City of Greater Geelong and Surf Coast Shire.
- Colac Otway Shire show stable levels of participation growth to 2025 and 2030 relative to population projections.
- Golden Plains Shire has relatively small levels of participation growth to 2025 and 2030 in AFL Barwon Club Netball competition. It needs to be noted however that there are additional participants within the Shire competing within the AFL Goldfields region.
- Ideally, with the projected population growth and high percentage of people within the 5-39 age cohort by 2025 and 2030, Golden Plains should be experiencing greater participation growth than projections indicate.
- Queenscliffe indicates that there has been a decline in players from 2015-2019 and therefore growth projections to 2025 and 2030 are limited.
- The key football and netball market (persons aged between 5-39) is forecast to contribute, on average, 39% of the total G21 population by 2025. Therefore, there is ample opportunity for the forecasted numbers to be achieved, and potentially increased, in some circumstances.



Torquay V Modewarre Netball Club

# G21 NETBALL FACILITIES SNAPSHOT AND PROVISION RATIOS

Benchmark provision ratio for regional and rural netball 1 court : to 60 players\*

## 2019 netball court to player ratios



G21 average netball participant to court ratio.

1 court : to 63 players





## 2019 Registered players per netball court by LGA



Colac Otway : 1: 52 players  
Greater Geelong : 1 : 70 players  
Golden Plains : 1: 20 players\*\*  
Surf Coast : 1: 70 players  
Queenscliffe : 1: 84 players

SITES	50 SITES	108 COURTS	1:63 COURT : PARTICIPANT PROVISION RATIO
SPECIFICATIONS	<div><div>71%</div></div> COURT RUN OFF COMPLIANCE	<div><div>76%</div><div>12%</div><div>12%</div></div> COURT CONDITION	<div><div>ACRYLIC</div><div>OTHER</div><div>ASPHALT</div></div> COURT SURFACE TYPE
FACILITIES	46 CHANGE FACILITIES	<div><div>63%</div><div>9%</div><div>28%</div></div> CHANGE ROOM CONDITION	<div><div>100+ LUX</div><div>50-99 LUX</div><div>UNKNOWN</div></div> COURT LIGHTING

## FACILITY HIGHLIGHTS

	The majority of netball courts in G21 are in good to excellent condition with compliant run offs and line marking as per Netball Victoria's facility guidelines.
	The majority of netball change facilities are in good to excellent condition with 29 of 46 being awarded this rating. 13 netball change rooms were considered in moderate condition and 4 netball change rooms were identified in poor or very poor condition.
	The recommended provision ratio of 1 netball court to 60 players is exceeded within three of five LGAs within the Region. This may indicate that there is an immediate need for access to additional courts within these municipalities. Provision ratios, as previously discussed, must however be considered amongst other determining factors including access, capacity and location of facilities.
	Where lighting is provided and an accurate assessment could be made, audits indicated that 55 netball courts had lighting greater than 100 lux whilst 10 facilities had lighting less than 100 lux. 11 courts did not have lighting.

\*Netball court provision ratios for regional and rural areas are per those indicated within the Netball Victoria Statewide Facilities Strategy. The rural and regional provision ratios differ to those outlined for Greater Melbourne. The summary above indicates provision for outdoor, football and netball club competition and does not include Association netball. Any ratio calculation should be accompanied by an assessment which considers other factors including venue capacity, quality of infrastructure, participation and usage.

\*\*Golden Plains Shire provision ratios for netball courts are based on provision across all sites within the municipality.







# TOWARDS 2030: STRATEGY

Drysdale Netball Club player



St Joseph's Football Club players

# TOWARDS 2030: STRATEGIC FRAMEWORK

Following consultation with key stakeholders and the analysis of participation, population and facilities information, a revised strategic framework for the Towards 2030 Strategy has been identified. The six key priorities below will guide the direction of club-based football and netball into the future and will be underpinned by objectives, priorities and actions that will require collaborative implementation across all project partners.

- AFL VICTORIA GROWING THE HEARTLAND FOOTBALL FACILITIES DEVELOPMENT STRATEGY 2017-2022
- NETBALL VICTORIA STATEWIDE FACILITIES STRATEGY 2019-2022
- AFL BARWON STRATEGIC PLAN 2017-2020 (update underway)

- PRIORITY 1** Continue to enhance the relationship between football and netball, government and community partners in the planning and investment of facilities.
- PRIORITY 2** Increase the quality, functionality, capacity and sustainability of existing facilities.
- PRIORITY 3** Ensure facilities cater for the diversity of participants playing across the G21 Region.
- PRIORITY 4** Support the capacity building and education of clubs and people.
- PRIORITY 5** Plan and develop facilities in growth and priority areas across the G21 Region.
- PRIORITY 6** Identify the location, role and function of regional level facilities and a secure a long-term plan for the Regional Administration Centre.

► **STRATEGIC DIRECTIONS**  
(Defined for each priority on subsequent pages)





Barwon Heads Football Club players

## PRIORITY 1

**Continue to enhance the relationship between football and netball, government and community partners in the planning and investment of facilities**

**A collaborative approach to the planning, investment, implementation and activation of football and netball facilities is required to align partner objectives and deliver best possible outcomes.**

**Rate capping, ageing infrastructure, COVID-19, and competing interests for capital investment are key challenges for LGAs. Developing and continuing relationships that encourage multiple investment opportunities and partners, and a strategic approach to facility investment is considered critical to the successful delivery of the Towards 2030 Strategy.**

The G21 and AFL Barwon Towards 2030: Strategy aims to increase participation opportunities, strategic relationships and partnerships with key stakeholders must continue.

LGA's are the major financial sponsor of local sport, and as costs for facility development increase, so does the reliance on external funding partners to ensure successful project delivery.

To reduce overall capital investment requirements, partnerships between all levels of government, as well as clubs, peak sporting bodies and other alternate funding streams must be considered. Collaboration should extend to project partners as well as stakeholders outside of the Strategy's development, including the Department of Education and Training and other state sporting organisation's.

In highlighting the requirement for co-contributions, it is also important that these partners are involved in the planning, delivery and activation of facilities. Collaboration in all phases of facility development will contribute to greater returns on investment and generate positive outcomes for sport and the community post construction.

LGAs are faced with pressure to balance investment across the many facets of the organisation, in a manner that is fair, equitable and based on evidence and need. LGA investment should continue to be supported by State and Federal Government through the provision of additional, and the continuation of existing, funding programs. New funding, or a revised approach to existing models, could consider accepting multiple or bundled funding applications for facility upgrades (e.g. floodlighting), as well as programs that encourage the retention of participants, rather than growth alone. AFL Victoria is currently working with the Victorian Government to review funding programs, and LGAs should be prepared to capitalise on any new or renewed opportunities for investment. This includes undertaking pre-planning and scoping of projects in anticipation of a future funding program announcement. It should be noted that the Victorian Government budget will be known in November 2020, following the endorsement of the draft document. It is recommended that a review of available funding programs following this announcement should be undertaken.



# PRIORITY 1

## Continue to enhance the relationship between football and netball, government and community partners in the planning and investment of facilities

Measures currently undertaken by AFL Victoria to reduce financial burden on Clubs, including the removal of all affiliation fees over the next three years, as well as salary cap reductions, should assist in creating greater opportunities for clubs to make financial contributions to all phases of infrastructure upgrades. In some instances, and within a number of LGAs, club contributions to projects will be considered critical. Continued support from AFL Victoria through resources identified within its *Growing the Heartland Strategy (2017-2022)*, has seen the implementation of specific funding programs and partnerships in facility development. In 2016, AFL Victoria introduced its Community Club Sustainability Program, which saw the introduction of a player points system and player payment rules. This Program reviewed the impact of player remuneration on clubs, and the burden set on volunteers to continually fundraise to generate income for payments. An industry approach and consultation process saw a more regulated process initiated, including across AFL Barwon, that provided a greater focus on pathways, player development and a more balanced and competitive environment. The implementation of a more sustainable system was identified as critical action 1.1 in the initial *2015 Heartland Strategy* which should now see clubs with greater financial capacity to contribute to capital investment, particularly where provision of infrastructure is required beyond core amenities. A measure of success of this initiative, as well as the Strategy, will be the continued and improved capital contributions made towards infrastructure projects by clubs. In addition, the salary cap reduction will also give clubs greater capacity to respond to ongoing challenges, including financial implications due to COVID-19. Furthermore, reducing salary caps in season 2021 has been adopted by AFL Barwon and its affiliated leagues which will see the following changes undertaken:

Key stakeholder relationships were also highlighted as a key priority in the initial Strategy, and the cohesion between project partners attributed greatly to its success. The continued focus on information sharing and collaboration is identified as a critical priority in the Towards 2030 Strategy.

	GFNL AFL	BFNL AFL	GDFL AFL	CDFNL AFL
2020 salary cap	\$145,000	\$110,000	\$90,000	\$80,000
2021 salary cap	\$100,000	\$80,000	\$70,000	\$60,000
Change 2020-21	<31%	<27%	<22%	<25%
	GFNL NETBALL	BFNL NETBALL	GDFL NETBALL	CDFNL NETBALL
2020 salary cap	\$20,000	\$20,000	N/A	N/A
2021 salary cap	\$17,500	\$17,500	N/A	N/A
Change 2020-21	<25%	<25%	-	-

## HOW WILL PRIORITY 1 BE ACHIEVED?

- **Continuation of the annual AFL Barwon Government Forum** for the purposes of monitoring and implementing the Strategy, information sharing and continuing strong stakeholder relationships.
- **Delivery of an annual State of Play Report** to provide an update to project partners on participation trends, annual facility audit findings and Strategy implementation status. State of Play Reports should be presented to the G21 Sport & Recreation Pillar annually.
- **A five (5) year review of the Strategy** to monitor and evaluate it's performance, status and review strategic pillars and actions.
- **Advocacy via the G21 Sport & Recreation Pillar**, including support from AFL Victoria, AFL Barwon and Netball Victoria, **for the continuation of facility investment programs through the Victorian Government.**
- **Partnerships between sport, government and education** (where applicable) in the planning for facility renewal and new developments.
- **The initiation of financial contributions to capital projects at club level**, with the aim of balancing expenditure on player remuneration and contributions to infrastructure development.
- **Advocacy for the initiation and continuation of local level grant programs** that focus on infrastructure development and capacity building.

## HOW WILL SUCCESS BE MEASURED?

- **The successful and timely implementation and monitoring of the G21 AFL Barwon Towards 2030: Strategy.**
- **Strategic investment in facility upgrades** that align with the recommendations within this Strategy.
- **The continuation of the Country Football Netball Program (CFNP)** through the Victorian Government, AFL Victoria and Netball Victoria.
- **Continuation of other eligible infrastructure investment programs** through the Victorian Government that enable greater participation outcomes and partnership opportunities (e.g. Local Sports Infrastructure Fund).
- **Improved relationships between project stakeholders and education providers**, e.g. schools, Department of Education and Training (DET), Victorian School Building Authority (VSBA) and Deakin University to drive collaborative planning, investment and access to facilities.
- **Continuation of local investment programs that target infrastructure upgrades** to improve participation outcomes, facility provision and greater activation of venues.



St Mary's Football Club players

## PRIORITY 2

**Increase the quality, functionality, capacity and sustainability of existing facilities**

**Since 2015, investment into football and netball facilities has occurred in-line with the principles of the initial Strategy; to increase access and the provision of functional, quality facilities that maximise participation opportunities. Increasing the carrying capacity of facilities broadens participation outcomes and the multi-use of venues. Capacity building initiatives such as gender neutral change rooms, sports lighting, playing surface upgrades, access to school facilities and the investigation into alternate playing surfaces contribute to a sustainable game and offer varied opportunities for investment.**

AFL Victoria has expressed a desire for existing facilities to meet preferred minimum standards as outlined within the *AFL Preferred Facilities Guidelines (2019)*. Following recent audits of football and netball facilities across the Barwon region, gaps in provision have been identified. Clubs who occupy facilities that are not meeting recommended guidelines, including gender neutral standards, are recognised as being at a greater disadvantage with limited ability to capitalise on participation growth, and reduced opportunities for the activation of venues.

Diversity in participation is a key growth market for both AFL and netball, and in particular female football, as well as all-abilities, multicultural, Indigenous, FIDA, Auskick, NetSetGO and other modified formats of the game. Ensuring that facilities meet guidelines and expectations including the provision of supporting amenities, adequate sports lighting and amenities for match officials and umpires has never been more important.

The provision of sports lighting beyond training standard to facilitate night games at local venues must be considered in consultation with AFL Barwon, LGAs, Clubs and against a cost benefit analysis. As per the *AFL Preferred Facility Guidelines*, the minimum standard competition lighting for local venues is 100 lux with 150 lux preferred to improve spectator viewing and amenity. The fixturing of night games requires a collaborative approach to assist in managing stakeholder expectations and ensure that any investment

into competition standard lighting is commensurate with the recommendations in this Strategy. Consideration must also be given to each LGA's standard provision of sporting infrastructure across its facility network and in reference to any relevant facility hierarchy. A consistent approach to lighting provision within LGA boundaries however should be taken to ensure equity and transparency.

*AFL Victoria's Growing the Heartland Strategy (2017-2022)* indicates that the provision of good oval lighting goes hand in hand with the right amount of oval provision and is important for all levels of Australian Football. It provides user groups with more opportunity to train and play and assists in ensuring that the use of facilities can be maximised. The installation of higher quality sports lighting assists to grow ground capacity, improve fixturing flexibility and helps to address oval demand. Good quality lighting also extends oval use later into the evening, especially in the winter months, allowing greater programming, flexibility and optimisation of facility use. It is important to balance the many benefits of providing lighting against initial costs and ongoing maintenance and energy costs. A lack of lighting provision can lead to lost opportunities for participation growth as well see ovals being overused and prematurely worn.





Anakie v Grovedale Football Club

The AFL's *Growing the Heartland Strategy* suggests that a plan for the spread of well-located competition standard lit grounds (preferably 150+ lux) should be available, with all community leagues having access to at least one competition lit venue.

The Strategy also indicates that for local level facilities, training standard for sports lighting is 50 lux. For regional or state level venues, this increases to 100 lux. Lighting to training standard is considered a key priority and a core component of any club facility. Any new sports lighting infrastructure development, or redevelopment where capacity permits, should include LED technology, which offers 40% reduced energy consumption, reduced maintenance, spill control and immediate brightness (source: *AFL Preferred Facility Guidelines (2019)*). Whilst the initial capital outlay for LED infrastructure is generally higher than traditional metal halide lighting, cost savings throughout the life of LED assets and the reduced environmental impact, far outweigh initial capital costs.

In addition to increasing facility capacity through infrastructure LGAs, AFL Barwon and Clubs should work collaboratively to meet the changing landscape and demand for football and netball.

This will see a more flexible approach to use being required, with Clubs needing to adapt to varied training nights, times and locations to ensure facility usage can be evenly spread throughout the week.

In regards to netball facilities, a number of local venues are single-court facilities, which limits capacity, programmability

and participation outcomes for clubs and leagues. Single court facilities do not align with recommendations in the *Netball Victoria Facilities Manual (2017)* which notes that two courts for local football and netball clubs are required to cater for training and competition activities (where space and demand permits). The provision of lighting of 100 lux for club netball venues is also considered essential within the Manual for both training and competition.

An additional opportunity to support and strengthen capacity is to facilitate greater access to alternate facilities including schools (both those within new growth areas and those set to be redeveloped). Where identified, joint use agreements with education providers can assist in addressing demand. At times, barriers to utilising school facilities exist due to lack of infrastructure including appropriate lighting and change facilities. The Victorian Government recently released a Joint Ministerial Statement on Physical Activity for Children and Young People, which includes a goal to 'Create Active Communities' through participation in after school hours sport, and through broader community access to school facilities. It is recommended that a regional approach to connecting and partnering with the Department of Education and Training is taken to facilitate future use of school venues. School facilities presently utilised for football and netball within the G21 Region are included within the facility audit analysis in this Report. Where school venues have the opportunity to address facility gaps, a collaborative approach to investment is recommended.

### HOW WILL PRIORITY 2 BE ACHIEVED?

- **Prioritising collaborative investment in facilities which have identified facility gaps in core provision.** This includes facilities which lack adequate gender neutral football and netball player amenities, gender neutral umpire facilities and single court netball facilities.
- **Prioritising investment into sports lighting to training standard commensurate with facility hierarchy,** where lighting does not meet standard and where demand necessitates. Preference to prioritise LED developments over traditional metal halide lighting.
- **Investment in oval upgrades including the conversion to warm season grass surfaces and exploring the use of alternate playing surfaces** such as hybrid and synthetic fields, to improve carrying capacity and to protect against future drought and water restrictions.
- **Increase the use of school facilities and alternate non-traditional venues** to address demand and capacity issues, and undertake a collaborative approach to investment in partnership with the Department of Education and Training.
- **AFL Barwon, Netball Victoria and LGAs to encourage Clubs to consider flexible training and competition venues,** away from their home facility, to help meet demand and over-use of ovals due to high volumes of traffic. This includes the potential use of association netball venues not normally used by club-based netball.
- **LGAs to consider investment into existing underutilised and/or overflow venues,** including the provision of adequate playing surfaces, lighting and basic amenities where demand necessitates.
- **Report annually on the status of football and netball facilities** following annual facility audits and identify the change over time in provision (gaps versus improvements).

### HOW WILL SUCCESS BE MEASURED?

- **Increased provision of existing venues meeting recommended guidelines for core amenity provision.**
- **Improved quality of sports lighting infrastructure and the installation of sports lighting (where lighting is not provided) at existing venues** to improve programmability and capacity.
- **The provision of second netball courts at existing venues** where single courts are currently provided and where need, demand and land availability can be clearly demonstrated.
- **Greater access to schools and other non-traditional venues** and a stronger relationship and increased levels of shared investment with the Department of Education and Training (DET).
- **Activation of underutilised facilities through increased facility provision and greater programmability.**
- **Continued annual audits of all AFL Barwon football and netball facilities by region staff.**



St Mary's v Geelong Amateur Football Club

## PRIORITY 3

### Ensure facilities cater for the diversity of participants playing across the G21 Region

**Since 2015, over \$67M worth of collective investment into football and netball facilities in the G21 Region has occurred. This funding has been contributed through budget allocations, grant funding and local contributions. This expenditure has delivered over 60 projects, all focused on improving the quality and capacity of infrastructure. The redevelopment of change facilities has provided amenities that create better environments for the diversity of participants attracted to the game. A sustained focus on prioritising facility upgrades that are inclusive of all people will be imperative over the next 10 years.**

Female football has become the fastest growing segment of the game, contributing to 53% of total participation growth from 2015-2019 in the Region. Female football now accounts for 15% of total AFL Barwon Club participation in 2019, with 65 teams participating across all five LGAs. In addition, female AFL umpires contribute approximately 10% of the total umpire contingent in AFL Barwon. As participation increases, there will continue to be a strong requirement for the delivery of gender neutral change facilities to cater for this demand. The consistent growth in female participation since 2015 is creating greater expectations on LGAs, and increasing facility gaps which, on most occasions, require significant investment to address. Although substantial progress has been made to address gender neutral provision, 57% of change rooms and 39% of umpire change rooms do not meet the AFL's Preferred Facility Guidelines for female friendly facilities in the Region.

Female friendly infrastructure grants available through AFL Victoria and Sport & Recreation Victoria provide an opportunity for the Region to target facility upgrades where female participation is current or projected. Collaboration with peak sporting bodies that are considered a co-tenant or complimentary to football and netball provides further opportunity to maximise funding opportunities.

The development of gender neutral amenities, including player and umpire facilities, should reference the *AFL Preferred Facility Guidelines (2019)* and *Sport & Recreation Victoria's Female Friendly Sport Infrastructure Guide* to ensure that facilities meet best practice as well as the objectives of potential funding partners.

*Sport & Recreation Victoria's Design for Everyone Guide* aims to instil the principles of Universal Design to make the built environment more simplified and inclusive of as many users as possible. Equitable design, for people of all genders, all abilities and of all cultures should be at the forefront of any design process. Flexibility in changing spaces, adaptability of multi purpose areas and accessible and intuitive layouts will improve the form and function of venues and improve user experience.

In relation to netball facilities, facility audit information indicates that 63% of player change rooms are in good to excellent condition, leaving 37% as potentially requiring improvement. As netball is predominantly a female sport and continues to be a great contributor to female participation across the Region, addressing facility gaps should be afforded equal priority. In addition, the availability of modern, gender neutral umpire amenities will also support the prosperity of the game. Opportunities for shared umpire spaces that can cater for both football and netball could be explored further.





Tom Day Tigers Football Club fans

Over recent years, the use of modular buildings has become a popular option in facility development, enabling outcomes that can be delivered up to 60% faster and at 15-30% less cost than traditional construction (*source: AFL Preferred Facility Guidelines 2019*). Options to utilise modular change rooms to assist in meeting gender neutral amenity shortages, and where additional change room provision is required, should be considered. The use of modular change facilities can also be useful for larger clubs and/or where back to back games are hosted. The AFL in partnership with Ausco Modular has developed designs for local and regional facilities that can easily be adapted to any venue in a cost-effective manner.

As both female and male participation continues to grow throughout G21, competition structures will need to become more responsive to demand. Flexible training and equal opportunities for all participants to train and play on main grounds through innovative fixturing should be considered. Greater use of facilities with identified capacity and appropriate supporting infrastructure should be at the forefront of scheduling, particularly for venues that offer flexibility and cater for the diversity of participants. Further detailed data regarding individual facility audit provision and compliance against the AFL's *Preferred Facility Guidelines* can be found in the Appendices section of this Report.

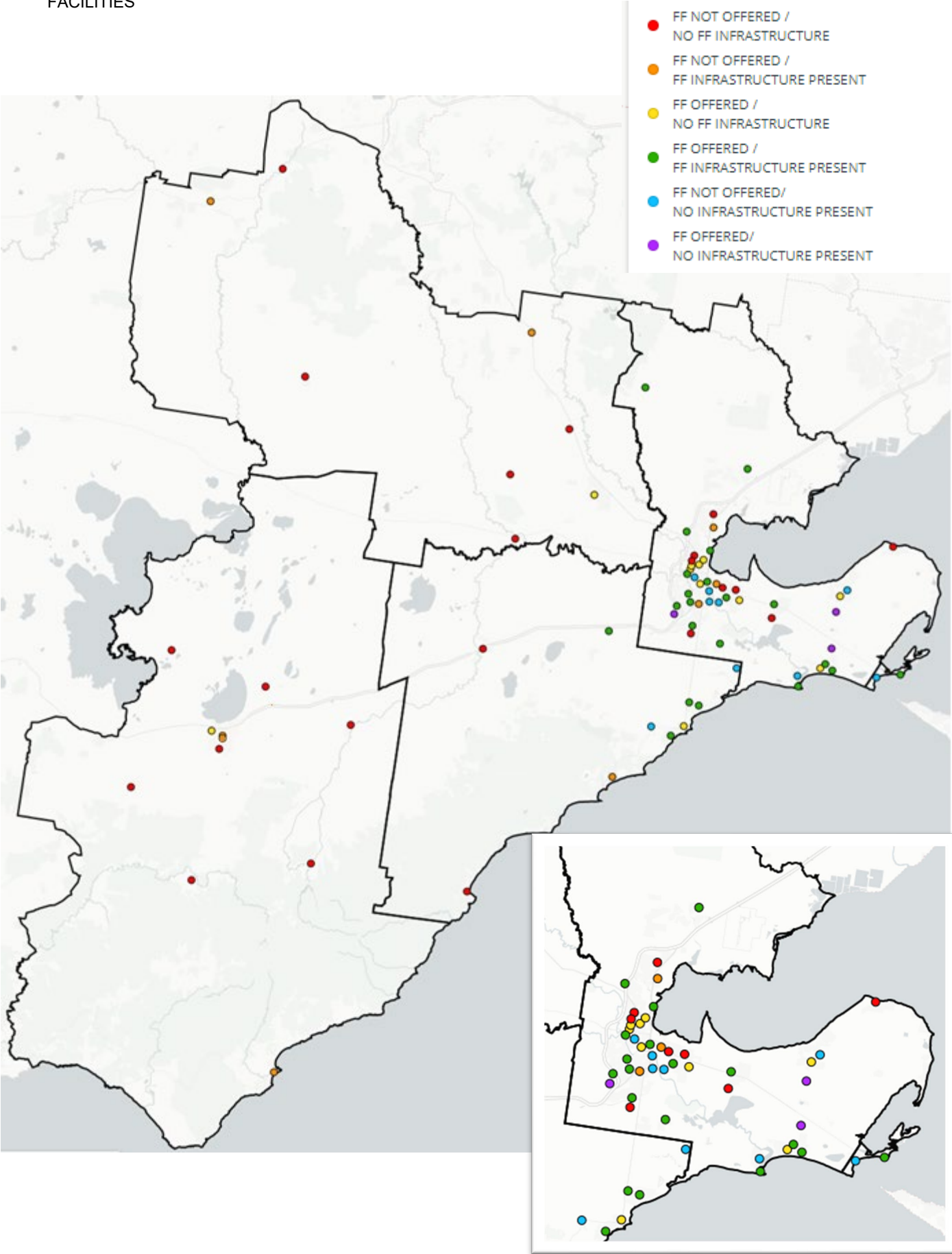
### HOW WILL PRIORITY 3 BE ACHIEVED?

- **Every new or redevelopment football and netball facility will provide gender neutral and accessible facilities** that will support participation for people of all gender, ability and from any culture or background.
- **The AFL's Preferred Facility Guidelines (2019) and Netball Victoria Facilities Manual (2017) will be referenced** in the planning phase for all new or redevelopments of facilities.
- **SRV's Design for Everyone Guide and Female Friendly Sport Infrastructure Guide will be referenced** in the planning phase for all new and redevelopment of facilities.
- **Continuation of grant programs that offer facility funding focussed on inclusivity** and enhancing opportunities for females will be key to successful project delivery.
- **Flexible fixturing and competition structures** will evolve to facilitate and accommodate the growing female participation forecast. Fixturing will be delivered from an equitable standpoint, offering females the same opportunity as men to play and train on the main ground and on traditional training nights.
- **Exploring modular facility construction for new and redeveloped facilities** and/or at venues where participation and capacity requires additional change room infrastructure.

### HOW WILL SUCCESS BE MEASURED?

- **All venues that are used for female football will cater for gender neutral and accessible use and be flexible in design.** This includes for all participants of the game such as players, umpires, officials, coaches and spectators. Target to complete venues which presently offer female football with no infrastructure present including Bakers Oval, Drysdale Recreation Reserve, Elderslie Reserve, Frier Reserve, Grinter Reserve, Herne Hill Reserve, McCartney Oval, Victoria Park (Bannockburn), West Oval and Western Reserve followed by venues which do not have female participation but also do not have female suitable venues (see map on page 48).
- **All netball change and umpire facility provision will be considered in good to excellent condition by 2030.**
- **The delivery of facilities that have flexible spaces to encourage broader multi-use opportunities** both within and outside of traditional sport.

**FIGURE 09 |** CURRENT G21 AFL FEMALE FOOTBALL MAP AND FEMALE FRIENDLY (GENDER NEUTRAL) FACILITIES







Belmont Lions and Corio Community Football Club players

## PRIORITY 4

### Support the capacity building and education of clubs and their people

**Community clubs continue to be the lifeblood of regional and rural areas, driven by dedicated volunteers who are integral to the development of the game. The identification of educational opportunities and partnerships that support and build capacity will continue to contribute to the success of clubs both on and off the field.**

The value that sport brings to communities extends well beyond the playing field, contributing to social outcomes including community cohesion, reduced feelings of isolation, increased civic pride, greater social capital and improved physical and mental health. In 2013, Street Ryan undertook the 'Review of Football in Country Victoria' study which measured the social impacts derived from regional football and netball and found that clubs provided a crucial community service. Particularly in smaller towns, the study found clubs assisted in keeping children and youth engaged and prevented disenfranchisement from the local community.

The COVID-19 pandemic has significantly disrupted the 2020 football and netball season, with the regular (senior) football and netball competition cancelled until 2021. The impact of the pandemic on local sporting clubs will require close monitoring now and into the future by all project partners.

Whilst AFL Victoria, Netball Victoria, AFL Barwon and LGAs are devising strategies for the reopening of facilities, including health and safety protocols, the future viability and sustainability of some clubs as a result of the disruption may not immediately be evident. Other potential financial impacts on clubs including the likelihood of limited sponsorship and other forms of financial support in future seasons is high, with stable sources of income and revenue streams possibly becoming more difficult to secure.

In addition, there is a risk that participants who will not be playing in competition and/or training in 2020, could be less inclined to return once sport resumes. Strategies regarding the re-engagement of participants and the promotion of the game, including the importance of sport for mental and physical wellbeing, should be considered as a critical priority for project partners moving forward.

To support the future sustainability of clubs ongoing, and to deliver other educational and capacity building opportunities, engagement via the new AFL Victoria Club Champion Program will be a critical resource and support service. Beginning in early 2021, the role of Club Champion will be a resource available to regional football commissions, including AFL Barwon, to provide face to face club support to enhance management and community building capabilities.

The current 'Club Health Check' utilised by AFL Victoria and AFL Barwon will be encompassed into the key responsibilities of the Club Champion role, where clubs that are identified as requiring most support will be prioritised. Additional key aims of the Club Champion will be to develop initiatives to assist in club operations including strategic planning, financial management, volunteer engagement and sponsorship acquisition.

AFL Barwon and Netball Victoria are encouraged to work together to implement club development initiatives, particularly where separate football and netball club governance structures exist, to ensure equal representation and contribution.

Prior to the COVID-19 pandemic, a small number of football and netball clubs, mostly located in areas of identified disadvantage and/or where population characteristics are limiting involvement in sport, were experiencing stagnant, fluctuating or declining participation, particularly in junior and female cohorts. Whilst this is in direct contrast to the general trend of increasing participation in G21, further investigation and a strategic, collaborative response should be taken. It is recommended that project partners critically assess the spread of participation in the Region and consider the most appropriate approach to facilitate participation across all locations. Consideration should be given to understanding why disparity in participation occurs and how the equalisation of participation across all clubs and facilities can be addressed. Player pathways from Auskick, NetSetGO, junior through to senior age groups are crucial for player retention and clubs should be supported to enable this to occur. In areas where participation is fluctuating or declining, resources need to be targeted at schools to promote programs and linkages to the local competition.

The initial 2015 Strategy identified that a review of current club and league structures to address and improve sustainability and equalisation should be pursued. Whilst significant progress has been made, revisiting this priority to test that the current structure still reflects the recent evolution of the game and its competition is recommended. Considering the restructure of the competition format at senior level following the salary cap equalisation will be an important next step to ensuring greater sustainability of the game across the Region.

Whilst community and sport development expectations are inherently understood by clubs, they, at times, require further guidance and support to achieve these initiatives. One of the roles of the new AFL Club Champion and Netball Victoria Participation Coordinators is to provide training and education opportunities aimed at building capacity of volunteers. These initiatives however cannot be delivered by these people alone and the importance of continuing to work alongside other project partners including Leisure Networks, Geelong Cats Foundation, LGAs and other peak sporting bodies will continue to be vital.

Due to the current pandemic, there has been a significant reduction in staffing resources across AFL Victoria, Netball Victoria and AFL Barwon in response to the suspension of football and netball at both elite and local levels. Resourcing requirements and the structure of AFL Barwon is expected to be reviewed once play returns.

There is also opportunity to undertake an assessment of the Football Development Manager (FDM) roles to identify where additional resourcing could assist. FDMs are considered key to driving game development however limited resources mean that these core functions, along with other aspirational initiatives, become increasingly difficult to deliver. It is identified that further support in the game development area could assist greatly in the delivery of participation initiatives identified within the Strategy, including for areas experiencing participation stagnation or decline. In addition, the joint and shared planning of club education by FDM's and Participation Coordinators to reduce duplication and create a more efficient and effective training model should be explored.

Any recommendation for development and expansion of the game must include support for officials. This includes umpire recruitment and retention policies, provision of appropriate training facilities and amenities, support for umpire in schools' programs, expanding pathways and encouraging club involvement in developing umpires. AFL Barwon's Umpire Academy's aim to align umpire development programs with Clubs as a way of recruiting, supporting and nourishing umpires through inclusive environments. This initiative should continue to be an integral part of game development for the sport through to 2030, with a greater number of clubs engaged in providing this program. There is also opportunity to engage and recruit a greater number of female AFL umpires. As per page 27 of this report, female umpire participant numbers has remained stable, with approximately 40 female participants in 2015 and 2019. Further attraction and recruitment of female umpires to the game, will support sport's inclusive and diverse profile, and influence more girl's and women to become involved.



AFL Barwon Umpire and East Geelong Football Club player

### HOW WILL PRIORITY 4 BE ACHIEVED?

- **A collaborative and structured approach** including all project partners, affiliated Leagues and club representatives **to understand the ongoing impacts of the COVID-19 pandemic on community football and netball.**
- All project partners including levels of government and sport to collaborate in **engaging with existing participants during the period of competition cessation.**
- **The development of participation strategies and identifying resources to attract participants in areas experiencing decreased or limited participation.**
- **Greater connection and promotion of football and netball amongst schools** and the development of linkages to clubs that can support involvement in traditional competition and other modified formats of the game.
- **Support for umpire leagues in the development of retention and recruitment policies** and identifying initiatives for clubs to actively promote umpiring to their member base, in particular for female umpires.
- **Strong partnerships with LGAs, AFL Barwon, Netball Victoria and Leisure Networks** in the continuation of club development seminars and initiatives to provide education and learning opportunities on a regular basis.
- **Greater allocation of resources** to AFL Barwon to support participation initiatives and club support.

### HOW WILL SUCCESS BE MEASURED?

- **Retention of football and netball participants following the COVID-19 pandemic** into season 2021 and 2022.
- **The delivery of quarterly club development seminars** in partnership with LGAs, Leisure Networks, AFL Barwon and Netball Victoria. These seminars should aim to provide education to clubs that encapsulates information to improve and implement healthy sports environments, infrastructure planning processes and improved club administration.
- **Deliver the Club Champion Program through the appointment of the Club Champion position** to assist in development initiatives including sustainability, governance, financial, volunteerism and administration.
- **Completion of strategies to stimulate participation in areas of decline**, targeting school programs and as a key opportunity to increase participation at club level.
- **Greater involvement and engagement with current and prospective umpires** including increased club engagement with the AFL Barwon Umpire Academy program to encourage participation, recruitment and retention of officials.





Torquay Tigers Football Netball Club –  
Spring Creek Reserve

# PRIORITY 5

## Plan and develop facilities in growth and priority areas across the G21 Region

**Population growth is predicted for the G21 Region, particularly within the City of Greater Geelong, Surf Coast Shire and Golden Plains Shire to 2030. This will affect future football and netball participation, and place increased demand for the improvement of existing facilities and new venues in greenfield development sites.**

- Since 2015, an additional 9 AFL Ovals and 4 Netball Courts have been delivered across G21, including:
- 2 Ovals and 2 Netball Courts at Armstrong Creek East Sporting Precinct (Armstrong Creek)
  - 1 Oval and 2 Netball Courts at Sovereign Drive (Armstrong Creek)
  - 1 Oval at Banyul-Warri Fields (Torquay)
  - 2 Ovals at Drysdale Sporting Precinct (Drysdale)
  - 1 Oval at Oakdene Estate (Ocean Grove)
  - 1 Oval at Bannockburn P-12 College (Bannockburn)
  - 1 Oval at Deakin University (Waurin Ponds)

The development of additional facilities has assisted greatly in addressing demand as identified in the initial Strategy. Updated population forecasts for G21 in the Towards 2030 Strategy identify that access to approximately 16 additional AFL Ovals and 26 netball courts across the Region to 2030 is required (using the recommended benchmark population ratio). This forecast is based on demographic changes as well as analysing the projected market for football and netball. A detailed analysis of facility provision forecasts by Region and LGA can be found in the Appendices section of this Report.

AFL’s recommended best practice ratio of 1 oval to 7 teams has also been utilised for comparison within the LGA facility forecast (also found in the Appendices section of this Report). This ratio provides another

comparison and benchmark for stakeholders in understanding potential oval access requirements should this ratio be considered.

Facility provision forecasts and ratios used throughout to identify playing surface requirements should not be used as a standalone measure, and consideration regarding the access to existing facilities, their capacity, geographic spread and current usage should be afforded. Consideration to improving playing surfaces and associated infrastructure can also extend the programable hours of a facility and assist in addressing additional demand. A case study outlining the benefits of improved oval playing surfaces can be found in the Appendices section of this Report.

Current ratios for football used throughout this Report indicate that there is generally an adequate number of ovals, aligning to the recommended AFL ratio of 1 oval to 5,000 people across all LGAs.

Netball court provision ratios used throughout this Report indicate that 3 of 5 G21 LGAs are currently exceeding the recommended ratio of 1 court per 60 players for regional and rural areas. Within these LGAs, there may be an immediate requirement for access to, or the provision of, additional facilities to meet demand. The Appendices section of this Report outlines the projected participation growth and court requirements for each LGA to 2030. Again, these forecasts must be considered against current supply, condition, access and usage to existing facilities.

In addition, the use of existing indoor venues for netball should be considered to support demand. The use of indoor venues for club based netball however is only endorsed by Netball Victoria for training and development programs, not competition.

The regional netball venue at Kardinia Park is currently utilised for both club based netball as well as association netball, and court and facility provision has been considered within the audits in the Appendices section of this Report. Future upgrades to the complex will be considered within the Kardinia Park Master Plan which is currently underway.

Any future facility development recommendations should consider the impacts on existing provision ratios. Where an oversupply of facilities is evident, increasing the capacity of existing facilities or the possible repurposing of underutilised venues should be pursued prior to the development of new venues.

Planning of greenfield sites where LGAs have control over facility provision should consider the projected need of the sport and work to reduce any gaps in infrastructure. As a minimum, LGAs experiencing population growth may consider the installation of at least one synthetic field (as it is the equivalent to three natural turf ovals) combined with options for hybrid turf at other venues to meet increased demand. In addition, synthetic facilities also provide opportunity for use by other sports (e.g. hockey, soccer, cricket). Most oval access requirements to 2030 is centered around the City of Greater Geelong and its growth areas with access to an additional 12 ovals required across six identified planning areas. The Appendices section of this Report provides a detailed forecast of AFL oval projections by planning area for the Greater Geelong municipality.

The planning and development of any new playing fields and venues will need to maximise shared usage for sports outside of football and netball and be flexible enough to meet the changing needs of the community. The delivery of any new local level multi-use facilities should consist of two ovals or surfaced areas which can accommodate full sized AFL ovals, as well as two lit netball courts to maximise viability of the venue. AFL Victoria recommends the development of two oval (or multi oval) venues in new developments to support more sustainable clubs and multi use outcomes. Two oval sites enable a club to grow and spread usage across playing fields and provides better economies of scale in terms of supporting infrastructure. Whilst single oval facilities can be considered important, particularly in LGAs where population forecasts are limited, in areas of growth and heightened demand, multi-oval venues should be given preference. Existing single oval facilities, if adequate demand and suitable infrastructure is

provided, should continue to be considered integral in a facility network for overflow, training and junior football uses.

The success of sport, particularly within new clubs and facilities, relies on well coordinated on and off-field activities. The importance of establishing well run clubs and empowered volunteers will contribute to the outcomes of a venue and create better return on investment. Guiding documents such as the City of Greater Geelong's Armstrong Creek Sports Development Plan outlines a consolidated approach to the initiation of sport including establishing and growing participation, people and partnerships, creating viable clubs and the appropriate resourcing for delivery. Where new facilities are identified between 2020-2030, the creation of sport development documents should be considered to ensure the successful initiation and grassroots facilitation of the game.

Prioritising local infrastructure projects should be measured against the recommendations within this Strategy, LGA strategic planning and capital works budget cycles, external funding availability and the Project Development Framework for Clubs on page 93. The Framework provides an outline of expectations and guidance to ensure that any club driven project is developed in a robust manner and in consultation with project partners. Any proposal will be subject to available funding and the capacity of project partners to prioritise investment.

Finally, project stakeholders will need to continually monitor football and netball participation and plan accordingly. The initiation of the annual State of Play Report, as identified in Priority 1, by AFL Barwon will ensure there is a collective understanding of participation trends across the Region. This will be essential to support the identification of facility investment priorities.

### HOW WILL PRIORITY 5 BE ACHIEVED?

- **Utilising participation projections and provision projections progressively provide additional access to 16 AFL ovals and 26 netball courts to 2030 across the Region** in line with population and participation projections for both sports.
- **G21 LGA's, AFL Barwon and AFL Victoria partner to investigate options for the installation of a synthetic oval for the region** and identify a suitable location and potential funding models.
- **LGAs to work collaboratively with greenfield developers and AFL Barwon** in the identification and provision requirements of football and netball facilities.
- **Initiate a region based, collaborative approach to the Victorian School Building Authority (VSBA)** regarding new school facilities and their capacity to assist in addressing demand.
- **AFL Barwon, Netball Victoria, Leisure Networks and LGAs to work collaboratively on sport development strategies for growth areas and new facilities** that will facilitate best participation and facility usage outcomes.

### HOW WILL SUCCESS BE MEASURED?

- **Access to an additional 8 AFL ovals and 14 netball courts to 2025** along with an additional 2,000 AFL and 850 netball participants across the Region.
- **Access to an additional 8 AFL Ovals and 12 netball courts from 2025-2030** along with an additional 1,800 AFL and 740 netball participants across the Region.
- **Strong participation, occupation and usage of newly developed facilities** through strategies that drive grassroots club development.



St Mary's Football Club player





Colac Imperials Football Club player

# PRIORITY 6

Identify the location, role and function of regional level facilities and a secure a long-term plan for the Regional Administration Centre

The initial 2015 Strategy identified three regional venues for the Region which, through increased capacity and infrastructure provision, can service higher levels of participation, spectators and events. All three regional venues have since been upgraded or are underway, which will see AFL Barwon well serviced to 2030.

The development of Regional Administration Centre's (RAC) and Hubs for Commissions is a priority within AFL Victoria's Growing the Heartland Strategy. The current home of AFL Barwon at Highton Reserve presents limitations and a long-term plan for a RAC is required. The initial Strategy identified potential venues for a future RAC which should continue to be pursued.

The three identified regional level venues in the initial 2015 Strategy are soon to be delivered, commensurate with regional facility provision. These three venues are:

- Spring Creek Reserve (Torquay)
- Colac Central Reserve (Colac)
- West Oval (Geelong West)

The completion of these upgrades now meets the recommended requirement for regional facility provision over the next 10 years, and aligns with AFL Victoria's *Growing the Heartland Strategy*; that each league requires access to at least one regional venue. All three facilities now provide a higher standard of infrastructure and will host larger numbers of spectators. Regional facilities will be prioritised and scheduled for higher level games and events, particularly those outside of local competition, over other venues. Since 2015, the Elite Sporting Precinct at Deakin University has come to fruition, which includes an MCG-sized oval and floodlighting.

This facility should now be recognised as playing a regional role also in the network of G21 facilities. Further negotiation and partnerships with AFL Barwon, LGAs and Deakin regarding access to this venue for local and regional use should be pursued.

As identified in the 2015 Strategy, oval usage at Simonds Stadium, the only AFL Standard facility in the Region, is generally considered at capacity. This limits community access and heightens the importance of the identified regional venues and their ability to service events and competitions including VFLW, NAB League, Marsh Community Series and AFL Barwon finals.

AFL Barwon currently operate from Highton Reserve, sharing the facility with NAB League team the Geelong Falcons. Highton Reserve is classified as a local level venue and has limited capacity due to it being a single oval facility with seasonal access.

The development of a long-term plan for an AFL Barwon RAC continues to be a priority in the Towards 2030 Strategy, which would provide a facility that can house AFL Barwon staff, including League administrators, as well as services for growing participation, talent pathways, coaching and other club education. A single location for the administration of football and netball will create efficiencies and collaboration and replace any duplication in effort.

The requirement for a RAC to provide talent pathways is essential and balancing the needs of elite teams and players whilst continuing access for community programs must be considered equally. The significant advantage of the existing relationship and connection with AFL Barwon and the Geelong Falcons is recognised, and the opportunity for the future RAC to incorporate facilities that cater for the many facets of both football as well as netball should be pursued.

The development of a RAC would ideally be at a non-aligned venue with access to multiple playing surfaces for football and netball. As indicated in AFL Victoria's *Growing the Heartland Strategy*, on-site region commission staff could provide added value through assistance with ground management, program delivery and scheduling, increasing shared use and other outcomes which can be challenging in traditional club tenancy models.

It is recommended that a feasibility study be undertaken in conjunction with project partners for the identification of the most suitable location for the RAC moving forward. The feasibility study should highlight the need for a collaborative approach to investment through partners including AFL Victoria, Geelong Falcons and AFL Barwon. Any long-term option for a RAC should also include planning for an improved Centre of Excellence for the Geelong Falcons.



Lara Football Club player

# PRIORITY 6

Identify the location, role and function of regional level facilities and a secure a long-term plan for the Regional Administration Centre

## HOW WILL PRIORITY 6 BE ACHIEVED?

- **Completion of all three regional level facility upgrades and the increased programming of these venues** for higher level events and games.
- **The activation of Deakin University as a regional level venue**, particularly once change room facilities are provided.
- **AFL Barwon to commission a feasibility study, in conjunction with project partners, to investigate and recommend the best long term home for a RAC.**
- **Investment into the preferred identified RAC requires multiple investment partners** including AFL Victoria, AFL Barwon and Geelong Falcons.

## HOW WILL SUCCESS BE MEASURED?

- **Through the increased usage of the three identified regional facilities identified and the Deakin University facility.**
- **The completion of a long term feasibility study identifying the future RAC location in the Region.**
- **The development of a RAC that is funded through a collaborative approach a number of responsible project partners.**



# STRATEGY IMPLEMENTATION

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

## INITIATE

Planning the scoping and timing of strategic directions, programs, activities and service provision.

## DELIVER

Delivery of strategic directions, activities and services.

## SUPPORT

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

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 along with the expected delivery timeframe. A description of each priority level is provided below.

**It is recommended that a five (5) year review of the Strategy be undertaken to monitor, evaluate and ensure the currency of priorities and actions**



North Geelong Football Club player

CRITICAL ACTION
A direction that has a serious impact on ongoing service delivery and without achievement other priorities cannot be progressed or will be severely hindered in their implementation.
HIGH
A direction that has a high level of impact that must be prioritised to ensure the successful delivery, implementation and success of the Strategy.
MEDIUM
A direction that contributes to meeting the overall Strategy objectives.
LOW
A direction that contributes to overall Strategy improvement activities.
ONGOING
A direction that will require ongoing commitment of sport and government stakeholders.

# KEY STAKEHOLDER IMPLEMENTATION RESPONSIBILITIES

**The G21 and AFL Barwon Towards 2030: Strategy has highlighted a range of critical issues that AFL Barwon and G21 LGA's face regarding growth in football and netball participation and the need to prioritise and plan for infrastructure upgrades and new development. The following project partners will be imperative to the Strategy's delivery. The role of each partner in the Strategy's implementation is summarised below.**

## AFL BARWON

AFL Barwon will play a lead role in coordinating and supporting the implementation of Strategy recommendations including club development initiatives, as well as supporting infrastructure projects and directing regional staff work plans and priorities.

The most critical roles of AFL Barwon will be in driving a return to play strategy and engagement of participants following the COVID-19 pandemic. This will include monitoring the financial status of clubs from season 2021 and beyond. AFL Barwon will need to work in partnership with stakeholders in supporting strategic planning and financial management processes at club level. In addition, the fixturing of games to accommodate for increased demand, including female participation, to maximise usage of venues and offer alternate facilities where available. For higher level events and competitions, including finals, AFL Barwon should look to maximise use of the Region's identified regional level venues.

AFL Barwon will need to bring the regional football and netball community together, assist in prioritising recommendations and advocate to LGA stakeholders for financial and resource support to deliver key actions. Without AFL Barwon's drive and commitment to these reforms, successful implementation cannot be achieved.

## LOCAL GOVERNMENT

The five G21 LGAs have a core responsibility to directly deliver football and netball infrastructure planning, improvement and revitalisation actions, as well as support participation and club development initiatives.

LGAs will need to focus on the implementation of Critical Action Plans, as well as support regional objectives through policy adoption and development and in prioritising and securing partner investment.

Via the G21 Sport and Recreation Pillar and through internal LGA governance structures, LGAs are encouraged to adopt strategy objectives and priorities and utilise them as the basis for future local planning regarding football and netball.

## LEISURE NETWORKS

Leisure Networks play a crucial role in providing support, education and capacity building of clubs and their administrators. Their expertise in delivering participation programs and assisting to create welcoming, inclusive, sustainable and healthy sporting environments will be key to achieving several updated Strategy recommendations.

## AFL VICTORIA

AFL Victoria will play a support role in action implementation. They will also have an active and direct role in staffing of game development and promotional activities. In addition, AFL Victoria should provide support in sustainability initiatives including player points and salary cap systems that enable regional commissions to implement successfully.

AFL Victoria will promote statewide strategies for regional and local implementation, including club health checks, regional planning, annual facility auditing, professional development and education programs, and advocating for the continuation of the Country Football Netball Funding Program (CFNP) and other relevant funding programs.

## NETBALL VICTORIA

Netball Victoria will play a support role in action implementation, but also have an active and direct role in staffing of game development and promotional activities, and supporting regional partners to meet their community, development and infrastructure aspirations. Netball Victoria's commitment to supporting continuation of the CFNP is also essential.

Netball Victoria will have a role assisting grass roots netball growth and development at a local level, supporting competition and club structure review, assisting with grants and facility development and ensuring statewide strategies for netball are implemented. Netball Victoria also plays a crucial role in working with AFL Barwon in the resumption of sport following COVID-19.

## CLUBS

Clubs' commitment to delivering and supporting football and netball in a changed environment is critical. Specific to strategy implementation, clubs will need to participate in Club Health Checks, professional development and education programs, openly provide information to other regional stakeholders on strategic planning and financial management and commit to supporting proposed new governance processes and activities, in addition to standard club operational requirements. Critical to infrastructure improvement will be the capacity for clubs to financially plan for and invest in projects. Regional implementation of female football, grassroots programs and modified formats of the game will continue to be core development opportunities for clubs to expand their member base and grow their club.

## STATE / FEDERAL GOVERNMENT

Government will play a key support role in the funding of strategic initiatives, and in promoting the benefits of the G21 and AFL Barwon Towards 2030: Strategy throughout other Victorian regions. It will also be responsible for ensuring continued focus is provided on the delivery of strategy actions for greater benefit of the G21 Region. Government will be relied upon to support sport, the game and its facilities return to play through funding and other initiatives.

## EDUCATION PROVIDERS

Schools within the Region will have a key role in growing participation through embracing programs offered by AFL Barwon, AFL Victoria, Netball Victoria and umpire leagues. School capabilities to accommodate increased access to school grounds and amenities where there is high usage will also be essential if sport growth initiatives are to be maximised. The Victorian School Building Authority and Department of Education and Training will be beneficial in discussions around the delivery of new school facilities and facilitating access to existing venues, in partnership with sport and LGAs.

Other providers such as Deakin University will be relied upon to facilitate access to existing facilities to assist in building the capacity of the facility network.



Modewarre Netball Club player



## STRATEGIC PRIORITY #1 – IMPLEMENTATION PLAN

**Continue to enhance the relationship between football / netball, government and community partners in planning and investment of facilities**

STRATEGIC DIRECTIONS	PRIORITY	DIRECTION OBJECTIVE	STAKEHOLDER RESPONSIBILITY		
			INITIATOR	DELIVERER	SUPPORTERS
1.1 AFL Barwon to continue to host the annual AFL Barwon Government Forum to monitor and deliver the actions identified within the 2020 Strategy and to build stakeholder relationships and collaboration with project partners.	Critical	Annually	AFL Barwon	AFL Barwon	AFL Victoria, Netball Victoria, Leisure Networks, Deakin University, Sport & Recreation Victoria, LGAs
1.2 Project partners and the G21 Sport & Recreation Pillar to work collaboratively in advocating for the continuation of existing, and identification of alternate, funding streams to support infrastructure investment, including the Country Football and Netball Program (CFNP).	Critical	Immediate	G21 Sport & Recreation Pillar	G21 Sport & Recreation Pillar, LGAs	AFL Barwon, AFL Victoria, Netball Victoria, Sport & Recreation Victoria
1.3 AFL Barwon to initiate the development of an annual State of Play Report to outline participation trends, facility compliance, new development initiatives and the implementation of the Strategy. The State of Play Report should be shared with project partners either via the Government Forum or via the G21 Sport & Recreation Pillar annually.	Critical	Annually	AFL Barwon	AFL Barwon & Netball Victoria	LGAs, Leisure Networks, G21 Sport & Recreation Pillar, Sport & Recreation Victoria
1.4 AFL Barwon in partnership with Clubs initiate and outline the importance of the requirement of club contributions towards facility development, particularly when provision beyond core amenities is being sought.	High	Via quarterly Club Development Seminars	AFL Barwon	AFL Barwon	AFL Victoria, Netball Victoria, LGAs, Clubs
1.5 Project partners to educate venue users on the benefits of collaborative planning of sporting facilities and accessing school venues via successful case studies.	High	Through the G21 Sport & Recreation Pillar quarterly meetings	G21 Sport & Recreation Pillar, LGAs	LGAs & AFL Barwon	AFL Victoria, Netball Victoria, Schools
1.6 AFL Victoria to continue capital investment grant programs outside of the Country Football Netball Program (CFNP) that can contribute towards new and redevelopment of facilities.	High	2020 to 2030	AFL Victoria	AFL Victoria	AFL Barwon, Netball Victoria

## STRATEGIC DIRECTION #2 – IMPLEMENTATION PLAN

**Increase the quality, functionality, capacity and sustainability of existing facilities.**

STRATEGIC DIRECTIONS	PRIORITY	DIRECTION OBJECTIVE	STAKEHOLDER RESPONSIBILITY		
			INITIATOR	DELIVERER	SUPPORTERS
2.1 Utilising facility audit information provided within the Strategy, prioritise collaborative investment with project partners into core facility upgrades where facility gaps are evident.	Critical	80% of all player and umpire change facilities to meet gender neutral, accessible and universal design requirements by 2030.	AFL Barwon, LGAs	LGAs, AFL Barwon, AFL Victoria, Netball Victoria	Sport & Recreation Victoria
2.2 A collective, region-based approach with project partners to develop partnerships with schools to advocate for access to facilities where adequate provision is available to meet demand. Consider collaborative investment into school facilities where increased usage outcomes can be demonstrated, and promote and advertise accordingly.	Critical	Prior to the resumption of season, identify a collective approach to improve partnerships with schools to assist in meeting demand.	AFL Barwon, Netball Victoria, LGAs	AFL Barwon, LGAs, Department of Education and Training	AFL Victoria, Netball Victoria, Deakin University
2.3 Develop all facilities to include lighting to a minimum training level standard – this will help to alleviate demand and capacity issues experienced across the Region.	Critical	Utilising the facility audit information in the Appendices of this Report, upgrade facilities where need and demand necessitate as funding becomes available.	AFL Barwon, Netball Victoria, LGAs	AFL Barwon & LGA's	Sport & Recreation Victoria, AFL Victoria
2.4 AFL Barwon and LGAs to work in partnership in the fixturing of night games to ensure venues that have competition lighting capacity are prioritised. Should existing competition lit facilities not suffice, project partners to collaboratively identify venues which should have lighting provision increased.	Medium	Annually through fixturing and scheduling of competition by AFL Barwon.	AFL Barwon, Netball Victoria, LGAs	AFL Barwon & LGA's	Sport & Recreation Victoria, AFL Victoria, Netball Victoria

## STRATEGIC DIRECTION #2 – IMPLEMENTATION PLAN

**Increase the quality, functionality, capacity and sustainability of existing facilities.**

STRATEGIC DIRECTIONS	PRIORITY	DIRECTION OBJECTIVE	STAKEHOLDER RESPONSIBILITY		
			INITIATOR	DELIVERER	SUPPORTERS
2.5 AFL Barwon and LGAs to promote and educate clubs on the use of overflow and alternate non-traditional venues to accommodate training and to reduce the over-use of ovals. Investment into non-aligned venues with required ground surface, lighting and basic amenities to assist and support identified demand.	Medium	Utilising AFL Barwon's club correspondence and educational tools.  LGAs to consider facility audit information within this report and identify non-aligned and/or underutilised venues that could be enhanced to support overflow use.	AFL Barwon, LGAs	AFL Barwon, LGAs, Department of Education and Training	AFL Victoria, Netball Victoria, Clubs
2.6 AFL Barwon and project partners including LGAs to support, encourage and provide feedback on strategic club-driven infrastructure development plans and encourage the identification of cash and/or in-kind contributions.	Medium	Using the club project development framework in the Appendices of this Report.	AFL Barwon, LGAs	AFL Barwon, LGAs	AFL Victoria, Netball Victoria, Leisure Networks and Clubs



## STRATEGIC PRIORITY #3 – IMPLEMENTATION PLAN

Ensure facilities cater for the diversity of participants playing across the G21 Region.

STRATEGIC DIRECTIONS	PRIORITY	DIRECTION OBJECTIVE	STAKEHOLDER RESPONSIBILITY		
			INITIATOR	DELIVERER	SUPPORTERS
3.1 All new and redeveloped facilities must meet the requirements in the AFL's Preferred Facility Guidelines including the provision of gender neutral facilities for football and netball players as well as umpires.	Critical	100% of new football and netball player and umpire change room developments must be gender neutral. LGAs to update any local strategies and policies to reflect this position.	AFL Barwon	LGAs	Sport & Recreation Victoria, AFL Victoria, Netball Victoria
3.2 In conjunction with facility audit data, female participation information and map on page 48, prioritise gender neutral facility developments that address facility gaps.	Critical	Upgrade facilities that have existing female football participation but which are not gender neutral as priority. These venues include; Bakers Oval, Drysdale Reserve, Elderslie Reserve, Frier Reserve, Grinter Reserve, Herne Hill Reserve, McCartney Oval, Victoria Park, West Oval and Western Reserve	LGAs, AFL Barwon, Netball Victoria, AFL Victoria	LGAs	Sport & Recreation Victoria
3.3 In conjunction with facility audit data, continue to improve the quality of netball player and umpire change facilities in the Region to enhance participant experience and opportunity	Critical	All netball player and umpire change facilities to be considered in good to excellent condition by 2030.	LGAs, AFL Barwon, Netball Victoria, AFL Victoria	LGAs	Sport & Recreation Victoria
3.4 AFL Barwon to continue to investigate and implement an approach to flexible fixturing models to support participation growth, equity in access to and the demand for facilities.	Medium	Season by season approach	AFL Barwon	AFL Barwon	LGAs, Netball Victoria, Clubs

STRATEGIC PRIORITY #3 – IMPLEMENTATION PLAN

Ensure facilities cater for the diversity of participants playing across the G21 Region.

STRATEGIC DIRECTIONS	PRIORITY	DIRECTION OBJECTIVE	STAKEHOLDER RESPONSIBILITY		
			INITIATOR	DELIVERER	SUPPORTERS
3.5 Consider modular facilities as an alternate to traditional construction where applicable and to assist in servicing increased demand including where back to back games are played.	Medium	Project specific consideration	LGAs, AFL Barwon, AFL Victoria	LGAs	Sport & Recreation Victoria
3.6 Include multi-use and flexible design spaces in change rooms and social room developments that can be modified for a range of uses and that will encourage broader community use.	Medium	Project specific consideration	LGAs	LGAs, AFL Barwon Netball Victoria, AFL Victoria	Sport & Recreation Victoria

## STRATEGIC PRIORITY #4 – IMPLEMENTATION PLAN

### Support the capacity building and education of clubs and their people

STRATEGIC DIRECTIONS	PRIORITY	DIRECTION OBJECTIVE	STAKEHOLDER RESPONSIBILITY		
			INITIATOR	DELIVERER	SUPPORTERS
4.1 Project partners to set up a COVID-19 working group to establish a return-to-play timeline which includes strategies for engagement of participants during competition cessation and the ongoing monitoring of club health from season 2021 onwards.	Critical	Immediate	AFL Barwon	AFL Barwon, AFL Victoria, Netball Victoria	LGAs, Leisure Networks, Deakin University
4.2 LGAs, AFL Barwon and Leisure Networks, identify vulnerable areas experiencing participation decline. Develop participation strategies that identifies actions for improvement, resource requirements and a focus on school participation and linkages.	Critical	Immediate	AFL Barwon	AFL Barwon, LGAs, Leisure Networks	Netball Victoria, AFL Victoria, Sport & Recreation, Department of Education and Training
4.3 AFL Victoria, Netball Victoria and AFL Barwon to work collaboratively in clarifying human resource allocation following COVID-19. An assessment and opportunity to further review and support the FDM roles should be explored further.	Critical	2020/21	AFL Victoria, AFL Barwon, Netball Victoria	AFL Victoria, AFL Barwon, Netball Victoria	LGAs
4.4 AFL Barwon and LGAs collaborate in analysing the impacts of COVID-19 on clubs once regular play resumes. This analysis should extend to all five municipalities and in areas of identified growth, decline and stagnation.	High	2021	AFL Barwon, LGAs	Netball Victoria, AFL Victoria, Leisure Networks	Sport & Recreation Victoria, Clubs
4.5 AFL Barwon and AFL Victoria to revisit salary and points cap to reduce financial burden on clubs from season 2021.	High	Prior to 2021 season	AFL Victoria, AFL Barwon	AFL Victoria, AFL Barwon	Clubs



## STRATEGIC PRIORITY #4 – IMPLEMENTATION PLAN

### Support the capacity building and education of clubs and their people

STRATEGIC DIRECTIONS	PRIORITY	DIRECTION OBJECTIVE	STAKEHOLDER RESPONSIBILITY		
			INITIATOR	DELIVERER	SUPPORTERS
4.6 LGAs, AFL Barwon and Leisure Networks partner to deliver quarterly (or as agreed) club development seminars either as a Region or per each individual LGA. Seminars to focus on the delivery of information relating to items such as governance, volunteer retention, diversity and inclusion, financial management, infrastructure planning, infrastructure use and participation strategies.	High	Quarterly Club Development Seminars	LGAs, AFL Barwon, Leisure Networks	AFL Victoria, Netball Victoria	Sport & Recreation Victoria, Clubs
4.7 New Club Champion role implemented to support and target the identified most vulnerable clubs and assist in enhancing club operations, capacity building and compliance.	High	New Club Champion role implemented.	AFL Victoria, AFL Barwon, Leisure Networks	AFL Barwon, Netball Victoria	LGAs, Clubs
4.8 AFL Barwon to revisit current club and league structure to continue to assist in club sustainability and competition equalisation. This includes critically assessing the spread of participation across the Region and ways to evenly distribute players between clubs.	Medium	Ongoing	AFL Barwon	AFL Victoria, Netball Victoria	Clubs
4.9 Continue to provide linkages and connections with AFL Barwon Umpire Academies which attract, sustain and grow participation, particularly in female umpiring.	Medium	Ongoing	AFL Barwon	AFL Barwon	Clubs

STRATEGIC PRIORITY #5 – IMPLEMENTATION PLAN

Plan and develop facilities in growth and priority areas across the G21 Region.

STRATEGIC DIRECTIONS	PRIORITY	DIRECTION OBJECTIVE	STAKEHOLDER RESPONSIBILITY		
			INITIATOR	DELIVERER	SUPPORTERS
5.1 LGAs, AFL Barwon and project partners successfully provide access to additional football and netball facilities identified by LGA in the Appendices of this Report.	Critical	Access to an additional 8 Ovals and 14 Courts by 2025  Access to an additional 8 Ovals and 12 Courts by 2030 (in addition to those identified to 2025)	LGAs	LGAs, AFL Barwon	AFL Victoria, Netball Victoria, Sport & Recreation Victoria, Victorian Government
5.2 AFL Barwon, Netball Victoria, Leisure Networks and LGAs to develop sport development strategies to identify, develop and support newly established clubs in new facilities, particularly within growth areas.	High	As new facilities are planned and funded	AFL Barwon	Netball Victoria, AFL Victoria, LGAs	Leisure Networks, Clubs
5.3 LGAs, AFL Barwon and project partners to preference the development of multi-oval facilities over single oval facilities in growth areas consistent with the AFL Growing the Heartland Strategy.	Medium	As population and participation projections necessitate	AFL Barwon	AFL Barwon, LGAs, Clubs	AFL Victoria, Netball Victoria

## STRATEGIC PRIORITY #6 – IMPLEMENTATION PLAN

Identify the location, role and function of regional level facilities and a secure a long-term plan for the Regional Administration Centre

STRATEGIC DIRECTIONS	PRIORITY	DIRECTION OBJECTIVE	STAKEHOLDER RESPONSIBILITY		
			INITIATOR	DELIVERER	SUPPORTERS
6.1 AFL Barwon and LGAs utilise and program the three identified regional level facilities; Spring Creek Reserve, Colac Central Reserve and West Oval to host higher level games and/or events.	Critical	Through AFL Barwon fixturing and opportunity for higher level event hosting	AFL Barwon	AFL Barwon, LGAs, Netball Victoria	Clubs
6.2 AFL Barwon and AFL Victoria undertake a feasibility study in collaboration with project partners to identify the ideal location of a future long-term RAC.	Critical	End of 2021	AFL Barwon, AFL Victoria	AFL Barwon, AFL Victoria	Netball Victoria, LGAs, Geelong Falcons, Deakin University, Sport & Recreation Victoria
6.3 AFL Barwon and AFL Victoria in consultation with project partners initiate an advocacy document to guide the co-investment into the future identified RAC	High	Prior to November 2022	AFL Barwon, AFL Victoria	AFL Barwon, AFL Victoria	Netball Victoria, LGAs, Geelong Falcons, Deakin University, Sport & Recreation Victoria
6.4 AFL Barwon, LGAs and Deakin University to work in collaboration to facilitate access to the oval and facilities at the Waurn Ponds campus to assist in additional provision across the network.	Medium	Prior to 2021 season	AFL Barwon	Deakin University, LGAs	Clubs





# APPENDICES

Grovedale v Portarlington Netball Club



# G21 POPULATION AND PARTICIPATION FORECASTS

St Mary's v Bell Park Netball Club



# G21 POPULATION FORECAST

The following population forecast for the G21 Region summarises the expected trends by LGA to 2025 and 2030 respectively. The percentage of male and female population is included along with the anticipated projection for people aged between 5-39 which is considered the key participation market for sport.

LGA	Population			Change in Total Population 2019-2025		% Change Total Population 2025-2030		Overall Change in population 2019-2030	
	2019	2025	2030	# of persons	pop % change	# of persons	pop % change	# of persons	pop % change
Colac-Otway	21,685	22,846	23,943	+1,161	5.4%	+1,097	4.8%	+2,258	10.4%
Golden Plains	23,384	26,356	28,939	+2,972	12.7%	+2,627	9.8%	+5,555	23.7%
Greater Geelong	257,181	292,855	324,289	+35,674	13.9%	+31,434	10.7%	+67,108	26.1%
Surf Coast	32,654	37,193	41,051	+4,539	13.9%	+3,858	10.4%	+8,397	25.7%
Queenscliffe	2,940	3,083	3,127	+143	4.9%	+44	1.4%	+187	6.4%
TOTAL	337,844	382,333	421,349	+44,489	13.1%	+39,060	10.2%	83,505	24.7%

LGA	2019 Population		2025 Population		2030 Population		No. of persons aged between 5-39 in 2025		No. of persons aged between 5-39 in 2030	
	% Male	% Female	% Male	% Female	% Male	% Female	# of persons	% of total pop	# of persons	% of total pop
Colac-Otway	49.8%	50.2%	49.8%	50.2%	49.6%	50.4%	8,821	38.6%	9,177	38.3%
Golden Plains	51.2%	48.8%	51.2%	48.8%	51.1%	48.9%	11,517	43.7%	12,551	43.4%
Greater Geelong	48.8%	51.2%	48.6%	51.4%	48.5%	51.5%	132,706	45%	147,326	45.4%
Surf Coast	50%	50%	49.9%	50.1%	49.8%	50.2%	14,946	40%	16,289	39.6%
Queenscliffe	46.7%	53.3%	47.1%	52.9%	47.1%	52.9%	866	28%	797	25%
TOTAL	49.3%	50.7%	49.32%	50.68%	49.22%	50.78%	168,856	39.06%	186,140	38.34%

Population data and forecasted projections has been sourced from *forecast.id* for Geelong, Surf Coast, Golden Plains and Colac Otway Shires. Vic in Future population data and projections has been utilised for Queenscliffe. Population projections utilised throughout this report are based on available projections from March 2020. It should be noted that population data from these sources is updated on an annual or bi-annual basis and therefore the projections within this report are subject to change.

# G21 PARTICIPATION FORECAST BY LGA

The tables below provides participation comparisons using registered winter season football and netball participants between 2015 and 2019 for AFL Barwon (by G21 LGA). Participation projections to 2025 and 2030 are provided by applying the five-year historical rate of change.

## FORECASTED ADDITIONAL FOOTBALL PARTICIPANTS 2019-2030

LGA	Population		2019 Participation Rate (club participation / G21 population)	Total registered AFL players		Change in registered players 2015-2019	Rate of Change in Participation 2015-2019 (%)	Estimated Change ( +/- ) in Registered Players	
	2019	2025		2015	2019			2019-2025	2019-2030
Colac Otway	21,685	22,846	8.29%	1,527	1,797	+270	17.68%	+96	+187
Golden Plains*	23,384	26,356	3.52%	576	824	+248	43.06%	+105	+194
Greater Geelong	257,181	292,855	4.4%	8,365	11,509	+3,163	37.90%	+1,596	+3,003
Surf Coast Shire	32,654	37,193	6.2%	1,697	2,024	+327	19.27%	+281	+520
Queenscliffe	2,940	3,083	9.0%	230	266	+36	15.65%	+13	+17
TOTALS	337,844	382,333		12,395	16,420	+4,044		+2,091	+3,921

## FORECASTED ADDITIONAL NETBALL PARTICIPANTS 2019-2030

LGA	Population		2019 Participation Rate (club participation / G21 population)	Total registered netball players		Change in registered players 2015-2019	Rate of Change in Participation 2015-2019 (%)	Estimated Change ( +/- ) in Registered Players	
	2019	2025		2015	2019			2019-2025	2019-2030
Colac Otway	21,685	22,846	3.84%	103	832	+729	707.77%	+45	+87
Golden Plains*	23,384	26,356	0.92%	200	216	+16	8.00%	+27	+51
Geelong	257,181	292,855	1.77%	3,078	4,555	+1,477	47.99%	+632	+1,189
Surf Coast Shire	32,654	37,193	3.00%	337	980	+643	190.8%	+136	+252
Queenscliffe	2,940	3,083	5.71%	179	168	-11	-6.15%	+8	+11
TOTALS	337,844	382,333		3,897	6,751	+2,854		+848	+1,590

\*participation includes those within AFL Barwon only, does not include Golden Plains Shire participants competing within the AFL Goldfields region





# G21 LGA FOOTBALL - NETBALL FACILITY CONDITION RATINGS

St Albans Football Netball Club –  
St Albans Recreation Reserve

# CURRENT FACILITY CONDITION RATINGS

## Criteria for Rating Facility Infrastructure and Amenities

Indicates <b>core provision</b> strongly aligns with all requirements
Indicates <b>core provision</b> does not meet or is below requirements
A '-' in the table indicates that there is <b>no facility present</b>

AFL CLUB FACILITIES	
MAIN PAVILION (out of 10)	
Excellent condition (as new)	10
Good condition (some wear)	8
Moderate condition (considerable wear but still comfortable for users)	6
Poor (multiple quality issues identified)	4
Very poor (multiple quality issues identified, and immediate intervention required)	2
CHANGE ROOMS (out of 10 for each change facility)	
Excellent condition (as new)	10
Good condition (some wear)	8
Moderate condition (considerable wear but still comfortable for users)	6
Poor (multiple quality issues identified)	4
Very poor (multiple quality issues identified, and immediate intervention required)	2
GENDER NEUTRAL/FEMALE FRIENDLY – score for Change Room 1 and Change Room 2	
Yes – Gender Neutral compliance (including pan toilets, cubicle showers and a safe, modern environment)	2
No – Gender Neutral compliance (facility does not meet above standards)	0
UMPIRE FACILITIES (out of 10)	
Excellent condition (as new)	10
Good condition (some wear)	8
Moderate condition (considerable wear but still comfortable for users)	6
Poor (multiple quality issues identified)	4
Very poor (multiple quality issues identified, and immediate intervention required)	2
GENDER NEUTRAL/FEMALE FRIENDLY – Umpire Facilities	
Yes – Gender Neutral compliance (including pan toilets, cubicle showers and a safe, modern environment)	2
No – Gender Neutral compliance (facility does not meet above standards)	0
AFL PLAYING FIELD	
OVAL SURFACE CONDITION (out of 10)	
Excellent condition (as new)	10
Good condition (some wear)	8
Moderate condition (considerable wear but still playable)	6
Poor (multiple quality issues identified)	4
Very poor (multiple quality issues identified, and immediate intervention required)	2

CENTRE WICKET PROFILE	
No pitch or drop in wicket	6
Turf wicket well maintained	5
Synthetic pitch	4
Turf wicket with some coverage and hardness issues	0
IRRIGATION (out of 2)	
Automatic Irrigation	2
Hose / manual watering	1
No irrigation	0
Unable to make accurate assessment	0
OVAL FENCING (out of 2)	
Yes	2
No	0
PLAYING FIELD LIGHTING (out of 15)	
150-300 lux	15
50-99 lux	10
Less than 50 lux	5
Lighting not provided but is required	0
Lighting not provided and not required (i.e. overflow or junior only venue)	0

NETBALL FACILITIES	
NETBALL CHANGE FACILITY (out of 10)	
Excellent condition (as new)	10
Good condition (some wear)	8
Moderate condition (considerable wear but still comfortable for users)	6
Poor (multiple quality issues identified)	4
Very poor (multiple quality issues identified, and immediate intervention required)	2
OVERALL NETBALL COURT CONDITION (out of 10)	
Excellent condition (as new)	10
Good condition (some wear)	8
Moderate condition (considerable wear but still playable)	6
Poor (multiple quality issues identified)	4
Very poor (multiple quality issues identified, and immediate intervention required)	2
NETBALL COURT LIGHTING (out of 15)	
100-200 lux	15
50– lux	10
No lighting	0
Unable to provide accurate assessment	0
COURT RUN OFF COMPLIANCE	
Meets minimum requirements	2
Does not meet minimum requirements	0

Facility	Main pavilion / social room out of 10	Change Room 1 (Home) out of 10	Change Room 1 Gender Neutral Yes = 2 No = 0	Change Room 2 (Away) out of 10	Change Room 2 Gender Neutral Yes = 2 No = 0	Umpire Facilities out of 10	Umpire Facilities Gender Neutral Yes = 2 No = 0	Total AFL Club Facilities Score out of 46	Oval Surface Condition out of 10	Centre Wicket Profile out of 6
CITY OF GREATER GEELONG										
Anakie Reserve*	6	10	YES	10	YES	10	YES	42	8	4
Armstrong Creek East	10	10	YES	10	YES	10	YES	46	8	4
Bakers Oval	6	6	NO	-	-	6	NO	18	8	4
Belmont Common	4	-	-	-	-	-	-	4	8	4
Breakwater Reserve	6	-	-	-	-	-	-	6	8	4
Burdoo Reserve*	10	8	NO	8	YES	6	YES	36	8	5
Christian College	-	6	YES	6	NO	-	-	14	6	6
Collendina Reserve***	6	8	YES	8	YES	4	NO	30	6	4
Deakin University	-	-	-	-	-	-	-	0	10	6
Drysdale Primary**	-	-	-	-	-	-	-	0	6	4
Drysdale Reserve	6	4	NO	4	NO	4	NO	18	8	4
Drysdale Sport Precinct*	-	8	YES	8	YES	8	YES	30	8	6
Elderslie Reserve	10	8	NO	8	NO	8	YES	36	8	4
Ervin Reserve	6	6	NO	6	NO	-	-	18	6	4
Estuary Boulevard*	-	6	NO	-	-	-	-	6	6	4
Frier Reserve**	6	6	NO	6	NO	-	-	18	8	5
Grinter Reserve*	6	4	NO	6	NO	2	NO	18	8	5
Hamlyn Park	6	6	NO	6	NO	8	YES	28	8	5
Herne Hill Reserve	10	10	YES	10	YES	10	YES	46	8	4
Highton Reserve	8	6	YES	8	YES	-	-	26	8	5
Howard Harmer	8	6	YES	6	YES	2	YES	28	6	6
Hurst Reserve	6	6	NO	6	NO	-	-	18	4	0
Kardinia Park West	10	6	YES	6	YES	6	YES	34	6	5
Lara Reserve	8	8	YES	2	NO	8	YES	30	8	5
Leopold Memorial	8	10	YES	10	YES	8	NO	40	8	0
McDonald Reserve	8	8	YES	6	NO	8	YES	34	8	5
Myers Reserve	6	8	YES	6	YES	8	YES	34	4	5
Oakdene Estate	-	-	-	-	-	-	-	0	10	6
Ocean Grove Memorial	6	4	NO	4	NO	2	NO	16	6	4
Osborne Park	10	10	YES	10	YES	6	YES	42	8	5
Portarlinton Reserve	8	6	NO	4	NO	6	NO	24	8	4
Queens Park	8	10	YES	10	YES	10	YES	44	8	5
Richmond Oval	8	8	YES	8	YES	2	NO	30	8	5
Shell Reserve*	8	2	NO	2	NO	2	NO	14	6	5
Shell Road Reserve	10	10	YES	10	YES	10	YES	46	8	4

\*indicates facility redevelopment currently underway

\*\*indicates junior only venue

indicates overflow venue i.e. no tenant club



Facility	Irrigation Automatic = 2 Manual = 1 None = 0	Oval Fencing Yes = 2 No = 0	Playing Field Lighting out of 15	Total AFL Playing Field Score out of 35	Netball Change Facility Score out of 10	Overall Netball Court Condition out of 10	Netball Court Lighting out of 15	Court run off Meets requirement = 2 Does Not Meet = 0	Total Netball Facilities Score out of 37	Overall Facility Score out of 118
CITY OF GREATER GEELONG										
Anakie Reserve*	2	2	10	26	10	8	15	2	35	103
Armstrong Creek East	2	2	15	31	10	10	15	2	37	114
Bakers Oval	2	2	10	26	-	-	-	-	-	44
Belmont Common	0	0	5	17	-	-	-	-	-	21
Breakwater Reserve	2	0	0	14	-	-	-	-	-	20
Burdoo Reserve	2	2	15	32	8	2	0	0	10	78
Christian College	0	0	0	12	-	-	-	-	-	26
Collendina Reserve**	2	2	10	24	-	-	-	-	-	54
Deakin University	2	2	15	35	-	-	-	-	-	35
Drysdale Primary**	0	0	0	10	-	-	-	-	-	10
Drysdale Reserve	2	2	5	21	6	8	15	2	31	70
Drysdale Sport Precinct	2	2	15	33	-	-	-	-	-	63
Elderslie Reserve	2	2	10	26	6	8	-	2	16	78
Ervin Reserve	0	0	0	10	-	-	-	-	-	28
Estuary Boulevard	2	2	0	14	-	-	-	-	-	20
Frier Reserve**	2	2	0	17	-	-	-	-	-	35
Grinter Reserve	2	2	15	32	10	8	15	2	35	85
Hamlyn Park	2	2	15	32	6	8	15	0	29	89
Herne Hill Reserve	2	2	10	26	10	10	15	2	37	109
Highton Reserve	2	2	15	32	-	-	-	-	-	58
Howard Harmer	0	2	10	24	10	10	10	2	32	84
Hurst Reserve	0	2	0	6	-	10	-	0	10	34
Kardinia Park West*	2	2	15	30	4	10	15	2	31	95
Lara Reserve*	2	2	15	32	2	4	5	0	11	73
Leopold Memorial	2	2	10	22	10	10	15	2	37	99
McDonald Reserve	2	2	10	27	10	10	15	2	37	98
Myers Reserve	2	2	10	23	10	6	-	2	18	75
Oakdene Estate	2	2	0	20	-	-	-	-	-	20
Ocean Grove Memorial	2	2	5	19	6	-	-	-	6	41
Osborne Park	2	2	15	32	8	10	-	2	20	94
Portarlinton Reserve	2	2	15	31	10	10	-	2	22	67
Queens Park	2	0	15	30	8	8	15	0	31	105
Richmond Oval	2	2	10	27	6	8	15	2	31	88
Shell Reserve*	2	2	10	25	6	6	10	0	22	61
Shell Road Reserve	2	2	15	31	8	10	15	2	35	112

\*indicates facility redevelopment currently underway

\*\*indicates junior only venue

indicates overflow venue i.e. no tenant club

Facility	Main pavilion / social room out of 10	Change Room 1 (Home) out of 10	Change Room 1 Gender Neutral Yes = 2 No = 0	Change Room 2 (Away) out of 10	Change Room 2 Gender Neutral Yes = 2 No = 0	Umpire Facilities out of 10	Umpire Facilities Gender Neutral Yes = 2 No = 0	Total AFL Club Facilities Score out of 46	Oval Surface Condition out of 10	Centre Wicket Profile out of 6
CITY OF GREATER GEELONG										
South Barwon Reserve**	-	-	-	-	-	-	-	0	6	4
Sovereign Drive	-	8	NO	-	-	-	-	8	10	4
St Albans Reserve	10	10	YES	10	YES	10	YES	46	10	5
St Joseph's College	-	-	-	-	-	-	-	0	6	4
Thomson Reserve	10	8	NO	8	NO	8	NO	34	8	5
West Oval	10	10	YES	10	YES	10	YES	46	8	5
Windsor Park	6	8	YES	6	YES	8	YES	34	8	4
Winter Reserve	10	10	YES	10	YES	8	YES	44	6	5
SURF COAST SHIRE										
Banyul-Warri Fields	10	10	YES	10	YES	10	YES	46	8	4
Bellbrae Reserve**	-	-	-	-	-	-	-	0	6	4
Bob Pettit Reserve	6	8	YES	8	YES	8	YES	36	4	4
Connewarre Reserve**	-	-	-	-	-	-	-	0	6	0
Eastern Reserve	10	8	NO	6	NO	2	NO	26	8	4
Ellimatta Reserve	10	10	YES	10	YES	10	YES	46	8	4
Mt Moriac Reserve	10	10	YES	8	YES	8	YES	42	6	4
Quay Reserve	8	10	YES	10	YES	10	YES	44	6	4
Spring Creek Reserve	8	6	NO	6	NO	10	YES	32	8	0
Stribling Reserve*	8	8	NO	8	NO	8	YES	34	8	4
COLAC OTWAY SHIRE										
Alvie Reserve	10	6	NO	6	NO	6	NO	28	6	4
Apollo Bay Reserve	6	4	YES	2	YES	6	YES	24	6	4
Birregurra Reserve	4	2	NO	2	NO	4	NO	12	6	4
Central Reserve	10	10	YES	10	YES	10	YES	46	10	6
Colac Lake Oval	6	2	NO	2	NO	-	-	10	8	4
Colac Secondary**	10	8	YES	8	YES	8	YES	40	6	4
Forrest Reserve	2	4	NO	4	NO	6	NO	16	6	4
Gellibrand Reserve	6	4	NO	4	NO	2	NO	16	4	6
Irrewillipe Reserve	2	2	NO	2	NO	2	NO	8	8	4
Elliminyt Reserve	6	6	NO	6	NO	4	NO	22	6	4
Warrowie Reserve	6	6	NO	6	NO	4	NO	22	4	4
Western Reserve	6	6	NO	6	NO	4	NO	22	10	4

\*indicates facility redevelopment currently underway or due to commence

\*\*indicates junior only venue

indicates overflow venue i.e. no tenant club

indicates umpire training venue

Facility	Irrigation Automatic = 2 Manual = 1 None = 0	Oval Fencing Yes = 2 No = 0	Playing Field Lighting out of 15	Total AFL Playing Field Score out of 35	Netball Change Facility Score out of 10	Overall Netball Court Condition out of 10	Netball Court Lighting out of 15	Court run off Meets requirement = 2 Does Not Meet = 0	Total Netball Facilities Score out of 37	Overall Facility Score out of 118
CITY OF GREATER GEELONG										
South Barwon Common**	0	0	10	20	-	-	-	-	-	20
Sovereign Drive	2	2	10	28	-	4	0	2	6	42
St Albans Reserve	2	2	15	34	8	10	15	2	35	115
St Joseph's College	1	2	0	13	-	-	-	-	-	13
Thomson Reserve	2	2	15	32	8	8	15	0	31	97
West Oval	2	2	15	32	8	8	15	2	33	111
Windsor Park	2	2	15	31	4	6	-	2	12	77
Winter Reserve	2	2	15	30	2	10	15	2	29	103
SURF COAST SHIRE										
Banyul-Warri Fields	1	2	15	30	-	8	15	2	25	101
Bellbrae Reserve**	0	0	0	10	-	-	-	-	0	10
Bob Pettit Reserve	0	2	10	20	-	-	-	-	0	56
Connewarre Reserve**	0	0	0	6	-	-	-	-	-	6
Eastern Reserve	2	2	15	31	10	8	0	2	20	77
Ellimatta Reserve	1	2	15	30	6	6	15	2	29	105
Mt Moriac Reserve	2	2	5	19	10	8	15	2	35	96
Quay Reserve	0	0	15	25	-	-	-	-	-	69
Spring Creek Reserve	2	2	15	27	10	10	15	2	37	96
Stribling Reserve	2	2	15	31	10	10	0	2	22	87
COLAC OTWAY SHIRE										
Alvie Reserve	0	2	5	17	8	6	0	0	14	59
Apollo Bay Reserve	0	2	10	22	4	8	0	0	12	58
Birregurra Reserve	1	2	5	18	8	10	15	2	29	59
Central Reserve	2	2	15	35	10	10	15	2	35	116
Colac Lake Oval	2	2	0	16	-	-	-	-	-	26
Colac Secondary**	0	0	0	10	-	-	-	-	-	50
Forrest Reserve	0	2	5	17	6	10	15	2	33	66
Gellibrand Reserve	0	2	5	17	8	10	15	2	35	68
Irrewillipe Reserve	0	2	5	19	4	10	15	2	35	62
Elliminyt Reserve	1	2	5	18	8	8	10	0	26	66
Warrowie Reserve	1	2	5	16	6	10	15	2	33	71
Western Reserve	2	2	10	28	4	6	10	0	20	70

\*indicates facility redevelopment currently underway

\*\*indicates junior only venue

indicates overflow venue i.e. no tenant club

indicates umpire training venue

Facility	Main pavilion / social room out of 10	Change Room 1 (Home) out of 10	Change Room 1 Gender Neutral Yes = 2 No = 0	Change Room 2 (Away) out of 10	Change Room 2 Gender Neutral Yes = 2 No = 0	Umpire Facilities out of 10	Umpire Facilities Gender Neutral Yes = 2 No = 0	Total AFL Club Facilities Score out of 46	Oval Surface Condition out of 10	Centre Wicket Profile out of 6
GOLDEN PLAINS SHIRE										
Don Wallace Reserve	6	4	NO	4	NO	-	-	14	6	4
Inverleigh Reserve*	6	4	NO	4	NO	4	NO	18	10	4
Lethbridge Reserve**	6	6	NO	6	NO	4	NO	22	8	4
Linton Reserve	6	6	YES	6	YES	8	NO	30	8	4
Meredith Reserve	6	8	YES	8	YES	8	YES	36	6	4
Rokewood Reserve	6	4	NO	4	NO	4	NO	18	8	4
Victoria Park	8	8	YES	8	YES	8	YES	38	10	4
Woody Yaloak Reserve	8	6	NO	6	NO	8	YES	30	8	4
BOROUGH OF QUEENSCLIFFE										
Queenscliffe Reserve	10	8	YES	8	NO	10	YES	40	8	4
Royal Park	-	-	-	-	-	-	-	0	8	4

\*indicates facility redevelopment currently underway

\*\*indicates junior only venue

Note: The oval at Bannockburn P-12 College (Golden Plains Shire) is not included within facility audit data as it is presently not used for AFL Barwon club competition. The oval has been included in the provision ratios for Golden Plains Shire on page 31.



Facility	Irrigation Automatic = 2 Manual = 1 None = 0	Oval Fencing Yes = 2 No = 0	Playing Field Lighting out of 15	Total AFL Playing Field Score out of 35	Netball Change Facility Score out of 10	Overall Netball Court Condition out of 10	Netball Court Lighting out of 15	Court run off Meets requirement = 2 Does Not Meet = 0	Total Netball Facilities Score out of 37	Overall Facility Score out of 118
GOLDEN PLAINS SHIRE										
Don Wallace Reserve	2	2	5	19	-	-	-	-	-	33
Inverleigh Reserve	2	2	15	33	8	10	15	2	35	86
Lethbridge Reserve	2	2	0	16	-	-		-	-	38
Linton Reserve	2	2	15	31	2	8	10	2	22	83
Meredith Reserve	1	2	10	23	-	4	15	0	19	78
Rokewood Reserve	2	2	15	31	8	8	15	2	33	82
Victoria Park	2	2	15	33	8	10	15	2	35	106
Woody Yaloak Reserve	2	2	10	26	-	8	10	0	18	74
BOROUGH OF QUEENSCLIFFE										
Queenscliffe Reserve	2	2	10	26	10	10	15	2	37	103
Royal Park	0	2	0	14	-	-	-	-	-	14

\*indicates facility redevelopment currently underway

\*\*indicates junior only venue

Note: The oval at Bannockburn P-12 College (Golden Plains Shire) is not included within facility audit data as it is presently not used for AFL Barwon club competition. The oval has been included in the provision ratios for Golden Plains Shire on page 31.



# G21 LGA FOOTBALL - NETBALL FACILITY PROVISION FORECASTS

Armstrong Creek Sharks Football Netball Club –  
Armstrong Creek East Sporting Precinct

# COLAC OTWAY

## FACILITY PROVISION PROJECTIONS – 2019 TO 2030

AFL	
2019 population	21,685
2025 population	22,846
2030 population	23,943
2019 AFL Barwon Club Players	1,797
2019 participation rate	8.29%
2025 total projected players	1,893
2030 total projected players	1,984
Additional AFL teams in 2025	4
Additional AFL teams in 2030	4
Recommended oval provision ratio	1 : 5,000
Additional oval access 2025 by population	0.2
Additional oval access 2030 by population	0.2
Total additional oval access by population	0.4
AFL recommended team to oval provision ratio	1 oval : 7 teams
Additional oval access by 2025 by additional teams	0.6
Additional oval access by 2030 by additional teams	0.6
Total additional oval access by additional teams	1.2
Current provision ratio of AFL ovals in LGA	1 : 1,971

NETBALL	
2019 Netball Players	832
2019 participation rate	3.84%
2025 total projected players	877
2030 total projected players	919
Additional Netball Players to 2025	45
Additional Netball Players to 2030	42
Netball Court Provision Ratio	1 : 60 players
Additional netball court access 2025 by players	0.8
Additional netball court access 2030 by players	0.7
Total additional netball court access by players	1.5
Current provision of Netball Courts in LGA	1 : 52

# GOLDEN PLAINS\*

## FACILITY PROVISION PROJECTIONS – 2019 TO 2030

AFL	
2019 population	23,384
2025 population	26,356
2030 population	28,939
2019 AFL Barwon Club Players	824
2019 participation rate	3.52%
2025 total projected players	929
2030 total projected players	1,020
Additional AFL teams in 2025	4
Additional AFL teams in 2030	4
Recommended oval provision ratio	1 : 5,000
Additional oval access 2025 by population	0.6
Additional oval access 2030 by population	0.5
Total additional oval access by population	1.1
AFL recommended team to oval provision ratio	1 oval : 7 teams
Additional oval access by 2025 by additional teams	0.6
Additional oval access by 2030 by additional teams	0.6
Total additional oval access by additional teams	1.2
Current provision ratio of AFL ovals in LGA	1 : 2,126
NETBALL	
2019 Netball Players	216
2019 participation rate	0.92%
2025 total projected players	243
2030 total projected players	267
Additional Netball Players to 2025	27
Additional Netball Players to 2030	24
Netball Court Provision Ratio	1 : 60 players
Additional netball court access 2025 by players	0.5
Additional netball court access 2030 by players	0.4
Total additional netball court access by players	0.9
Current provision of Netball Courts in LGA	1 : 20 players

\*participation projections for Golden Plains Shire is for those competing within the AFL Barwon competition. It does not include forecasts for other AFL regions operating within the municipality including AFL Goldfields



# GREATER GEELONG

## FACILITY PROVISION PROJECTIONS – 2019 TO 2030

AFL	
2019 population	257,181
2025 population	292,855
2030 population	324,289
2019 AFL Barwon Club Players	11,509
2019 participation rate	4.48%
2025 total projected players	13,105
2030 total projected players	14,512
Additional AFL teams in 2025	<b>65</b>
Additional AFL teams in 2030	<b>56</b>
Recommended oval provision ratio	1 : 5,000
Additional oval access 2025 by population	7.1
Additional oval access 2030 by population	6.3
Total additional oval access by population	<b>13.4</b>
AFL recommended team to oval provision ratio	1 oval : 7 teams
Additional oval access by 2025 by additional teams	9.3
Additional oval access by 2030 by additional teams	8
Total additional oval access by additional teams	<b>17.3</b>
Current provision ratio of AFL ovals in LGA	1 : 3,839
NETBALL	
2019 Netball Players	4,555
2019 participation rate	1.77%
2025 total projected players	5,187
2030 total projected players	5,744
Additional Netball Players to 2025	632
Additional Netball Players to 2030	557
Netball Court Provision Ratio	1 : 60 players
Additional netball court access 2025 by players	10
Additional netball court access 2030 by players	9.3
Total additional netball court access by players	<b>19.3</b>
Current provision of Netball Courts in LGA	1 : 70 players

LGA	2019 population	2025 population	2030 population	2019 AFL Barwon Club Players	Participati on rate (2019)	2025 Projected Players	2030 Projected Players	Additional AFL teams in 2025	Additional AFL teams in 2030	Total additional AFL teams	Recomm ended Populatio n Provision Ratio	Additional oval access 2025 by population	Additional oval access 2030 by population	Total additional oval access by population	AFL Recomm ended Oval Player Provision Ratio	Additional Ovals Required 2025 Team	Additional Ovals Required by 2030 Team	Total additional oval access by Team
Colac-Otway	21,685	22,846	23,943	1,797	8.29%	1,893	1,984	4	4	8	1 : 5,000	0.2	0.2	0.4	1 : 7 teams	0.6	0.6	1.2
Golden Plains*	23,384	26,356	28,939	824	3.52%	929	1,020	4	4	8	1 : 5,000	0.6	0.5	1.1	1 : 7 teams	0.6	0.6	1.2
Greater Geelong	257,181	292,855	324,289	11,509	4.48%	13,105	14,512	64	56	120	1 : 5,000	7.1	6.3	13.4	1 : 7 teams	6.4	5.6	17.3
Surf Coast	32,654	37,193	41,051	2,024	6.20%	2,305	2,544	11	10	21	1 : 5,000	0.9	0.8	1.7	1 : 7 teams	1.1	1	3
Queenscliffe	2,940	3,083	3,127	266	9.05%	279	283	1	0	1	1 : 5,000	0.03	0.008	0.04	1 : 7 teams	0.1	0	0.1
TOTAL	337,844	382,333	421,349	16,420		18,511	20,343	84	74	158		8.8	7.8	16.6		8.4	7.4	22.8

LGA	2019 Netball Players	Participation Rate (2019)	2025 Projected Players	2030 Projected Players	Additional Netball Players in 2025	Additional Netball Players in 2030	Total additional Netball Players	Netball Court Provision Ratio	Additional Courts Required by 2025 Players	Additional Courts Required by 2030 Players	Total additional courts by Players
Colac-Otway	832	3.84%	877	919	45	42	87	1 : 60 players	0.8	0.7	1.5
Golden Plains*	216	0.92%	243	267	27	24	51	1 : 60 players	0.5	0.4	0.9
Greater Geelong	4,555	1.77%	5,187	5,744	632	557	1,189	1 : 60 players	10	9.3	19.3
Surf Coast	980	3.00%	1,116	1,232	136	116	252	1 : 60 players	2.2	1.8	4
Queenscliffe	168	5.71%	176	179	8	3	11	1 : 60 players	0.1	0.05	0.15
TOTAL	6.751		7,599	8,341	848	742	1,590		13.6	12.25	25.85

Planning Area – City of Greater Geelong	Planning Area #	2019 population	2025 population	2030 population	2019 AFL Players	Penetration Rate (2019)	2025 Projected Players	2030 Projected Players	Additional Players 2025	Additional Players in 2030	Additional Teams in 2025	Additional Teams in 2030
Armstrong Creek, Marshall - Charlemont	1	10973	21078	30234	492	4.48%	945	1356	453	411	18	35
Barwon Heads - Connewarre - Breamlea, Ocean Grove, Rural Bellarine Peninsula	2	24108	27606	29477	1537	6.38%	1760	1879	223	119	9	14
Clifton Springs, Curlewis, Drysdale - Bellarine	3	16120	19494	22599	608	3.77%	735	852	127	117	5	10
Portarlington, St Leonards - Indented Head	4	7877	9031	10062	245	3.11%	281	313	36	32	1	3
Leopold	5	13354	13836	15217	596	4.46%	618	679	22	62	1	3
Newcomb - Moolap, St Albans Park, Thomson - Breakwater, Whittington	6	18088	18960	19395	699	3.86%	733	750	34	17	1	2
Grovedale, Mount Duneed, Waurrn Ponds	7	23221	29242	34022	1105	4.76%	1392	1619	287	227	11	21
Belmont, Highton - Wandana Heights - Ceres	8	37776	41168	42231	1848	4.89%	2014	2066	166	52	7	9
East Geelong, Geelong - South Geelong - Drumcondra	9	11778	13009	14122	585	4.97%	646	701	61	55	2	5
Geelong West - Manifold Heights, Newtown	10	20879	21477	22031	1251	5.99%	1287	1320	36	33	1	3
Bell Park, Bell Post Hill, North Geelong - Rippleside	11	15055	15953	18011	381	2.53%	404	456	23	52	1	3
Hamlyn Heights, Herne Hill - Fyansford	12	10713	11871	13219	457	4.27%	506	564	49	58	2	4
Corio, Norlane - North Shore	13	25023	26121	26699	621	2.48%	648	663	27	14	1	2
Lara	14	17550	19122	20552	841	4.79%	916	985	75	69	3	6
Lovely Banks - Batesford - Moorabool, Rural North	15	4665	4888	6422	303	6.50%	317	417	14	100	1	5
Total		257,181	292,855	324,289	11,569	4.5%	13,202	14,620	1,633	1,417	18	35

Planning Area – City of Greater Geelong	Planning Area #	Additional ovals 2025 by population*	Additional ovals 2030 by population*	Total additional oval access by population 2019-2030*	Access to additional ovals 2025 by teams**	Access to additional ovals 2030 by teams**	Total additional oval access by teams 2019-2030**
Armstrong Creek, Marshall - Charlemont	1	2.0	1.8	3.8	2.6	2.4	3.5
Barwon Heads - Connewarre - Breamlea, Ocean Grove, Rural Bellarine Peninsula	2	0.7	0.4	1.1	1.3	0.7	1.4
Clifton Springs, Curlewis, Drysdale - Bellarine	3	0.7	0.6	1.3	0.7	0.7	1.0
Portarlington, St Leonards - Indented Head	4	0.2	0.2	0.4	0.1	0.3	0.3
Leopold	5	0.1	0.3	0.4	0.1	0.3	0.3
Newcomb - Moolap, St Albans Park, Thomson - Breakwater, Whittington	6	0.2	0.1	0.3	0.1	0.1	0.2
Grovedale, Mount Duneed, Waurm Ponds	7	1.2	1.0	2.2	1.6	1.4	2.1
Belmont, Highton - Wandana Heights - Ceres	8	0.7	0.2	0.9	1.0	0.3	0.9
East Geelong, Geelong - South Geelong - Drumcondra	9	0.2	0.2	0.5	0.3	0.4	0.5
Geelong West - Manifold Heights, Newtown	10	0.1	0.1	0.2	0.1	0.3	0.3
Bell Park, Bell Post Hill, North Geelong - Rippleside	11	0.2	0.4	0.6	0.1	0.3	0.3
Hamlyn Heights, Herne Hill - Fyansford	12	0.2	0.3	0.5	0.3	0.3	0.4
Corio, Norlane - North Shore	13	0.2	0.1	0.3	0.1	0.1	0.2
Lara	14	0.3	0.3	0.6	0.4	0.4	0.6
Lovely Banks - Batesford - Moorabool, Rural North	15	0.0	0.3	0.4	0.1	0.6	0.5
Total		7.1	6.3	13.4	8.9	8.6	17.5

\*using the 1 oval : 5000 population ratio \*\*using the AFL’s recommended ratio of 1 oval : 7 teams



# SURF COAST

## FACILITY PROVISION PROJECTIONS – 2019 TO 2030

AFL	
2019 population	32,654
2025 population	37,193
2030 population	41,051
2019 AFL Barwon Club Players	2,024
2019 participation rate	6.20%
2025 total projected players	2,305
2030 total projected players	2,544
Additional AFL teams in 2025	11
Additional AFL teams in 2030	10
Recommended oval provision ratio	1 : 5,000
Additional oval access 2025 by population	0.9
Additional oval access 2030 by population	0.8
Total additional oval access by population	1.7
AFL recommended team to oval provision ratio	1 oval : 7 teams
Additional oval access by 2025 by additional teams	1.6
Additional oval access by 2030 by additional teams	1.4
Total additional oval access by additional teams	3.0
Current provision ratio of AFL ovals in LGA	1 : 2,969

NETBALL	
2019 Netball Players	980
2019 participation rate	3.00%
2025 total projected players	1,116
2030 total projected players	1,232
Additional Netball Players to 2025	136
Additional Netball Players to 2030	116
Netball Court Provision Ratio	1 : 60 players
Additional netball court access 2025 by players	2.2
Additional netball court access 2030 by players	1.8
Total additional netball court access by players	4
Current provision of Netball Courts in LGA	1 : 70 players

# QUEENSLIFFE

## FACILITY PROVISION PROJECTIONS – 2019 TO 2030

AFL	
2019 population	2,940
2025 population	3,083
2030 population	3,127
2019 AFL Barwon Club Players	266
2019 participation rate	9.05%
2025 total projected players	279
2030 total projected players	283
Additional AFL teams in 2025	1
Additional AFL teams in 2030	0
Recommended oval provision ratio	1 : 5,000
Additional oval access 2025 by population	0.03
Additional oval access 2030 by population	0.008
Total additional oval access by population	0.04
AFL recommended team to oval provision ratio	1 oval : 7 teams
Additional oval access by 2025 by additional teams	0.1
Additional oval access by 2030 by additional teams	0
Total additional oval access by additional teams	0.1
Current provision ratio of AFL ovals in LGA	1 : 1,470

NETBALL	
2019 Netball Players	168
2019 participation rate	5.71%
2025 total projected players	176
2030 total projected players	179
Additional Netball Players to 2025	8
Additional Netball Players to 2030	3
Netball Court Provision Ratio	1 : 60 players
Additional netball court access 2025 by players	0.1
Additional netball court access 2030 by players	0.05
Total additional netball court access by players	0.15
Current provision of Netball Courts in LGA	1 : 84 players



# FOOTBALL - NETBALL CLUB PROJECT DEVELOPMENT FRAMEWORK

Lara Football Club player

## PROJECT DEVELOPMENT FRAMEWORK FOR INFRASTRUCTURE PROJECTS (FOR USE BY CLUBS)

COMPONENT / CAPABILITY	YES	NO	N/A	COMMENT
Club has a detailed five year strategic plan				
Club produces and operates to an annual budget				
Club actively participates in annual AFLB Club Health Checks when required and implements Action Plans				
Club has implemented the required policies and procedures as set by AFL Victoria, AFL Barwon, Netball Victoria and LGAs				
Club supports a youth / female football team				
Club supports junior teams				
Club supports Auskick program				
Club supports an access all abilities team (football or netball)				
Club actively participates in AFLB training and club development				
Club is financially up to date with relevant council and AFL Barwon accounts				
Club has position descriptions for key club volunteers				
Club has identified links to local schools				
Proposed infrastructure plans have been developed in conjunction with AFL Barwon, AFL Victoria, Netball Victoria and relevant Local Government Authority?				
Proposed infrastructure plans have been developed utilising the AFL's Preferred Facility Guidelines and/or Netball Victoria's Facilities Manual?				
The delivery of proposed infrastructure project can demonstrate positive impacts on participation and specifically increasing use by junior, female, all-abilities, Culturally and Linguistically Diverse (CALD), Indigenous and other unrepresented groups.				
Club has the ability to financially co-contribute and/or provide in-kind contributions to identified infrastructure upgrade				
A detailed cost estimate of proposed infrastructure plans has been undertaken in conjunction with AFL Barwon, AFL Victoria, Netball Victoria and relevant Local Government Authority?				
<b>Total</b>				





# CASE STUDIES

Grovedale and St Albans  
Netball Club Players



# CASE STUDIES

## City of Ballarat (Victoria)



**A SUCCESSFUL LONG  
TERM STRATEGY FOR  
PLAYING FIELD  
REDEVELOPMENT THAT  
HAS RESULTED IN 60%  
MORE WEEKLY HOURS  
OF USE**



### **CLUBS**

Multiple



### **CLUB COUNCIL**

Ballarat City Council (Victoria)



### **FACILITY PARTNERS**

AFL Victoria  
AFL Goldfields  
State Government

In 2013 Ballarat City Council identified a number of infrastructure improvements for AFL facilities through the development of a Recreation Strategy.

During this process and through the development of AFL Victoria's Growing the Heartland, Football Facilities Development Strategy 2017-2022 it was identified that there was deficient levels of facilities meeting the current playing standards and needs for football. To address these issues council developed a rolling seven year capital works program to improve the facilities currently provided.

AFL Victoria and AFL Goldfields also undertook detailed audits of all facilities in the City of Ballarat and through that identified which facilities were in most need of upgrade. This process assisted in refining the seven year capital works program for Council and ensured that there was alignment of strategic priorities between Council, AFL Victoria and AFL Goldfields.

The Ballarat City Council, AFL Victoria and AFL Goldfields established that the highest priority in Ballarat was to improve the condition and usability of playing surfaces and lighting to provide for current and future demands. The delivery of safe, high standard playing environments was identified as critical to the growth of local clubs.

**Since implementing their ground renewal strategy, grounds in Ballarat are now providing 60% more usage hours for participation and servicing an additional 1,180 football participants.**

The commitment from Council is to provide a rolling annual improvement program to ensure that clubs and participants are regularly seeing improvements to the playing conditions of their facilities.

**Heath Scotland - former Ballarat Football Netball League Club Coach and AFL player (Collingwood FC and Carlton FC)**

*“Providing high quality training and playing conditions is more important than some realise to increasing both the standard of competitions and enabling players to reach their full potential. In Ballarat we now have the right conditions to achieve high levels of performance for clubs and players. I’ve played on a lot of grounds in my career and I can honestly say that these grounds are among the best I have competed on.”*

EXAMPLE OF PROJECTS DELIVERED SINCE 2013

VENUE	VALUE	PROJECT	CAPACITY GROWTH
Marty Busch Recreation Reserve	\$1.9M	Oval, lighting and power supply upgrades	175% increase in hours used and new events. Winner of AFL Victoria’s Best Community Football Facility Project 2017
CE Brown Recreation Reserve	\$1.4M	Oval and lighting upgrades	15% increase in winter bookings
Northern Oval 2	\$1.2M	Oval and lighting upgrades	96% increase in hours used
MARS Stadium	\$2.55M	Oval and lighting upgrades	Increase in major events including AFL matches
City Oval	\$1.9M	Oval, lighting, power and parking upgrades	8% increase in winter hours used

# CASE STUDIES

## Keith Dunne Oval (Queensland)



### STAKEHOLDER COLLABORATION TO DELIVER LED LIGHTING THAT BENEFITS A RANGE OF USERS



#### CLUBS

Bay Power Amateur Football Club (AFC)



#### CLUB COUNCIL

Fraser Coast Regional Council (Queensland)



#### FACILITY PARTNERS

Fraser Coast Regional Council  
Bay Power AFC  
AFL Queensland  
Cricket Queensland  
Queensland Government  
Federal Government



#### PROJECT VALUE

\$440,000

Lighting upgrades at Keith Dunne Oval saw a range of stakeholders collaborate to deliver a \$440,000 project to cater for participation growth in football and cricket and support night competition options.

Night-time cricket and football finals will now be regular features at the Oval following the successful installation of LED lighting at the Hervey Bay ground.

Lighting provision at Keith Dunne Oval had been a community concern for well over a decade, with existing lighting provision limiting the ability of football to expand training and competition structures.

The upgrade means that players can safely train after dark, especially in winter, which was also a concern raised by football club users.



The LED lighting now allows the scheduling of night games for both junior and senior competition structures. It also facilitates growth in female participation and capacity to extend training options to new teams and match formats such as AFL 9s.

LED lighting is providing a range of benefits for the club, making it more attractive for new players and giving club sponsors better value for money.

Collaboration on the project was key to meeting investment deliverables with stakeholders including the Federal Government, Queensland State Government, Fraser Coast Regional Council Cricket Queensland, AFL Queensland and Bay Power Australian Football Club, all of which are thrilled with the project outcomes.

The partnership with cricket in the project resulted in the lux level being raised to 350 lux which is also suitable for AFL State League training and possible AFL club preseason camps in the bayside city.

The provision of match standard lights has had a direct benefit for female football locally, allowing scheduling of club matches at the same venue and on the same day as the senior men's teams. This permits all of a club's senior teams to travel and play as one group, with the single dayschedule greatly relieving the load on club volunteers.

The LED lighting also provides longer use times at the venue, enabling the cross over of games with teams from adjoining Leagues, providing variety in playing fixtures and competitive games throughout the season.

The investment will ultimately improve lifestyles and build stronger community links in Hervey Bay, with the upgrade set to increase participation in sport and enhance the sustainability of the football and cricket clubs and their respective leagues.

## PARTNERSHIP BENEFITS

- Collaboration between local council, state government, AFL, cricket and the community
- Capacity for the venue to cater for a diverse range of users and sports and support club growth
- Support player attraction and club financial sustainability with reduced electrical costs



Queenscliff v Ocean Grove Football Club

# ACKNOWLEDGEMENTS

## PROJECT PARTNERS

This project has been a collaborative effort of several partner organisations and the five local government authorities comprising the G21 Geelong Region Alliance with AFL Barwon acting as Project Manager.

This project has been funded by AFL Barwon in partnership with Buckley's Entertainment Centre.

Input and advice from AFL Victoria, AFL Barwon, Netball Victoria and the G21 regional football and netball communities has also assisted the development of this document.

## PROJECT CONSULTANTS

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